



Canada Magazine Fund (CMF)
Support for Business Development
For Magazine Publishers (SBDMP)
Project Proposal Form

Please read the SBDMP *Applicant's Guide* carefully prior to completing a project proposal. Applicants must provide the following information; supplementary information may also be required as deemed necessary.

See instructions on next page.

Project information	
1. Project title	2. Project duration from _____ to _____ (yyyyy/mm/dd) (yyyyy/mm/dd)
3. Project description	
4. Project objectives	
5. Relevance of the project	
6. Action plan	
7. Results and evaluation plan	
8. Budget (Refer to Budget Form) (to be completed separately)	

(aussi disponible en français)

1. **Project title:** Please indicate the title of your project.
2. **Project duration:** Indicate start and completion dates, from (yyyy/mm/dd) to (yyyy/mm/dd).
3. **Project description:** Provide a description of your project, which gives an overview of what you wish to achieve.

PLEASE NOTE: This information may be made public.

4. **Project objectives**

- Outline the main objectives of your project, what you aim to accomplish, the changes you expect to create.
- The objectives must be realistic, attainable and measurable.

5. **Relevance of the project**

- Explain how the project responds to a need for your magazine (e.g., the challenges, areas, issues that you wish to address);
- Provide documentation to support your project (e.g., business plan, marketing plan or market research). If none of these documents are available, the CMF will consider market research, business or marketing plan as an eligible project (definitions are provided in Part III of the Applicant's Guide).
- Include information on professionals hired for the project (e.g, consultants, volunteers, freelancers, etc.) and explain their necessity to the success of the project.
- Capacity and expertise (describe how your organization has the necessary infrastructure, expertise and resources to successfully complete the projects.)

6. **Action plan:**

1. Describe in detail the activities/steps you plan to undertake to meet the objectives of the project;
2. Identify the time frame for these activities/steps;
3. Describe the resources required (cash and/or in-kind) related to each of the activities/steps (e.g., number of hours, hourly rates, price per unit). Note that these costs must also be reflected in the budget forms (see instruction #8);
4. Explain how and where the government contribution to the project will be recognized.

Please note: Applicants may wish to use the Action Plan Form the CMF has developed to describe the activities/steps of their project.

7. **Results / Evaluation Plan**

- Describe the expected results for each activity – these must be in link with the objectives of the project.
 - short term (by end of project)
 - long term (6-12 months after end of project)
- Specify the performance indicators to be used to measure the expected results.
- Provide an evaluation plan on how you intend to monitor and evaluate the progress of the project and ensure that the results are met.
- Describe final products and materials of the project (e.g. documents, brochures) and how they will be used.

8. **Budget**

- In accordance with the action plan (see Section 6), identify all costs directly related to the project, cash and in kind, on the form provided *Detailed budget*.
- Indicate the amount requested from the CMF for each budget category.
- Identify all funding sources / revenues for the project, cash and in kind (all levels of government, voluntary organizations, private sector, individual donations), on the form provided *Funding Sources – Revenues*.
- For projects of a four-month duration or longer, or requesting a contribution of \$25,000 or more, or extending over two government fiscal years (see *Applicant's Guide*, Part III – Definitions), include monthly cash flow forecast on the form *Cash Flow Forecast*.