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Canadian Culture Online



GATEWAY FUND

**Program and Application Guide
October 2008**

Deadline for Submitting: November 26, 2008
(For 2009-2010 Fiscal Year Funding)

La version française de ce document est également à votre disposition



Canada



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1. PREAMBLE

The funding cycle of the Gateway Fund will expire on March 31, 2010. To be eligible for funding in the current round, the application must reflect a project that will be entirely completed by this date. If your project is approved, any requests to extend the end date beyond March 31, 2010 **will not be granted**. Expenses incurred after March 31, 2010 are ineligible and will not be reimbursed.

NOTE: The project website must be online, functional and publicly available by March 31, 2010.

Since successful applicants may not receive notification of project approval by April 1, 2009, we recommended that work plans reflect a maximum of 10 months of project activity.

Furthermore, due to temporary technical reasons, we are unable to post online the following required documents that should accompany your application:

- project budget and work plan templates (an Excel spreadsheet containing five tabs)
- proposal template (RTF format)

Please contact us by e-mail at ccop-pcce@pch.gc.ca to receive these documents. If you do not receive these documents within 48 hours of sending your request, please call us at 1-866-900-0001 or 819-953-4817.

2. PROGRAM OBJECTIVES

The primary objectives of the Gateway Fund are to:

- increase the amount of quality Canadian cultural content for the Internet;
- build audiences for that content by making it easy to find on the Internet; and
- engage Canadians to use the content and share their perspectives on Canadian events, people and values.

The Department of Canadian Heritage, through Canadian Culture Online (CCO), is launching a targeted call for proposals under this fund to increase access to diverse Canadian cultural content. This call for proposals seeks to support projects presented by and with content about Aboriginal Peoples and ethnocultural communities¹ in Canada.

Projects will result in cultural content for the Internet by and about these communities that is well explained, engagingly interpreted, easy to explore and of interest to the Canadian general public. Emphasis will be placed on showcasing contemporary forms of cultural expression² created for the enjoyment and appreciation of all Canadians.

¹ Ethnocultural community refers to a group of individuals who share specific racial, linguistic and cultural characteristics, common traditions and a desire to protect their cultural identity.

² A contemporary form of cultural expression refers to recently created cultural works (e.g. new media, film, video, music, literature, dance, theatre, visual arts, crafts, etc.) and/or representations of how the community(ies) currently live(s) and express(es) its (their) cultural identity in Canada.



Content created through the Gateway Fund will be made available online free of charge to all Canadians with Internet access.

3. ELIGIBILITY CRITERIA

Proposals must meet **all of** the applicant and project eligibility criteria outlined below. If your proposal does not meet these criteria, your project will not be considered for funding. Only applications for which all required documentation has been submitted will be processed.

The Gateway Fund is expected to receive more projects applications that it can fund. Meeting the eligibility criteria does not guarantee project funding assistance.

A) Applicant Eligibility

Applicants from **Aboriginal communities** must be a Canadian not-for-profit organization or association incorporated under Part II of the Canada Business Corporations Act or under corresponding provincial or territorial legislation, **or** a First Nation (band or tribal council), Métis settlement or Inuit equivalent government. The applicant's main role must be to serve³ one or more Aboriginal communities **and** it must be active in promoting the culture⁴ of that (those) community(ies).

Applicants from **ethnocultural communities** must be a Canadian not-for-profit organization or association incorporated under Part II of the *Canada Business Corporations Act* or under corresponding provincial or territorial legislation. The applicant's main role must be to serve³ one or more ethnocultural communities **and** it must be active in promoting the culture⁴ of that (those) community(ies).

The following are **not eligible** applicants to the Gateway Fund:

- federal or provincial/territorial government organizations and Crown corporations;
- universities and colleges; and
- private sector companies.

NOTE: Private companies such as Web development companies and consultants may be part of a project submitted by an eligible applicant.

Applicants previously funded by the Department of Canadian Heritage are eligible only if they are in compliance with previously signed Contribution Agreements (including all reporting requirements). Prior support should not be construed as a guarantee of funding in this round.

³ Utilize financial and human resources to provide goods and/or services that contribute to the quality of life of the community(ies) served in Canada.

⁴ Provide opportunities which permit the contemporary cultural expressions and/or cultural traditions of the community(ies) served in Canada to thrive, and become known.



B) Project Eligibility

All proposals must meet the following project eligibility criteria:

1. Proposals must be complete (i.e. General Application Form, proposal and templates).
2. Proposed projects must create Internet content which:
 - a) focuses on the culture of the community(ies) served by the applicant;
 - b) originates from the community(ies) served by the applicant;
 - c) is suitable for presentation in at least one of Canada's two official languages on a new or existing website; and
 - d) is available at no cost to all Canadians via the Internet, with no user registration restrictions on access to the funded content.
3. If the project is targeting a youth audience (ages 15-30), youth **must** be involved in content development (and/or production); otherwise, the project will be considered ineligible.

Acceptable content areas for this round of funding include, but are not limited to the following:

- contemporary cultural expression (e.g., recently-created cultural works in new media, film, video, music, literature, dance, visual arts, theatre, crafts, etc.) and/or representations of how the community(ies) currently live(s) and express(es) its (their) cultural identity in Canada;
- cultural E-zine (online magazine) or other online periodicals;
- cultural information related to festivals;
- preservation of Aboriginal languages (must be combined with other cultural content); and
- cultural traditions and storytelling.

It is essential that the content focuses on the culture of the community(ies) served by the applicant. Projects that do not reflect sufficient focus on the culture of the community(ies) served by the applicant include:

- directories, databases or listings (of members, artists, individuals or organizations) as the sole content; and
- pedagogical or learning tools as the sole content.

Examples of online cultural content as reflected in previous projects funded by CCO are available at http://www.pch.gc.ca/progs/pcce-ccop/reacc/index_e.cfm.



4. PROJECT FUNDING AND TIMELINE

A) Maximum Funding

The total maximum contribution to any single project funded through the Gateway Fund cannot exceed \$50,000, or 75% of total eligible expenses, whichever is less.

B) Timeline

The project's work plan must demonstrate that the project will be completed by March 31, 2010. Expenses incurred after this date **will not** be reimbursed by CCO. If your project is approved, any requests to extend the end date beyond March 31, 2010 **will not be granted**. Since successful applicants may not receive notification of project approval by April 1, 2009, we recommend that work plans reflect a maximum of 10 months of project activity.

C) Applicant Contribution to the Project

The applicant must have a significant role in the project, be the organization that takes responsibility for the successful completion of the project, and be responsible for all reporting and other contractual obligations.

Funding recipients are responsible for ensuring that their Web content is available online for a minimum of three years. Hosting costs after March 31, 2010 are the sole responsibility of the recipient.

The Gateway Fund is a cost-shared program. Applicants will be expected to make cash and/or in-kind contributions to their project. A **minimum of 25%** of the eligible costs that are required to complete the project must be contributed by the applicant, the applicant's partners or other revenue sources.

In-kind contributions:

Contributions toward project costs may be in the form of in-kind donations to the project. The term "in-kind" means any non-monetary good or service provided by an interested party without any expectation of reciprocal favourable treatment.

To be considered an eligible in-kind contribution, the otherwise incurred expense **must be**:

- essential to the project's success;
- eligible under the program's terms and conditions; and
- an expense that would otherwise have to be incurred and paid for by the applicant.

All in-kind costs must be balanced by in-kind revenues. In addition, for in-kind contributions to be deemed eligible by CCO, the fair market value must be well documented. Fair market value is a realistic expression of value.

In-kind labour services mean that a person will be volunteering his/her time to the project, and will not be paid by his/her employer, or by the applicant organization. In-kind labour should be assigned a dollar value.

Reimbursements made through the Gateway Fund can only be applied toward cash



expenditures and transactions. Therefore, should eligible in-kind contributions cover more than 25% of revenue requirements, the Gateway Fund will only reimburse actual eligible cash expenditures of the project (up to a maximum of 75% of the total eligible budget).

Please note that any hardware or equipment identified as an in-kind contribution must be prorated for the time it is used for the project, based on the rental or lease value.

5. ASSESSMENT PROCESS AND EVALUATION CRITERIA

A) Assessment Process

Each application will go through an initial screening by CCO to determine the eligibility of both the applicant and the project. Only those project proposals demonstrating that all the eligibility requirements have been met, and for which all required documentation has been submitted, will proceed to the next stage of consideration for financial support.

A Proposal Advisory Committee (PAC) comprised of external experts involved in cultural expression in Aboriginal and ethnocultural communities, will evaluate all eligible project proposals against the assessment criteria listed in the following section. Priority will be given to applicants whose projects have not previously received financial support from the Gateway Fund. The PAC will recommend projects to be considered for funding.

CCO will then conduct an in-depth review and analysis of the selected project proposals. During this phase, a program officer will communicate with you on a regular basis to obtain additional information and clarifications regarding the project budget and proposed activities, as well as respond to any questions you may have.

Based on a thorough review of this assessment and available funds, the Department will then recommend approval or rejection of project proposals. The final decision to fund a project is made by the Minister. Decisions will be communicated to the applicant in writing.

The Department reserves the right to propose modifications to any portion of an application and to request additional information at any point during the assessment process.

B) Evaluation Criteria

Project proposals will be assessed on the degree to which they meet the following criteria:

Quality of the project, content and creative use of technology (65 points)

- The project addresses the needs and interests of the aboriginal or ethnocultural community(ies) represented by the application.
- The content presents the culture of the community(ies) in a compelling way.
- The content includes themes and topics that are of interest to the general public.
- The content is a contemporary form of cultural expression or is a contemporary interpretation of traditional cultural content (i.e., it reflects how the community(ies) currently express(es) its (their) cultural identity in Canada).
- The website design incorporates appropriate interactive features to create an engaging Internet experience for users.



Target audience and marketing plan (8 points)

- The target audiences have been identified.
- Appropriate marketing activities are planned to reach the target audiences.

Project structure and management capacity (12 points)

- The organization has the capacity to carry out the project successfully.
- The proposed work plan and timeline are reasonable and relevant.
- The performance measurement strategy is reasonable and appropriate.
- The plan for ongoing sustainability for the website is well laid out and feasible.

Technology components (6 points)

- The technology to be used is appropriate to the project

Budget (9 points)

- The expenses are reasonable and appropriate

In addition, if the Department of Canadian Heritage has previously funded any projects by the applicant, the results of these projects will be considered as part of the assessment process.

6. APPLICATION DEADLINE

Instruction #1:

E-mail your proposal (Section 7, PART 2 to PART 7) and your budget and work plan (Section 7, PART 8 and PART 9) to ccop-pcce@pch.gc.ca by **midnight Pacific Standard Time on Wednesday, November 26, 2008.**

Please include the following information in your e-mail:

- Subject line: 2009-2010 Gateway Fund Application
- Name of submitting organization
- Title of your project
- Contact person's email address and telephone number
- Attachments: proposal and templates

NOTE: Acceptable file formats include Microsoft Word (.doc), WordPerfect (.wpd), Adobe Acrobat (.pdf), and Microsoft Excel (.xls). In addition, the size of your email message should not exceed 2 MB.



Instruction #2:

Mail or courier to CCO the completed and signed General Application Form (GAF) (Section 7, PART 1), one (1) copy of your proposal (Section 7, PART 2 to PART 7) and one (1) copy of your budget and work plan (Section 7, PART 8 and PART 9), **postmarked or courier stamped no later than Thursday, November 27, 2008**, along with the documentation listed below:

- Up-to-date proof of legal status, such as not-for-profit incorporation papers, act of legislation or other documentation legally enacting the existence of the applicant organization, including by-laws and charters, as applicable;

NOTE: If your organization is a previous recipient of the Gateway Fund and there are no changes to these documents, you are not required to re-submit the above-mentioned documents.

- A listing of the current board of directors or council of the applicant organization; and
- A signed copy of the most recent audited financial statements or a copy of the latest financial statements covering the past two years, signed by two (2) board or council members.

Mailing Address:

Canadian Culture Online – Gateway Fund
Department of Canadian Heritage
25 Eddy Street, 3rd floor, 25-3-V
Gatineau, Quebec K1A 0M5

Acknowledgement of receipt by CCO:

A CCO program officer will confirm receipt of your e-mailed application by means of a return e-mail by 5 pm Eastern Standard Time by November 28, 2008. If you do not receive acknowledgement of receipt of your application by this date, please call us at 1-866-900-0001 or 819-953-4817.

NOTE: Applications received prior to the deadline date will be acknowledged by e-mail one day after they are received.

7. HOW TO PREPARE YOUR APPLICATION

Applicants are welcome to contact CCO should they wish to discuss their project and the development of an effective application before submission.

For information that may help you to create and manage digital content, visit the Canadian Heritage Information Network website at http://www.chin.gc.ca/English/Digital_Content/index.html.

There are two (2) documents that you must request from CCO to complete your application:

- **budget and work plan document** (Excel) – This document has five (5) tabs across the bottom of the worksheet. Tabs 1-4 are budget templates, and tab 5 is the work plan template. This information must all be provided using these templates.



- **proposal template** (RTF—rich text file) – May be used to complete PART 2 to PART 7 of your proposal. The boxes in the template expand to fit your text as you enter the required information.

NOTE: Use of the RTF proposal template is optional. If you do not use the RTF template, your proposal must exactly follow the numbering system shown in PART 2 to PART 7 below.

Please contact us by e-mail at ccop-pcce@pch.gc.ca to receive these documents. If you do not receive the templates within 48 hours of sending your request, please call us at 1-866-900-0001 or 819-953-4817.

To prepare an effective proposal, carefully follow the instructions listed below. Only applications for which all required documentation has been submitted will be processed. Make sure to provide a complete answer for every question using the numbering system shown in PART 2 to PART 7 below.

TIP: Think of your response to each question as a unique opportunity to explain your project, and to provide new information. Ask a person who is not familiar with the proposed project to read the application before it is submitted.

Project proposals must be presented according to the sections indicated below. **Please ensure that all of the information requested is provided, and is clearly numbered and labelled as indicated.**

Keep PART 2 to PART 7 of your project proposal to **a maximum of ten (10) 8½ x 11 typed pages**. Please do not include any annexes or appendices with your proposal.

Use a type font size of 10 points or larger and paginate your application.

PART 1 – General Application Form

- a) A completed General Application Form (GAF) **signed by a duly authorized representative of your organization** must be provided with your project proposal. Download the GAF from the Applicant Resource Centre on the CCO website at: http://www.pch.gc.ca/progs/pcce-ccop/pubs/pubs_e.cfm

PART 2 – Project Overview — Maximum ½ page

- a) Provide a concise overview of your project, including the objectives and the expected outcomes.
- b) Explain how your project will help achieve the objectives of the Gateway Fund (i.e. increasing the amount of quality Canadian cultural content on the Internet, building audiences for this content, and engaging Canadians in using the content and in sharing perspectives on Canadian events, people and values).



PART 3 – Applicant and Project Eligibility

- a) Demonstrate clearly how your organization meets **each** of the Gateway Fund's applicant eligibility requirements. Address each point separately (see Section 3 of this guide):
 - i. the organization has the appropriate legal status;
 - ii. the organization's main role is to serve an Aboriginal or ethnocultural community(ies); and
 - iii. the organization is active in promoting the culture of that (those) Aboriginal or ethnocultural community(ies).
- b) Describe how the proposed project is related to the role/objectives of your organization.
- c) Describe how the content to be created relates to the culture of the community(ies) served by your organization.
- d) Describe how the content originates from the community(ies) your organization is serving.
- e) Indicate the language(s) in which the content will be presented. Applicants may wish (but are not required) to develop content in a language or languages relevant to the project, in addition to English and/or French.
- f) Confirm that the content presented online will be available to Canadians at no cost and with no user registration restrictions on access to the funded content.
- g) Does your project target youth? If so, describe how youth will be involved in content development and/or production.

PART 4 – Content and Features of the Website

- a) Summarize the nature and scope of the content to be presented, and give three (3) specific examples of content to be depicted on the site.
- b) Explain why both your organization and your community(ies) feel it is important to make the proposed content available online.
- c) Explain how the content differs from any other content about the same topic that can be found on the Internet.
- d) Describe how the content is contemporary (see footnote in section 3 for the definition of contemporary cultural content)
- e) Describe how the content will be presented on the website, including a proposed menu structure. Describe any technical features that will be used to present the proposed content (audio, video, images, animation, etc.).

PART 5 – Target Audience and Marketing Plan

- a) Describe the specific target audience for the project, state how and why this audience was selected, and explain how the project will meet the needs of that audience.
- b) Explain why you feel this content will be of interest to the Canadian general public.
- c) Outline your strategy for marketing and promoting the finished product and briefly describe all of the online and offline marketing activities that are planned in order to reach the target audience.



PART 6 – Project Structure and Management Capacity

- a) Indicate whether your organization has worked on this type of project before and mention examples of previous projects. How are they similar to the current project? If your organization has not previously worked on a website project, what other types of projects has the organization completed that demonstrate that it has the capacity to carry out this project successfully?
- b) Identify the individual(s) who will be leading this project, as well as the key project personnel (i.e. project coordinator, persons who will be involved in researching and creating the content for the online project). Briefly explain their qualifications, and why you feel they are important to the success of your project.
- c) Elaborate how you plan to sustain this Web project for at least three (3) years once it is developed. **CCO does not cover costs for ongoing maintenance or Web hosting of funded projects.**
- d) Explain how you plan to measure the success of your project by listing measurable indicators of performance during the developmental phase (i.e. degree of community involvement, reaction of focus groups to the proposed content, number of Web pages created, page loading times, etc.) and once the site is online (i.e. user satisfaction as measured by surveys or focus groups, website traffic statistics, etc).
- e) Provide a detailed description of how copyright issues have been or will be addressed⁵.

PART 7 – Technical Components

- a) Provide a detailed list of hardware, software and equipment to be used for the project.
- b) Provide a brief statement confirming that the funded content will comply with the “Guide to the Canadian Culture Online (CCO) Technical Requirements and Recommendations, version 4.0” and that a copy of this document will be made available to the person(s) responsible for the design and development of the website. This document is available electronically through CCO’s Applicant Resource Centre at http://www.pch.gc.ca/progs/pcce-ccop/pubs/techGuide_e.cfm. For your convenience, the main compulsory requirements are indicated in Section 9 of this guide.

PART 8 – Budget Information

Budget information is to be provided using the budget and work plan document.

The budget templates are on four separate tabs. Be sure to complete **all four** tabs:

Tab #1: Budget Summary

Tab #2: Travel Costs

Tab #3: Salaries/Wages and Contract Costs

Tab #4: Revenue Sources

⁵ Sensitivities may exist regarding who can use different kinds of Traditional Knowledge, and the obligations that accompany the use of the knowledge. Misappropriation or misuse of knowledge may be offensive to community members. Given that the project content will be placed on the Internet, please ensure that you have obtained the relevant permissions, or that a process is in place to do so.



The Excel worksheets contain formulae to assist you in arriving at the calculations which apply to your project.

Examples of completed budget templates are available in Section 11 of this guide. See Section 8 for additional information regarding eligible expenses and the project budget.

PART 9 – Work Plan Strategy

Using Tab #5 of the budget and work plan document, outline step by step your proposed workflow for the various stages of the project. Describe the specific project activities related to the major tasks, estimated dates for completion, and personnel required. Keep in mind that the content must be publicly available on the Internet no later than March 31, 2010.

Please note that you proceed at your own risk if you start the project without receiving official notification of the decision regarding your application from the Department of Canadian Heritage.

An example of a completed work plan is available in Section 11 of this guide.

8. ELIGIBLE EXPENSES AND BUDGET

A) Eligible Expenses

The Gateway Fund provides financial assistance on a project basis and as such, funds are not available for ongoing operational support.

Eligible expenses will be reimbursed **up to 75%**. Each expense incurred will be assessed by CCO staff to determine its eligibility. **All expenses must be reasonable and well supported.**

Eligible expenses include, but are not limited to:

- **Website content creation costs (including research)** such as salaries/wages and contract costs.
- **Website design and development costs** such as salaries/wages and contract costs; travel; editing and translation. Please note that all websites created through the Gateway Fund must reside on a server designated by the applicant. All ongoing website maintenance after March 31, 2010 remains the responsibility of the applicant organization and/or their partners.

NOTE: We encourage applicants to seek the expertise of new media professionals in the development of their project. These may include, but are not limited to, other not-for-profit cultural or heritage organizations, Web development companies, and/or technical experts/consultants.

- **Marketing and communications costs** such as salaries/wages and contract costs, online and offline marketing activities. CCO recommends that at least 5% and no more than 20% of the total project budget be allocated toward promoting the finished product.
- **Equipment, hardware and software costs** such as photographic or recording equipment, computer hardware and software purchase and/or lease. While these purchases and/or leases are eligible, they should not represent a major share of the



project costs (which should be focused on creating content for the Web). Please note that any hardware or equipment identified as an in-kind contribution must be prorated for the time it is used for the project, based on the rental or lease value.

The following items **are not considered eligible expenses** and **must not** be part of the overall project budget. These include:

- ongoing website maintenance or updating costs after March 31, 2010;
- various overhead costs such as ongoing operational expenses, rent, telephone, office supplies, etc.;
- software already owned by the applicant organization;
- the cost of equipment purchased with prior funding from CCO;
- staff time not spent directly on project-related activities;
- hospitality expenses (i.e. food and beverage costs);
- recoverable portion of the GST (applicants should indicate as a line item in the budget template the portion of the GST that can be considered eligible); and
- costs related to E-commerce (i.e. the online buying and selling of goods and services such as tickets or merchandise, etc.)

B) Project Budget

The project budget must be submitted in the format outlined in the templates provided. The budget must include a detailed list of all project costs and revenue sources, identifying the amount of funding requested, which cannot exceed 75% of the eligible expenses as identified in the previous section.

Important budget notes:

Complete the **Tab #1–Budget Summary** template (of the budget and work plan document provided), outlining the cost of each budget item in your project. Ensure that **all** expenses are well supported and justified. If required, attach additional corresponding notes to the budget. Carefully consider the information regarding eligible expenses and maximum amounts that can be reimbursed by CCO.

In order to clearly justify the expenses outlined in the project budget, it is necessary for each applicant to submit information regarding, **travel costs (as applicable), salaries/wages and contract costs, and sources of revenue**. See the examples of completed budget templates in Section 11 for guidance on how to present your information.

Tab #2–Travel Costs: All travel must be done at Economy rates and per diem expenses must not exceed applicable Treasury Board of Canada guidelines: http://www.tbs-sct.gc.ca/pubs_pol/hrpubs/TBM_113/td-dv_e.asp (see Travel Directive, Appendices B, C & D). A breakdown of all travel expenses must be shown using Tab #2 of the document provided.



Tab #3–Salaries/Wages and Contract Costs: Salaries, wages and contract costs must be detailed and justified. Please provide the names of all staff assigned exclusively to this project and all professionals whose services you will be requiring. Note that cash payments for Elders are eligible expenses. If Elders are not remunerated, their in-kind contribution to the project should be recognized. If professional artists are involved in your project, it is suggested that the CARFAC/RAAV Minimum Fee Schedule be followed (see <http://www.carfac.ca> and <http://www.raav.org> for more information). A breakdown of all salaries, wages and contract costs must be shown using Tab #3 of the document provided.

Tab #4–Sources of Revenue: Applicants must identify the anticipated sources of revenue for the project, and whether these are confirmed or pending. Itemize these costs using Tab #4 of the document provided.

9. CONDITIONS OF FUNDING

A) Contribution Agreement

Successful applicants will receive a letter from the Department indicating that a contribution has been approved for their project. Recipients are then required to sign a Contribution Agreement, which is a legal contract outlining the responsibilities of both the Department and the recipient. The Contribution Agreement includes requirements such as project updates and interim and final reports for the project. Please see the Gateway Fund section of the CCO website to view the “Sample Contribution Agreement” at http://www.canadianheritage.gc.ca/progs/pcce-ccop/progs/gateway_e.cfm

Prior to signing the Contribution Agreement, the recipient must provide letters of confirmed financial support from each revenue source, including companies or individuals providing volunteer labour.

B) Reporting

A final report, including a final financial report for the project, will be required by May 31, 2010.

Once the project is completed, recipients must retain copies of relevant website usage statistics and any other relevant computer or database logs related to the project website and provide a summary report to the Minister, for **three years** following the conclusion of the project, as required in the Contribution Agreement. In order to generate these statistics, applicants are strongly encouraged to use a Web server log analysis software program (which is an eligible expense under CCO funding).

C) Project Audits

Funds that are disbursed under the terms of a Contribution Agreement may be subject to examination of a recipient’s account, records, or other evidence deemed necessary under the circumstances, up to and including a financial audit.

Funding must be used only for the purposes specified in the letter of approval and the Contribution Agreement. Any funding not used for these purposes must be returned to the Department.



D) Technical Requirements and Recommendations

Recipients will be required to comply with the “Guide to the Canadian Culture Online (CCO) Technical Requirements and Recommendations, version 4.0”. This document is available at http://www.pch.gc.ca/progs/pcce-ccop/pubs/techGuide_e.cfm

Among the requirements to which CCO-funded websites must comply are the following:

- All Web page content **must** be marked up using the “Strict” or “Transitional” Document Type Definition (DTD) for either HTML 4.01 or XHTML 1.0.
- All (X)HTML code **must** be completely error-free and validate against the chosen W3C-published DTD for either HTML 4.01 or XHTML 1.0, whichever is used.
- Key features of the site **must** function if client-side scripting is disabled or not supported.
- Cascading Style Sheets (CSS) levels 1 and/or 2 **must** be used to establish the presentation of Web page content.
- All CSS **must** be valid (i.e., completely error-free).
- All core website content and functionality **must** be available without CSS.
- The use of layout tables is **not permitted**.
- The use of pop-up windows is **not permitted**.
- The website **must** be effectively viewable (i.e., no significant horizontal scrolling required) at monitor resolutions of both 800x600 and 1024x768.
- The font-size of text **must** be established in a way that allows it to be increased and decreased using the built-in functions of popular browsers.
- Web pages **must** be developed with sufficient visual contrast between text and background colours in order to be legible to all users.
- All core website content and functionality **must** be accessible in any browser, although its presentation may vary.
- All core website content and functionality **must** be accessible, at a minimum, to **both** mouse and keyboard input.
- If a plug-in or specialized software is required to view, listen to, or use certain content (e.g., audio, video, animation, text), the plug-in or software **must** be freely available to users and platform-independent.
- All text-based content **must** be displayed primarily in (X)HTML format. (Text-based content can **additionally** be developed in a proprietary format (e.g., Adobe PDF), for viewing or printing, with the use of a freely available and platform-independent plug-in or software).
- All images, including graphical representations of text (including symbols), images used as list bullets, spacers, and graphical buttons, **must** be accompanied by text-equivalents in the form of alt attributes.
- All video, audio, and animation (e.g., Flash) files **must** be accompanied by (X)HTML text-based summaries or transcripts that allow any user to understand the essential content of the individual files without having to view or listen to them.
- Video and audio clips that are loaded into a browser-embedded player **must not** start automatically, and the player **must** include controls for starting and stopping the clip.



- The following six mandatory Dublin Core elements **must** be applied to describe the most important pages of the website, such as the home page, each section's main page, and pages featuring resources for which there is sufficient context and meaning and are also worth listing in a search engine:
 - title (dc.title)
 - creator (dc.creator)
 - subject (dc.subject)
 - date created (dcterms.created)
 - language (where applicable) (dc.language)
 - identifier (dc.identifier)
- If the website employs a database, the database **must** support open standards such as SQL and XML. The database solution **must** allow fund recipients to import and export the data into a range of commonly used formats that are independent of any particular platform and software rather than dependent on a proprietary one.

10. APPLICATION CHECKLIST

A complete application consists of:

- General Application Form (2 pages)
- project proposal PART 2 to PART 7 (maximum 10 typed pages)
- budget and work plan templates (an Excel spreadsheet containing 5 tabs)
- up-to-date proof of legal status
- list of current board of directors, or council members
- financial statements

11. EXAMPLES OF COMPLETED TEMPLATES

For your information and reference, the next several pages contain examples of completed budget templates and an example of a completed work plan template. These templates are based on a fictitious project submitted by an Aboriginal organization for 2008-09 fiscal year funding.

The examples show you how to present your own budget information and your own work plan. Each project is different. No attempt should be made to replicate the project budget or work plan contained in the examples.

BUDGET SUMMARY

Canadian Culture Online (CCO) -- Gateway Fund
Name of the organization - "Project title"

For period from **month/day/year** to **March 31, 2009**

| Expense Categories | Total Project Costs | | | Total Project Revenues | | | | Verification ¹ |
|---|---------------------|-------------------|--------------------|------------------------|-------------------------------|--|--------------------|---------------------------|
| | Cash Cost | In-Kind Cost | Total Cost | Requested from CCO | Covered by Applicant/Partners | | Total Revenue | |
| | | | | | In Cash | In-Kind | | |
| Website Content Creation (including Research) | | | | | | | | |
| Project researcher salary - Robert XXX (Staff) | \$5,000.00 | \$1,000.00 | \$6,000.00 | \$5,000.00 | | \$1,000.00 | \$6,000.00 | \$0.00 |
| Project manager salary - Michel XXX (Staff) | \$5,000.00 | \$1,000.00 | \$6,000.00 | \$5,000.00 | | \$1,000.00 | \$6,000.00 | \$0.00 |
| Reproduction rights (\$40 x 100 artists) | \$4,000.00 | | \$4,000.00 | \$2,000.00 | \$2,000.00 | | \$4,000.00 | \$0.00 |
| Cultural Consultant - Jeff XXX | \$3,000.00 | | \$3,000.00 | \$3,000.00 | | | \$3,000.00 | \$0.00 |
| Subtotal | \$17,000.00 | \$2,000.00 | \$19,000.00 | \$15,000.00 | \$2,000.00 | \$2,000.00 | \$19,000.00 | \$0.00 |
| Website Design and Development | | | | | | | | |
| Web Master salary - Peter XXX (Contractor) | \$10,000.00 | \$5,000.00 | \$15,000.00 | \$10,000.00 | | \$5,000.00 | \$15,000.00 | \$0.00 |
| Editor salary - Julie XXX (Contractor) | \$1,500.00 | \$500.00 | \$2,000.00 | \$1,000.00 | \$500.00 | \$500.00 | \$2,000.00 | \$0.00 |
| Translation salary - Mary XXX (Staff) | \$1,500.00 | | \$1,500.00 | \$1,000.00 | \$500.00 | | \$1,500.00 | \$0.00 |
| Subtotal | \$13,000.00 | \$5,500.00 | \$18,500.00 | \$12,000.00 | \$1,000.00 | \$5,500.00 | \$18,500.00 | \$0.00 |
| Marketing and Communications | | | | | | | | |
| Online marketing | \$1,000.00 | | \$1,000.00 | \$1,000.00 | | | \$1,000.00 | \$0.00 |
| Advertising in print media (local newspapers, magazines, etc.) | | \$1,000.00 | \$1,000.00 | | | \$1,000.00 | \$1,000.00 | \$0.00 |
| Promotional materials (posters, direct mail campaign, etc.) | \$1,000.00 | | \$1,000.00 | \$1,000.00 | | | \$1,000.00 | \$0.00 |
| Launch (room, invitations, press release) | \$800.00 | \$700.00 | \$1,500.00 | \$800.00 | | \$700.00 | \$1,500.00 | \$0.00 |
| Travel (details on budget notes) | \$1,300.00 | | \$1,300.00 | \$1,000.00 | \$300.00 | | \$1,300.00 | \$0.00 |
| Subtotal | \$4,100.00 | \$1,700.00 | \$5,800.00 | \$3,800.00 | \$300.00 | \$1,700.00 | \$5,800.00 | \$0.00 |
| Note: Marketing and communications cannot exceed 20% of Total Project Costs. | | | 12.1% | | | | | |
| Equipment, Hardware and Software | | | | | | | | |
| Audio/Video Equipment | \$2,700.00 | | \$2,700.00 | \$2,700.00 | \$0.00 | | \$2,700.00 | \$0.00 |
| Software licences | \$1,300.00 | \$0.00 | \$1,300.00 | \$1,000.00 | \$300.00 | \$0.00 | \$1,300.00 | \$0.00 |
| Web hosting (10 months) | | \$500.00 | \$500.00 | | | \$500.00 | \$500.00 | \$0.00 |
| Subtotal | \$4,000.00 | \$500.00 | \$4,500.00 | \$3,700.00 | \$300.00 | \$500.00 | \$4,500.00 | \$0.00 |
| Note: Equipment, hardware & software should not exceed 10% of Total Project Costs. | | | 9.4% | | | | | |
| Total | \$38,100.00 | \$9,700.00 | \$47,800.00 | \$34,500.00 | \$3,600.00 | \$9,700.00 | \$47,800.00 | \$0.00 |
| | | | | | \$13,300.00 | Total Applicant / Partner contribution (cash & in-kind) | | |
| | | | | | 27.8% | % covered by Applicant / Partners² | | |

¹ The Total Cost must equal the Total Revenue *in each row*. If they do, then the figure indicated in the "Verification" column will be zero. If the Verification column indicates any amount other than zero, you will need to adjust the amount "Requested from CCO" and/or "Cash/In-Kind covered by Applicant/Partners" until the Verification number is zero.

² The Applicant and Partners must contribute at least 25% of the Total Project Costs. If this figure is less than 25%, you need to increase the amount of your contribution.

TRAVEL COSTS (INCLUDING CASH AND IN-KIND AMOUNT)

| Name | Purpose | Number of days | Transportation | | Accommodations (per night) | Meals and incidentals (per day) | Total |
|------------------------|---|----------------|--|-------------|----------------------------|---------------------------------|-------------------|
| | | | Mode & From/To | Total Costs | | | |
| Robert XXX, Researcher | Travel to XXX for development of multimedia content | 2 | Train From XXX to XXX and return | \$200.00 | \$112.00 | \$75.00 | \$462.00 |
| Robert XXX, Researcher | Travel to XXX to interview community members | 3 | Car From XXX to XXX and return 506km x \$0.35/km | \$177.00 | \$118.00 | \$75.00 | \$638.00 |
| Peter XXX, Web Master | Travel to XXX for website development planning | 1 | Car From XXX to XXX and return 357km x \$0.35/km | \$125.00 | \$0.00 | \$75.00 | \$200.00 |
| | | | | | | | \$0.00 |
| | | | | | | | \$0.00 |
| | | | | | | | \$0.00 |
| | | | | | | | \$0.00 |
| | | | | | | | \$0.00 |
| | | | | | | | \$0.00 |
| | | | | | | | \$0.00 |
| | | | | | | | \$0.00 |
| | | | | | | | \$0.00 |
| | | | | | | | \$0.00 |
| | | | | | | | \$0.00 |
| Total | | | | | | | \$1,300.00 |

Examples of in-kind travel costs: 1) an individual traveling is not making a claim for meals and incidentals or for mileage, for example, but will cover these costs out of their own pocket; 2) a commercial carrier is providing transportation at no cost to the individual traveling; (3) accommodation is being provided at no cost to the individual traveling.

SALARIES/WAGES AND CONTRACT COSTS (INCLUDING CASH AND IN-KIND AMOUNT)

| Name & Company Name (if applicable) | Person's title for the project | Salary or Contract | Functions related to the project | Rate of pay per hour or day ² | Number of hours per day | Number of working days | Flat rate (if applicable) ¹ | Total | Notes on calculations |
|-------------------------------------|--------------------------------|--------------------|---|--|-------------------------|------------------------|--|------------------|-------------------------|
| Robert XXX | Project Researcher | Salary | Research content for the website | \$20.00 | 8 | 37.5 | | 6,000.00 | |
| Michel XXX | Project Manager | Salary | Coordinate project administration | \$200.00 | 1 | 30 | | 6,000.00 | |
| Mary XXX | Translator | Salary | Translate part of the content from English to Aboriginal language | \$18.75 | 8 | 10 | | 1,500.00 | |
| Peter XXX / Company Name | Web Master | Contract | Develop and design the website | \$37.50 | 8 | 50 | | 15,000.00 | |
| Julie XXX / Company Name | Editor | Contract | Edit the multimedia production | NA | | | 2,000.00 | 2,000.00 | 20 days @ \$100 per day |
| Jeff XXX | Cultural Consultant | Contract | Validation of cultural information | NA | | | 3,000.00 | 3,000.00 | 24 days @\$125 per day |
| | | | | | | | | 0.00 | |
| | | | | | | | | 0.00 | |
| | | | | | | | | 0.00 | |
| | | | | | | | | 0.00 | |
| Total | | | | | | | | 33,500.00 | |

¹ **If the individual is being paid a flat rate**, indicate "NA" (without a slash) in the "Rate of pay per hour or day" column, leave the next two columns blank, and insert the total contract amount into the "Flat Rate" column. In the "Notes column", indicate the approximate number of hours or days to be worked.

² **If the individual is being paid a daily rate**, insert the daily rate in the "Rate of pay per hour or day", indicate "1" in the "Number of hours per day" column and the appropriate number of working days in the "Number of working days" column.

TIPS:

For hourly wages or daily contract rates, the total is calculated by multiplying **pay per hour x # of hours x # of working days**.

For people's labour, "in-kind" means that the person will **receive no pay from any source for the work they are doing**. In some cases, contractors will provide a discounted rate or perform a portion of their services for free. **In all cases, the "Total" column must cover the total value of the work to be done, including the in-kind amount.**

REVENUE SOURCES

CANADIAN CULTURE ONLINE (CCO) -- GATEWAY FUND

Name of the organization - "Project title"

For Period from month/day/year to March 31, 2009

| Revenue source | Funding confirmed (C) or pending (P) | Cash amount (\$) | In-kind amount (\$) | Total |
|---------------------------|--------------------------------------|--------------------|---------------------|--------------------|
| XXX - Foundation | Pending | \$3,600.00 | | \$3,600.00 |
| CCO - Gateway Fund | Pending | \$34,500.00 | \$0.00 | \$34,500.00 |
| Peter XXX - Company Name | Confirmed | | \$5,000.00 | \$5,000.00 |
| Robert XXX | Confirmed | | \$1,000.00 | \$1,000.00 |
| Michel XXX | Confirmed | | \$1,000.00 | \$1,000.00 |
| Julie XXX - Company Name | Confirmed | | \$500.00 | \$500.00 |
| Company XXX - Advertising | Confirmed | | \$1,000.00 | \$1,000.00 |
| Company XXX - Launch | Confirmed | | \$700.00 | \$700.00 |
| Company XXX - Web hosting | Confirmed | | \$500.00 | \$500.00 |
| | | | | \$0.00 |
| | | | | \$0.00 |
| | | | | \$0.00 |
| | | | | \$0.00 |
| | | | | \$0.00 |
| | | | | \$0.00 |
| Total | | \$38,100.00 | \$9,700.00 | \$47,800.00 |
| | Amount from Budget Summary | \$38,100.00 | \$9,700.00 | |
| | Difference | \$0.00 | \$0.00 | |

The "Difference" must equal zero. If it does not, the total amount of funding coming from the sources of revenue indicated above does not match the totals indicated on the Budget Summary. You will need to revise your Revenue Sources until the Difference does equal zero.

WORK PLAN TEMPLATE

| Major Tasks | Specific Project Activities | Estimated date for completion | Personnel Required ¹ |
|--|--|-------------------------------|---|
| Website content creation (incl. research) | | | |
| (i.e. organizational preparation, consultation, surveys, etc.) | Introduce project to the communities | 1-Jun-08 | Robert XXX/Researcher |
| | Consult cultural and heritage organizations | 1-Jun-08 | Jeff XXX/Cultural Consultant |
| | Solicit contributions | 1-Jun-08 | Michel XXX/Project Manager |
| | Interviews with elders, community members, content providers | 29-Jun-08 | Robert XXX/Researcher |
| | Compile all relevant photos, graphics, historical data, audio and video | 15-Jul-08 | Robert XXX/Researcher Michel XXX/Project Manager |
| | Recruit and hire Web Master | 15-Jul-08 | Michel XXX/Project Manager |
| | Recruit and hire Editor | 15-Jul-08 | Michel XXX/Project Manager |
| | Purchase multimedia production equipment | 20-Jul-08 | Michel XXX/Project Manager |
| | Purchase and or lease hardware and software | 20-Jul-08 | Michel XXX/Project Manager Peter XXX/Web Master |
| Website design and development | | | |
| (i.e. content creation and website development) | Website design planning and development | 15-Aug-08 | Peter XXX/Web Master Robert XXX/Researcher Michel XXX/Project Manager |
| | Editing of multimedia production | 22-Aug-08 | Julie XXX/Editor |
| | Phase 1 website design completed | 31-Aug-08 | |
| | Production of multimedia content | 25-Sep-08 | Robert XXX/Researcher Peter XXX/Web Master |
| | Phase 2 website design with audio and visual capacity completed | 30-Sep-08 | |
| | Language editing | 5-Oct-08 | Mary XXX/Translator |
| | Evaluation focus group, initial feedback | 26-Oct-08 | Michel XXX/Project Manager |
| | Phase 3 website design completed with interactive capacity | 21-Nov-08 | |
| | Special features introduced to the website | 30-Nov-08 | Peter XXX/Web Master |
| | Plan for sustainability completed | 20-Dec-08 | Michel XXX/Project Manager |
| | Evaluation focus group, final feedback | 31-Dec-08 | Michel XXX/Project Manager |
| Marketing and communications | | | |
| (i.e. online and offline marketing activities, etc.) | Registering with search engines | 1-Jan-09 | Peter XXX/Web Master |
| | Establishing links to and from other websites | 8-Jan-09 | Peter XXX/Web Master |
| | Newspaper, and other print advertising, as well as community newsletters | 1-Feb-09 | Michel XXX/Project Manager |
| | Formal launch of the website | 31-Mar-09 | Michel XXX/Project Manager |

¹ Everyone listed in the "Personnel Required" column **must** be included in the **Salaries/Wages and Contracts** worksheet. Likewise, everyone indicated in the **"Salaries/Wages and Contracts"** worksheet must be included in the "Personnel Required" column.