

# APPLICATION FORM

## RM-1819-01

**\*\*This application form is a reference for applicants.  
DO NOT fill out this application form.\*\***

Before starting your funding application, we highly suggest that you read the following tips on how to write a successful application to the CRFC :

- Start preparing your application as soon as possible. Do not wait until the deadline!
- Read the program guidelines carefully.
- Collect and update all mandatory documents to go along your application form. Make sure to have an electronic copy of the required documents.
- Use a word processing software to compose your text, and revise your grammar and spelling. Then copy and paste the information into the online application form. You will be sure to have a backup copy.
- Keep in mind the assessment criteria and program results when formulating your answers.
- Submit a coherent project and demonstrate that your project is well structured and that you have the capacity to achieve it.
- Be concise and clear. Go straight to the point! Avoid writing long, vague, redundant or general statements about your project.
- Focus on the accomplishments you want to achieve during the funding period and not on problems or issues that you are experiencing.
- Do not assume that the CRFC knows your station, can read between the lines or guess what you are trying to say.
- Ask someone who is not familiar with the station and your project to review your funding application and provide constructive comments.
- Contact the CRFC to talk about your project and get feedback on your draft application.

## **SECTION 1: YOUR STATION**

### **1. Please provide basic information about your station.**

*It is suggested to detail the following elements:*

- *A brief history of the station;*
- *Your mandate;*
- *Your organizational structure as well as the number and function of employees (full-time, part time, contract or casual) and the number of volunteers;*
- *Your financial and material resources;*
- *The highlights of your programming schedule;*
- *A description of the community you serve (rural or urban, population size, number of listeners, nature and diversity of your listeners, etc.).*

*Do not assume that the CRFC and the selection committee members know your station.*

### **2. Over the past three years, what were the greatest achievements made by your station?**

*What are you particularly proud of? Have you carried out large-scale projects such as studio renovations or are you pleased by the increase in your advertising sales? Did you do something new and daring? Or have you received awards or mentions highlighting the quality of your work?*

### **3. What are the challenges and/or difficulties you are currently dealing with?**

*What is keeping you from fully achieving your mandate? It can be a significant turnover in staff, a precarious financial situation, technical problems, etc.*

### **4. For the next two years, what are your top priorities?**

*Please detail your action plan.*

## **SECTION 2: YOUR PROJECT**

### **5. Title of the project**

*Your title can be either creative or descriptive or both. The CRFC will use this title to identify your project in its communications.*

### **6. Description of your project**

*Describe your project clearly and concisely. If approved, your text may be reproduced in whole or in part on the CRFC's website.*

**7. What need(s)\* do your project respond to?**

*Why do you want to undertake this project?*

**8. Of the three results\* of the program, please select one result you wish to achieve in the long term through the implementation of your project.**

*If more than one result can be achieved, please select the most appropriate. The CRFC is aware that a project can aim to achieve two or even three results. That's why we ask you to select the one that fits better with your project and develop your funding application accordingly.*

*Checkbox (only one box can be selected)*

- Produce high-quality, locally-reflective music and spoken word **programming**.
- Have skilled and sustainable **volunteer** participation in local content creation and operations.
- Enable diverse **community** participation in governance, programming, and content.

**9. Explain how your project will help you achieve the result selected in the previous question.**

*Describe the link between your project and the outcome you are aiming for in the long term.*

**10. What are the goals of your project?**

*Your answer has to be closely tied to the selected result (question 8). Demonstrate what you want to achieve by completing this project. We suggest that you use a list format, including between 3 and 5 goals. Be careful not to set high goals you won't be able to reach!*

*Here are some examples:*

- Increase local music featured on-air.
- Have qualified volunteers involved in programming.
- Give access to the airwaves to community members.

**11. Demonstrate how this project is relevant, important, and innovative.**

*Put forward the project's ability to have an impact on your station and the community.*

**12. What is your plan to ensure the long-term viability of your project?**

*How will your project continue without the financial support of the CRFC?*

### SECTION 3: EXPECTED RESULTS

#### 13. During the project, will you be producing new programming?

*Checkbox:*

- Yes
- No

If YES:

- a. Please indicate the total number of hours of new programming you plan on producing during the project?
  - i. From that number, how many hours will be dedicated to spoken word?
  - ii. From that number, how many hours will be musical?
  - iii. From that number, how many hours will be Canadian content?
- b. What themes will be covered by the programming (check all that applies)?
  - Arts and Culture
  - Children and Youth
  - Comedy
  - Economy
  - History
  - Music
  - News and Public Affairs
  - Politics
  - Religion
  - Sciences
  - Sports
  - Other (please specify)
- c. In what format will your programming be presented (check all that applies)?
  - Call-in
  - Documentary
  - News/Talk Program
  - Interview
  - Game
  - Thematic Program
  - Storytelling
  - Other (please specify)
- d. Who is your target audience?
- e. How is this programming particularly important for your community?
- f. Are you going to be broadcasting the programming produced as part of this project on-air?
  - Yes
  - No
- g. Are you going to be distributing the content produced during the project in other ways than over-the-air?
  - Yes
    - Streaming

- Podcasting
  - Other (please specify)
- On which platforms?
- Station's Website
  - SoundCloud
  - Youtube
  - Other (please specify)

No

**14. Will you be recruiting new volunteers as part of this project?**

Yes

How many are you aiming for?

- 1 to 5
- 6 to 10
- 11 to 25
- 26 to 50
- 50 +

No

**15. Will you be offering training to volunteers (new and/or current)?**

Yes:

- (a) How many hours of training do you plan on offering to all volunteers during the project?
- (b) How many volunteers do you plan on training during the project?

No

**16. Do you want to create new partnerships\* or strengthen existing ones in your community?**

Yes

No

If YES: What groups in your community do you want to include in your project and how do you plan on doing it?

*Checkbox (check all that applies)*

Community Groups	Strategies to include them in your project
<input type="checkbox"/> Advocacy Groups (unions, environmental groups, etc.)	
<input type="checkbox"/> Artistic Community (visual arts, cinema, dance, theatre, etc.)	
<input type="checkbox"/> Ethnocultural Groups (please specify)	

<input type="checkbox"/> Indigenous People	
<input type="checkbox"/> LGBTQ	
<input type="checkbox"/> Musicians	
<input type="checkbox"/> Not-for-profit Organizations	
<input type="checkbox"/> People with disabilities	
<input type="checkbox"/> Political groups / Municipal, provincial and/or federal MPs	
<input type="checkbox"/> Refugees/Immigrants	
<input type="checkbox"/> Religious Groups	
<input type="checkbox"/> Seniors	
<input type="checkbox"/> Sports Associations	
<input type="checkbox"/> Universities (student associations, campus groups, professors, etc.)	
<input type="checkbox"/> Women	
<input type="checkbox"/> Youth	
<input type="checkbox"/> Other (please specify)	

**17. Do you anticipate participating in local activities during the project?**

- Yes.
- i. How many events do you plan on attending?
    - 1 to 10
    - 11 to 25
    - 26 to 50
    - 50 +
  - ii. Please specify the nature of these events (check all that applies).
    - Festivals and Fairs
    - Press Conferences
    - Sporting Events
    - Shows and Musical Performances
    - Other (please specify)
- No

**18. Please indicate what will be the measurable results of your project?**

*We suggest that you provide a list and limit your answer to less than 10 items since quality is more important than quantity.*

*Here are a few examples:*

- *Number of local artists featured on the air, from 5 to 10 per week.*
- *Number of volunteer hours completed per week, from 50 to 72 hours.*
- *Number of community groups represented on-air, increasing from 5 different groups to 15 for the total duration of the project.*

**SECTION 4: TIMELINE**

**19. Start date of the project (at the earliest on September 1, 2018):**

**20. End date of the project (at the latest on August 31, 2019):**

**21. Identify all activities\* you will be undertaking, the title of the person responsible for each task as well as the duration.**

*We want to clearly see your work plan and the feasibility of your activities in a specific timeframe. Be as specific as possible and remember that your activities should support the goals and expected results of the project.*

Activities/Steps	Person in charge	Sept.	Oct.	Nov.	Dec.	Jan.	Febr.	Mar.	Avp.	May	June	July	Aug.

**22. What are the human resources and expertise required to complete your project?**

*Identify all employees and/or volunteers who will be directly involved in the project, and include relevant details.*

Title of the position	Hired specifically for the project?	Full time Part time Volunteer	Number of hours per week spent on project's activities	Number of weeks worked throughout the project	Approximate number of hours worked for the duration of the project	Position kept at the end of the project
	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Full time <input type="checkbox"/> Part time <input type="checkbox"/> Volunteer				<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know

## SECTION 5: BUDGET

### 23. Provide the total budget for your project.

List all expenses necessary to carry out your project, including relevant details, if necessary. Pre-defined categories of expenditure are included in the table to guide you, but you don't have to put an amount under each category. Salaries must match the information provided in your funding application (question 22).

You must clearly indicate what are the expenses you expect the CRFC to pay, in addition to any other amount invested by your station or other funders. The CRFC invites you to diversify your sources of funding. This additional funding could come from your station, sponsors, private or government partners, in-kind contributions\*, etc. It is important to clarify whether the proposed amounts are confirmed or if they remain to be confirmed (for example, an amount is to be confirmed if you are still waiting for an answer from another funding program that would be a partner in this project).

The total amount requested from the CRFC must not exceed \$ 50,000, but the total cost of your project may be greater than \$50,000. Your total budget may also match the amount requested from the CRFC.

All amounts requested from the CRFC, without exception, must be eligible, related to the CRFC program priorities, the selection criteria of the Radiometres program, and to your project.

Categories of expenditure	Costs paid by:			Name of funding body	Guaranteed
	CRFC	Your station	Other		
Salary* (title of position)	\$	\$	\$		Yes No
Professional honoraria* and per diems*					
Technical Equipment					
Training					
Advertising and promotional material about the project					
Office supplies and stationery					
Event-related costs					
Travel and subsidy					
Rental (room, equipment, etc.)					
Other: please specify, add lines if necessary					
<b>Sub-total</b>					
<b>Total cost of the project</b>					



**24. Demonstrate your financial needs for this project.**

*Why should we fund your project? Would the completion of this project be possible without the financial support of the CRFC? If your application is approved, how will this funding affect your overall financial situation? And if your project is not funded, what would be the impact on your station now and in the future? We also suggest that you provide highlights of your financial statements\*, if necessary.*

**SECTION 6: PROJECT IMPLEMENTATION**

**25. To assess your ability to implement the project, please indicate how you plan on monitoring and evaluating your project?**

*In order to do this, please describe what tools you will put in place to:*

- Evaluate the progress and success of the project;
- Follow and share the results obtained within your team;
- Respect the deadlines of your project;
- Ensure accountability for the funded project.

*The tools used do not have to be complex. These can include team meetings, verbal feedback, shared calendars, compiling data using an Excel file, documents you share on a server, lists, etc.*

**26. Identify the main risks\* of your project and your plan to address them.**

*Risks are elements that could jeopardize the success of your project. It may include, for example, lower participation to an event, equipment failure, higher than expected programming costs, delays in your project schedule, etc. It is also worth mentioning how you will overcome these problems if they occur.*

**SECTION 7: CRFC FUNDING ACKNOWLEDGEMENT**

**27. In the event your project is approved, how will you recognize the funding received from the CRFC?**

*Please refer to the guidelines while writing your answer.*

**SECTION 8: OTHER INFORMATION**

**28. If there is anything else you would like to say about your project proposal, now is the time to do it.**

*Please add any other information that you consider relevant for the assessment of your application.*

**29. OPTIONAL: Let's have fun! Send a video or an audio recording to the selection committee in charge of choosing successful applications saying why we should be funding your project.**

**SECTION 9: DECLARATION**

- As a legal signing authority of my station, I confirm that the information contained in the application and the accompanying documents is true, accurate, and complete. I acknowledge that if this application is approved, my station will be required to enter into a formal, legally binding agreement with the Community Radio Fund of Canada that will outline the terms and conditions of the contribution.
  
- I was informed that all applications will be treated as confidential and will not be published or disclosed during the process. The CRFC will publicly announce which applications have been successfully awarded funding, possibly including a brief summary of each project and approved expenditures. Should this application receive funding, some or all of the information I've provided here may be reported to the CRTC and/or in CRFC reports.

Authorized signature:

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REFERENCED