



Fonds canadien de la
radio communautaire

Community Radio
Fund of Canada

AMPLIFYING VOICES

2025 PROGRAM GUIDELINES

ABOUT THE COMMUNITY RADIO FUND OF CANADA

The Community Radio Fund of Canada (CRFC) is a not-for-profit organization created in 2007. The CRFC seeks and secures resources to fuel the production, distribution and sustainability of Canada's community audio broadcasters through dynamic funding programs.

The CRFC advocates and supports their contribution to the media sector in Canada, reflecting the diversity of their listeners, promoting independent local content, and building their capacity to connect and inform the population they serve.

ABOUT THE AMPLIFYING VOICES PROGRAM

The Amplifying Voices program was designed through consultations with over 60 Indigenous language keepers, experts, broadcasters, and academics to preserve and strengthen Indigenous languages, and is steered by an Indigenous advisory group composed of Indigenous broadcasters, language experts, elders, and authors.

Amplifying Voices provides grants to Indigenous broadcasters to support the production and distribution of Indigenous language programming at a local level. Recipients of this funding will own their content.

Our advisory group emphasized the importance of respecting the language, traditions, history and knowledge, and that they need to be able to keep that knowledge within their community. Recipient stations will not be required to distribute it beyond their terrestrial broadcast.

The goals of the program are to :

- Improve Indigenous Language Content produced by Indigenous radio broadcasters
- Increase Indigenous Language Content produced by Indigenous radio broadcasters
- Contribute to the preservation, promotion and revitalization of Indigenous languages and cultures
- Impact the communities served by Indigenous broadcasters

Funding Partners

SUNCOR ENERGY FOUNDATION



SUNCOR
ENERGY
FOUNDATION

The Suncor Energy Foundation (SEF), embodies our purpose of caring for each other and the Earth by connecting business and community strengths to make a positive difference in society. Through partnerships and relationships with those who are courageously seeking solutions, we help spark change and propel progress for generations ahead.

<https://www.suncor.com/en-ca/sustainability/community-investment/suncor-energy-foundation>

INSPIRIT FOUNDATION

INSPIRIT
FOUNDATION



FONDATION
INSPIRIT

Inspirit Foundation works to advance racial, social and economic justice by investing its assets and funding media and arts for change. Inspirit hopes to enable the creation of new narratives that advance pluralism—narratives that challenge discriminatory structures of representation and multiply the array of stories and people we see reflected in television, film, the arts, and journalism. Inspirit does not endorse, influence, edit, or vet journalistic content in advance of or following any publication by its partners.

<https://inspiritfoundation.org/>

PROGRAM OVERVIEW

Amount available

A station may apply for funding of up to **\$20,000**.

Eligible applicants

Eligible applicants to the **Amplifying Voices** program are Indigenous-led not-for-profit organizations who hold a valid CRTC-issued Indigenous **Type B** radio broadcasting license (as set out in CRTC Public Notice 1990-89).

Eligible expenses

Eligible expenses are those directly related to the production and distribution of Indigenous language radio programming such as:

- Salary or honoraria to hosts, content creators, language keepers / special guests
- Purchase of equipment to improve quality of production
- Other related expenses that contribute to language programming

Deadline

Friday, **February 21, 2025** at 3:00 p.m. EST.

Number of applications

Each station may submit one application per call for funding.

If an organization holds multiple licenses they may make an application for each of those licensed stations.

APPLICATION PROCESS

All applications for funding are made via the CRFC's online application portal, which applicants can access via [our website](#) by clicking on the "Portal" button in the top left corner of the homepage. It can also be accessed by going directly to the following address : <https://mycrfc-monfrcr.smapply.io/>



**APPLY
NOW!**

For more details on how to create an account we recommend you to read the user guide available at the following link : [PDF SMaply_Userguide_SignIn_2020.pdf](#)

Once your account is created, the application should take no more than 30 - 60 minutes to complete.

After submitting your application on the platform, you will receive a confirmation email. If you haven't received an email, we invite you to contact the [CRFC team](#) to confirm the submission of your funding application.

The CRFC will verify the eligibility of the request and may ask for clarifications. If additional information is needed, you will have one week to provide this information. All eligible funding requests will be subject to a review by an independent Indigenous selection committee.

Submission of an application does not guarantee funding for the proposed project. It is a competitive process and is subject to the availability of funds.

Mandatory documents

Each applicant must provide all the following documents when completing their online application:

- ❑ A copy of your organization's letters patent, provincial or federal charter or any other document of incorporation;
- ❑ A copy of your most recent valid CRTC broadcasting license;
- ❑ Financial statements for the last fiscal year;
- ❑ The station's operating budget for the current fiscal year.

If you are unable to provide one or more mandatory documents, please contact the CRFC as soon as possible.

Contact us

Before submitting your application, we encourage you to contact the CRFC to discuss your funding application. The CRFC can review your draft application and provide feedback during the call for funding applications. The CRFC can guarantee a review of your application if it is submitted 5 days before the application deadline.

Please note that having the CRFC review your application beforehand does not guarantee funding.

Contact Emmanuel Sayer, Programs Director - emmanuel@crfc-fcrc.ca

EVALUATION AND APPROVAL OF APPLICATIONS

Evaluation criteria

Each application for funding will be assessed by an independent Indigenous selection committee.

The selection committee assesses applications according to the following criteria:

- The description of the existing Indigenous language programming or the lack of Indigenous language programming
- The plan for the use of Amplifying Voices funding to support Indigenous language programming
- The potential impact on the communities served by the applicant
- The presentation of the communities served by the applicant

Projects aiming to support existing programming will be prioritized.

Approval of Applications

The CRFC will inform applicants by email of the results of their application for funding in **March 2025**. The CRFC will publish the final list of recipients on its website once the contribution agreements have been signed.

The CRFC will enter into a contribution agreement with recipients. This agreement will outline the terms and conditions of the CRFC's financial contribution, the responsibilities of the recipient, the activities, expected results and approved expenditures.

Recipient's Obligations

Recipients will use the provided funds to support the production and distribution of Indigenous language radio programming.

All recipients must submit a final report no later than **January 31st, 2026** outlining how the funding was spent, details on the programming that was produced (amount of hours, languages programming was produced in, etc.) as well as the impact of the funding.

The final report will include an attestation by the recipient that the financial contribution

supported the production of Indigenous language programming in a manner that would not have been possible without the contribution.

Recipients are required to acknowledge financial support from the CRFC according to the public acknowledgment guidelines.

Payment schedule

- ❑ The CRFC will make an initial payment of **95%** of the total contribution upon receipt of the signed contribution agreement.
- ❑ The last installment of **5%** will be given to the beneficiary following receipt and approval of the final report

The CRFC reserves the right to negotiate other terms of payment with recipients. The contribution agreement remains the official document setting out the various terms and conditions of the financial contribution.

TIMELINE

January 15, 2025

Launch of the program

January 15, 2025 to February 21, 2025

Comments and feedback offered to stations on their project ideas and draft application forms.

February 21, 2025

Deadline to submit funding application

March 2025

Evaluation and selection of applications

Announcement of successful applications

January 31, 2026

Submission of report