



Canada Magazine Fund (CMF) Support for Industry Development (SID) Project Proposal – Appendix B

Please read the Support for Industry Development *Applicant's Guide* carefully prior to completing a project proposal. Applicants must provide information in the following table. Supplementary information may also be required as deemed necessary.

See instructions on reverse.

Project information	
1. Project title	2. Project duration from _____ to _____ (yyyy/mm/dd) (yyyy/mm/dd)
3. Project description	
4. Relevance and impact of the project	
5. Action plan	
6. Project objectives, results and evaluation plan	
7. Budget (see Appendices C-1, C-2 and C-3 – to be completed separately)	

(aussi disponible en français)

SID – Project Proposal Instructions

1. **Project title:** 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, its purpose and objectives.
NOTE: This information may be made public.
4. **Relevance and impact of the project**
 - Explain how the project responds to a need within the magazine and periodical industry (include supporting information such as market research, industry studies, as well as letters of support);
 - Describe the project scope with respect to language, region, participation, strategic alliances / partnerships;
 - Describe and specify the targeted audience; and
 - Explain the impact on the Canadian magazine and periodical industry and how the knowledge and experience will be shared.
5. **Action plan**
 - a) For a single activity project, provide a clear action plan as follows:
NOTE: You may want to use the action plan template provided in Appendix B-1.
 1. Describe the activity;
 2. Identify the time frame;
 3. Describe the resources required;
 4. Include information and résumés of professional consultants hired for the project;
 5. Indicate, if any, the use of volunteers / in kind contributions and explain their necessity to the success of the project;
 6. Identify all partners and explain their involvement; and
 7. Explain how and where the government contribution to the project will be recognized.
 - b) For projects with multiple activities, you are required to complete the action plan template (Appendix B-1) for each activity of the project.
6. **Project objectives, results and evaluation plan**
 - Outline the main objectives and anticipated results of the project (these must be realistic and measurable);
 - Provide an evaluation plan on how you intend to monitor and evaluate the progress of the project and ensure that the objectives are met:
 - a) Describe the expected results (short and long term) for each activity; and
 - b) Specify the performance indicators to be used to measure the expected results.
 - Describe final products of the project (e.g. documents, brochures) and specify how they will be used.
7. **Budget**
 - In accordance with the action plan (see section 5), identify all costs directly related to the project, cash and in kind, on the form provided in Appendix C-1;
 - 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 in Appendix C-2; and
 - For projects of a four-month (4) duration or longer, or requesting a contribution of \$25,000 or more, or extending over two (2) government fiscal years (see *Applicant's Guide*, Part III – Definitions), include the monthly cash flow forecast using the form provided in Appendix C-3.