

Canadian Independent Screen Fund
for BPOC creators



Fonds Canadien de l'écran
indépendant pour les créateurs
afro-descendants et racisés

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CMF REPORT HIGHLIGHTS THE NEED FOR AN INDEPENDENT FUND

TORONTO - JUNE 09, 2021—The Canada Media Fund (CMF) recently released the IPSOS report reflecting the data it collected as a part of the Black and People of Colour (BPOC) Covid Relief Allocation Funding. The report, while both illuminating and disturbing, revealed the extent of the difficulties BPOC communities experience producing media content. Most significantly, we believe the report reflects a crucial need for an independent fund that will help to accelerate the growth of BPOC owned companies and individual creators.

“The CMF report reinforces the raison d’être for an independent fund that we presented to the Minister’s office in September 2020,” says Jennifer Holness, Co-chair of the Canadian Independent Screen Fund for BPOC creators (CISF). “The CMF - IPSOS report highlights the major disparities in income for BPOC creators, identifying that 73% are self-financing their projects and many are earning less than 30K per year.”

“Our communities know when a fund speaks to them and addresses their needs. The Canadian Independent Screen Fund (CISF)for BPOC creators has the ability to reach the regions that most need this funding. These creators are such an important sector of the screen industries who aren’t getting the support they need,” says Lalita Krishna, Co-chair of the CISF.

Other findings from the Canada Media Fund’s May 2021 Report of Racialized Creators and Production Companies are all addressed by Canadian Independent Screen Fund for BPOC creators’ mandate:

- 49% cited broadcaster barriers; **the CISF will not require a broadcast trigger;**
- 46% cited systemic discrimination; **the CISF’s board is led by a collective of pan-Canadian BPOC leaders in the space;**
- 45% cited Jury process; **the CISF will curate Jury’s made up of accomplished BPOC professionals ;**
- 42% can’t meet CMF requirements; **the CISF will work with applicants to identify barriers and dismantle them together;**

- Producers are the age of mid-career filmmakers but are accessing funding at an entry-level, and Companies incorporated before 2017 are three times as likely to have lower development budgets as companies formed in last four years; **the CISF will target not only**
- **entry-level filmmakers, but also mid-career, and established producers with tiered funding models;**
- The majority of stakeholders are 50+ and have less ability to take risks on one project; just 25% of funding recipients were under 40;
- BPOC Producers are mostly 1st generation Canadians;
- Almost half the companies were newly incorporated in the past 5 years
- Avg. earnings for BPOC Producers are less than \$30k per year; **Partially a top-up fund, CISF will have close the gaps in finance and redress significant producer deferrals**
- 73% of BPOC projects are self-financed, **our targeted funding better understands the goals of BIPOC filmmakers and trusts they know their audience needs.**

All of these speak to the need for a fund to be disseminated with fewer conditions.

The CISF for BPOC creators was born out of the former Canadian Independent Film and Video Fund, which ran successfully as an independent fund from 1991 to 2008 and which has been re-imagined as a production fund for Black and racially diverse communities. Key leaders from BIPOC TV & Film, Black Screen Office, Creatives Empowered, BlackWomenFilm! Canada, the National Screen Institute (NSI), Independent Media Producers Association of Creative Talent (IMPACT), Reelworld Screen Institute, Racial Equity Media Collective, and the Vancouver Asian Film Festival are on the board of the CISF for BPOC Creators and steer the organization. The CISF for BPOC creators has created guidelines that address all of these systemic issues, which can be seen on the website: <http://Independentfund.org>.

For more information contact: communications@independentfund.org

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