

Livres Canada Books

Mentoring – Funding Support Program

2021-2022 Guidelines

Deadline for receipt of applications: April 1, 2021

➡ **Arrows indicate additions or modifications.**

Application Forms are available on our website at www.livrescanadabooks.com/mentoring

1. General Information

Objective

This funding is designed to give publishers the opportunity to benefit from the knowledge and expertise gained from their participation in Livres Canada Books' Mentoring – Coaching Program and to implement a targeted marketing strategy.

General Criteria

Applicants must comply with and meet all definitions and conditions listed in these Guidelines.

Conditions of Participation

Eligibility for funding in 2021-2022 under Livres Canada Books assistance programs is conditional upon the applicant having satisfactorily fulfilled all conditions and requirements in force according to the terms of contributions the company has received from Livres Canada Books in previous years and having fulfilled all contractual obligations with respect to author royalty payments. Livres Canada Books cannot confirm its commitment to allocate a contribution until Livres Canada Books has received confirmation of the Canada Book Fund contribution for 2021-2022.

Eligibility Criteria

To be eligible for the Mentoring – Funding Support Program in 2021-2022, the applicant must have been confirmed eligible for Livres Canada Books' Mentoring Program for USA, France, France-Switzerland-Belgium and/or Germany and have attended all its activities in previous years.

The applicant must also have been a confirmed recipient for one of the following federal programs:

- Support for Publishers component of the Canada Book Fund in 2020-2021
- Supporting Artistic Practice: Literary Publishers 2020, Canada Council for the Arts
- Literary Publishing Projects 2020, Canada Council for the Arts

The applicant's eligibility status must remain valid in 2021-2022.

The applicant must have eligible export sales of less than \$15,000 over the company's most recently completed financial period.

The applicant must have fulfilled its contractual obligations with respect to author royalty payments by the application deadline.

Applicants must comply with and meet all definitions and conditions listed in these Guidelines (see sections 1 and 2).

Activity Period

Financial assistance under Mentoring – Funding Support is designated exclusively for export and international marketing activities to be completed by eligible companies between April 1, 2021 and March 31, 2022.

Eligible Activities

All expenses related to an export marketing strategy will be considered eligible, with the exception of meal expenses.

Twenty-five percent (25%) of total direct international marketing expenses will be accepted as overhead expenses and will not have to be justified with receipts. Overhead expenses include depreciation, rentals/leasing, bank charges and interest, administrative salaries and general office expenses such as telephone/fax, stationery, courier, etc.

Salaries of individuals involved in international marketing (exclusively or not) may be claimed in addition to overhead expenses, for a maximum amount of \$500.

The Chief Executive Officer of the company must confirm in writing the name, position, annual salary of the employee in question.

Ineligible Expenses

Mentoring – Funding Support will not cover the following:

- capital expenditures
- cost of goods sold, including royalties, as per the company's financial statements
- taxes (i.e., GST, PST/HST, VAT, etc.)
- international marketing activities and export-related expenses already covered under FRMAP or a federal or provincial program

Contribution

The amount of funding for recipients of Mentoring – Funding Support will be \$3,000, for eligible expenses of \$4,285.

Cost Sharing

Financial assistance is allocated on a cost-sharing basis. Livres Canada Books contribution will be based on 70% of the eligible expenses of the recipient of the Mentoring – Funding Support, who will assume the remaining 30% of total eligible expenses.

Payment Schedule and Reporting Requirements

Eligible applicants will receive a Livres Canada Books Contribution Agreement confirming their eligibility as well as the contribution approved under Mentoring – Funding Support.

When it has received its contribution for 2021-2022 from the Department of Canadian Heritage, Livres Canada Books will disburse 75% of the Mentoring – Funding Support contribution to eligible applicants who have submitted a signed contribution agreement.

The final installment of the Mentoring – Funding Support contribution, 25%, will be paid after receipt and approval of a final report. Instructions for the preparation of the final report will be sent to successful applicants.

Application Procedure

1. Applicants must complete Parts A and B of the application form. We also ask you, as far as possible, to break down your export digital sales.
2. Only those applicants who do not have an online catalogue must provide the company's most recent catalogue.

3. Applicants with sales of eligible Canadian-authored books according to Canada Book Fund equal to or greater than \$3 million (Application Form – Part B, Line 5) during the reference year, including any distribution fee adjustment, must provide audited financial statements for the company's most recent financial period. Applicants with sales of Canadian-authored titles below \$3 million must provide at minimum a review engagement report. Compilation engagements (or notice to reader) and internal statements are not accepted.

The audited financial statements or review engagement report should not be more than 12 months old.

4. For the confirmation of eligible export sales, the applicant must include in the application either:
 - a. a signed statement by an independent public accountant on the accountant's official letterhead confirming the level of their eligible export sales (Application Form – Part B, Line 3) for their most recently completed financial period (sample statements available on our [website](#)). The audited financial statements or review engagement report and the statement by an independent public accountant on eligible export sales must refer to the same financial period.
OR
 - b. audited financial statements or a review engagement report including the eligible export sales.
5. For the confirmation of royalty payments, the applicant must include in the application a signed statement by an independent public accountant on the accountant's official letterhead confirming the applicant has fulfilled all contractual obligations with respect to author royalty payments or any other method of paying authors for their most recently completed financial period. Alternatively, the royalty certification can be presented as a note in the audited/reviewed financial statements rather than as a separate letter.
6. If the applicant has submitted an application for the Support for Publishers component of the Canada Book Fund in 2021-2022, the applicant must provide financial documents to Livres Canada Books from the same reference year.

As is the case for Canada Book Fund, Livres Canada Books nonetheless reserves the right to require audited financial statements from publishers with fewer than \$3 million in sales of eligible Canadian-authored books, should it feel individual cases warrant such a level of assurance. Such publishers will be advised of this requirement in a timely manner. Livres Canada Books may also increase the number of recipient audits per year.

In reviewing applications for Mentoring – Funding Support, Livres Canada Books will consult documents provided by applicants to Livres Canada Books, with the Canada Book Fund, and the Canada Council for the Arts to verify required information and documents.

NOTE: Applications cannot be processed until all information and documents required are complete.

Appeal

Applicants may appeal Mentoring – Funding Support decisions in writing to the Chair of Livres Canada Books. Appeals must be received no later than thirty (30) calendar days after the date the decision of Livres Canada Books was communicated to the applicant.

Appeals will be reviewed by the Appeals Committee only when there is clear and unmistakable evidence of procedural improprieties and/or errors made by the Livres Canada Books Secretariat in processing the application.

Audit

Livres Canada Books reserves the right to conduct an audit of any company funded under the Mentoring – Funding Support, including random audits. If a material difference exists between the recipient's report and that of the Livres Canada Books' auditor and the contribution must be adjusted, 50% of the cost of the audit will be borne by the recipient. The decision on the selection of firms to be audited is made randomly. Notwithstanding such random selection, the

Programs Manager in consultation with the Executive Director may select for audit a firm or firms whose financial data, reports or other material contain questionable or inconsistent information.

For Further Information

Any applicant with questions on Livres Canada Books application procedure should contact us as soon as possible so we can provide an answer before the deadline of April 1, 2021.

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2. Definitions

The following definitions apply to the eligibility criteria of Livres Canada Books' programs.

For any other definitions, visit the [Canada Book Fund](#) website of the Department of Canadian Heritage.

Canadian

A citizen within the meaning of the [Citizenship Act](#) or a permanent resident within the meaning of the [Immigration and Refugee Protection Act](#).



Canadian-owned and -controlled firm

A firm:

1. that is a sole proprietorship, partnership, cooperative or corporation (for profit or not for profit) established under the laws of Canada or a province;
2. whose activities are based primarily in Canada;
3. whose firm's headquarters is based in Canada;
4. whose chairperson or presiding officer and more than half of whose directors and other similar officers are Canadian; or permanent residents within the meaning of the [Immigration and Refugee Protection Act](#);
5. if a corporation with share capital, of which Canadians beneficially own or control, other than by way of shares held only as security, directly or indirectly, in the aggregate at least 50 per cent plus 1 of all the issued and outstanding voting shares;
6. if a corporation without share capital, of which Canadians beneficially own or control, directly or indirectly, interests representing in monetary value at least 50 per cent plus 1 of the total value of the assets;
7. if a partnership, trust or joint venture, of which a Canadian or Canadian corporation or any combination of the two, beneficially own or control, directly or indirectly, interests representing in value at least 50 per cent plus 1 of the total value of the assets of the partnership, trust or joint venture, as the case may be, and of which the Chairperson or other presiding officers and more than half of the directors or other similar officers are Canadian.

If at any time one or more persons that are not Canadian have any direct or indirect influence through a trust, an agreement, an arrangement or otherwise that, if exercised, would result in control in fact of the firm, the firm is deemed not to be Canadian-owned and-controlled.

Co-publishing

Joint financial investment by two or more publishers to conceive, produce and print, under their respective imprints, individual titles or collections to be sold in their respective markets. Provided all other eligibility criteria are satisfied, co-published books are eligible, but applicants may claim as eligible sales only their portion of the total revenue. The partner publisher of the applicant may be foreign-owned.

Co-publishing may also include situations in which an applicant sells rights to an own eligible title to foreign publishers and coordinates production of the books. The applicant's revenues associated with such arrangements may be considered eligible export sales.

Eligible Books

A book that is:

- either written by a Canadian author or adapted or translated by a Canadian;
- at least 48 pages in length for a printed book, except for children's books, which can be less than 48 pages;
- at least 15,000 words in length for a digital new title (i.e., not published in print or another physical format), except for digital children's books, digital editions of eligible printed books and certain educational books like math textbooks, which can be less than 15,000 words;
- clearly and publicly attributed to the author(s) and/or translator(s);
- the publisher's own title;
- bearing an ISBN assigned to or acquired by the publisher (exceptions may apply in the case of international co-publication);
- published under the publisher's imprint or under an imprint for which it has acquired publishing, management and marketing rights; and
- printed or manufactured in Canada, except for co-published books or books with an acceptable justification.

Notes on authorship

- The author or translator is always the person to whom the book is publicly attributed. The name of the author(s) or translator(s) must appear on the outside of the cover, the spine, the title page or the copyright page.
- A book with more than one author is considered Canadian-authored if at least one of the authors is Canadian.
- A collective work (e.g., an anthology) is considered Canadian-authored if at least 50% of the contributors are Canadian.
- If less than 50% of the contributors to a collective work are Canadian, the editor of the work can be considered the author if the book is clearly and publicly attributed to the editor and he or she has written a substantive preface, introduction, afterword, or conclusion to the book. The work of an editor in overseeing and guiding a book to publication is not considered authorship.
- For children's picture books only, an illustrator is considered an author.

Eligible Export Sales

Eligible export sales constitute the total of the following:

- revenue from the sale of eligible titles net of trade discounts and credits for returns and allowances;
- revenue from the sale of rights and permissions of eligible books;
- amounts withheld by distributors for the sale of eligible titles. If the amount withheld by distributors is not already included in net sales, this amount may be added. The adjustment is for distribution fees only and must not include the trade discounts.

Independent accountant holding a designation acceptable to the program

A professional designated as a Chartered Professional Accountant (CPA) operating at arm's length from the applicant and from the firm or individual who maintains the applicant's financial records and statements. Applicants that wish to have their application documents prepared by an accountant holding a different designation should contact Livres Canada Books in advance.