



immersART

The national program for **artistic, cultural and heritage activities**
in **French immersion schools**

GUIDELINES 2024-2028



Fédération
culturelle
canadienne-
française

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ABOUT THE PROGRAM

ImmersART is a national micro-grant program that brings arts, culture and heritage to French immersion schools in official language minority communities across the country.

Working in partnerships with eligible schools, non-profit organizations (NPO) can apply for micro-grants to help fund arts, culture and heritage activities for students.

More specifically, the **ImmersART** program has the following **objectives**:

- 1 **Support French learning for immersion students by offering them the opportunity to enjoy artistic, cultural or heritage experiences in French.**
- 2 **Introduce the students to the wealth and diversity of Franco-Canadian artistic, cultural and heritage expression, to enhance their sense of belonging to the Francophonie.**
- 3 **Foster the creation of connections between the students and the local, regional and pan-Canadian Francophone culture and increase their opportunities to interact with Francophone culture.**
- 4 **Tighten the links between schools and Francophone artistic and cultural organizations by encouraging them to collaborate.**
- 5 **Stimulate vitality and nurture the growth of an inclusive, open-minded pan-Canadian Francophonie.**

ImmersART is a micro-grant initiative, with the first phase running from 2024 to 2028. The program is in its pilot phase for 2024-2025, thanks to funding from the Department of Canadian Heritage of the Government of Canada.

For more than 40 years, the **Fédération culturelle canadienne-française (FCCF)** has been promoting and defending the value of arts and culture in Canada's Francophone and Acadian communities. We were therefore the obvious choice when the Government of Canada went to select a partner for implementing this microfinancing program on its behalf.

ImmersART is perfectly aligned with the priorities set out by the FCCF and its members, especially our commitment to building bridges between the education community and the arts and culture sector within the Canadian Francophonie.

The FCCF hopes that **ImmersART** will serve as the basis to fruitful collaborations in communities across the country, providing French immersion students with enriching artistic, cultural and heritage experiences!

ELIGIBLE APPLICANTS

The program is open to Canadian non-profit organizations duly incorporated under federal or provincial/territorial law.

When applying for a microgrant, the organization must provide its incorporation number.

PARTICIPATING SCHOOLS

A [directory of eligible schools](#) is available on [immersart.ca](#). This list is compiled in collaboration with the more than 215 school boards, districts and divisions across the country.

To add a school or update a school's information, please provide the following details: school's name, MIDENT, school board, address, contact person, title, email address, telephone number, number of students and grade levels.

The following categories of educational institutions are not eligible under the program:

- Childcare centres (daycares) and preschools
- Continuing education centres
- Adult education centres
- Summer schools
- Francophone schools
- Homeschooling networks
- Healthcare and treatment facilities
- Correctional and custodial facilities

PARTNERSHIPS BETWEEN APPLICANT ORGANIZATIONS AND PARTICIPATING SCHOOLS

The applicant organization is responsible for contacting the school with French immersion program located in an official language minority community **prior to preparing the microgrant application**, and for establishing an appropriate collaboration mechanism (a partnership agreement, for example).

The name and contact details of the designated school liaison for each school covered by the program are available in the [school directory](#) on [immersart.ca](#).

Alternatively, a school can approach an eligible organization with which it would like to collaborate. A [directory of non-profit organizations](#) is available on [immersart.ca](#). This directory, far from being exhaustive, is made available to schools wishing to find a community partner in their region with whom they can collaborate. We also encourage you to contact eligible organizations not listed in the directory.

ELIGIBLE INITIATIVES

In addition to encouraging student participation in arts, culture and heritage activities, all proposed activities must include one of the following two elements:

- Highlighting the heritage of official-language minority communities through artistic or cultural activities that involve the target community.
- An increased visibility of the artistic and cultural expression of official language minority communities (outreach).

To be eligible for funding, the activity must be offered in French and involve at least one **discipline** targeted by the program:

- Dramatic arts
- Media arts
- Multidisciplinary arts
- Visual arts
- Dance
- Litterature
- Crafts
- Music
- Heritage

FUNDING AMOUNTS

Successful applicant organizations will receive a micro-grant of **\$1,500** per participating school in the proposed activity.

Micro-grants will remain available until all program funds have been allocated.

Distance Premium

Applicant organizations partnering with a school located more than 200 kilometres from any of the following cities* will automatically receive a distance premium of \$500.

Alberta	Calgary, Edmonton
British Columbia	Vancouver, Victoria
Manitoba	Winnipeg
New Brunswick	Bathurst, Edmundston, Fredericton, Moncton
Nova Scotia	Halifax
Ontario	Grand Sudbury, Hamilton, Kingston, Ottawa, Toronto, Windsor
Quebec	Montreal, Quebec City
Saskatchewan	Regina

* These cities were selected according to the number of local arts and culture professionals working in French (based on 2016 census data provided by Statistics Canada).

All activities involving a school located in Newfoundland and Labrador or Prince Edward Island will be eligible for a distance premium of **\$500**, since no cities in either of these two provinces met the threshold for local arts and culture professionals working in French.

Organizations partnering with schools in Yukon, the Northwest Territories or Nunavut will receive a special distance allowance of **\$1,500** (for a total payment of \$3,000) per school.

Distance premiums are calculated automatically when an organization completes the microgrant application form.

ELIGIBLE EXPENSES

Eligible expenses are those directly associated with the activity proposed by the applicant. In other words, they correspond to any costs associated with carrying out an activity that helps foster the long-term development of the arts, culture and heritage sector in official language minority communities.

Should an applicant organization incur expenses associated with an activity before receiving written confirmation that its funding application has been approved, it does so at its own risk.

Examples of Eligible Expenses

- ☒ Artist fees paid to the person leading an activity
- ☒ Costs incurred by an organization for coordinating an activity
- ☒ Cost of materials required for an activity
- ☒ Technical or production costs associated a virtual activity
- ☒ Travel costs for transporting students to an activity or for transporting artists to a school

Examples of Ineligible Expenses

- ☐ Capital projects
- ☐ An organization's regular operations
- ☐ Regular consultation, networking and strategic planning activities
- ☐ Needs analysis and study
- ☐ Job training
- ☐ Activities held outside Canada

APPLICATION PROCESS

How do I apply for a microgrant?

1

Partnership between the applicant organization and the school

- The eligible NPO presents its offer of artistic, cultural and heritage activities to the schools targeted by the program. [Consult the directory here](#).

OR

- The school approaches an eligible organization to find out what arts, culture and heritage activities it offers.
- An activity is chosen and the collaboration between the organization and the school is confirmed.

2

Preparing the microgrant application by the applicant organization.

- The applicant organization creates a user profile on the [ImmersART online platform](#).
- The organization completes and submits its application form.

3

Approval of request by school partner

- The school's designated person receives the grant application.
- The school partner approves the activity.
- The microgrant is paid into the organization's bank account.

4

Holding an activity

- The activity takes place on the scheduled date.
- Students are exposed to an authentic artistic, cultural or heritage experience in French.

5

Post event

- The organization publishes at least one photo of the activity on social networks with the tag #ImmersART.
- The organization and the school complete the appreciation survey it receives from the FCCF.

SUBMITTING AN APPLICATION

Application Categories

Applicants must select one of the following three categories:

Single activity	An activity held in partnership with an individual school on a given date. The activity may take place during a single day or over a longer period.
Touring Activity	An activity held multiple times at more than one school and on different dates.
Gathering Activity	An activity held just once, on a given date, but that involves the joint participation of students from multiple schools in the same region.

Delivery Methods

ImmersART activities can take place in person or online. A wide variety of arts, culture and heritage activities can be adapted to provide an enriching online experience. The FCCF provides organizations and schools with various resources to facilitate the delivery of a virtual activity.

Number of Applications

- There is no limit on the number of applications a single organization can submit.
- There is no limit on the number of schools participating in an activity covered by the same application, provided the schools in question are all located in the same province or territory.
- An individual school can only participate in one funded activity per school year.

Activity Costs

The applicant needs to certify that all anticipated expenses are eligible under the program and that they accurately reflect the costs associated with the activity.

Online Application Platform

The **ImmersART** application process is accessible, responsive and efficient. All applications must be submitted using the online platform available on the website immersart.ca. The user-friendly application form makes it easy for applicant organizations to ensure they meet all program requirements.

Deadlines

Funding Cycle	Activity Date	Application Submission
2024-2025	Between September 1, 2024, and June 30, 2025	Until February 16, 2025
2025-2026	Between September 1, 2025, and June 30, 2026	Until February 13, 2026
2026-2027	Between September 1, 2026, and June 30, 2027	Until February 12, 2027
2027-2028	Between September 1, 2027, and June 30, 2028	Until February 11, 2028

An individual school can participate in no more than one ImmersART activity during the school year.

MICRO-GRANT PAYMENT PROCESS

Once an application has been submitted, the designated school liaison (not the FCCF) is responsible for approving it.

The designated school liaison must approve or reject an application submitted by a non-profit organization **within 10 business days**. After this deadline, the application will expire. The applicant organization will automatically receive an email confirming that its application has been approved, rejected or expired.

In cases where an application is forwarded to more than one designated school liaison, all the concerned school liaisons must approve the application for it to be accepted. If an application is not approved by one or more designated school liaisons by the established deadline, the application will be rejected.

Once a microgrant application has been approved, rejected or expired, the applicant organization is responsible for following up with the designated school liaison(s).

Once an application has been approved by the designated school liaison(s), the microgrant will be disbursed **within 10 business days**. A payment will be issued automatically to the recipient organization. Electronic funds transfer will be used for all payments. A deposit notification email will be sent immediately prior to each payment.

After your event, the FCCF will send you a short survey to assess your appreciation of the ImmersART program.

Thank you for responding!

PHOTOS AND VIDEOS OF ACTIVITIES

If the application is accepted, the applicant organization must publish on its official social media pages (Facebook, Twitter, Instagram and/or YouTube) or on its official website, a photograph and/or video of the activity that took place in each school, within 3 days of the activity taking place, with the tag **#ImmersART**.

If a photo and/or video providing proof that an activity took place is not posted on social media within three days, the FCCF will request repayment of the full amount of the corresponding microgrant. The recipient will be required to repay the microgrant within 10 business days. An extension may be granted under exceptional circumstances, but only through an agreement with the program coordinator.

Photographs and/or videos of the activity will be taken exclusively for the following purposes: to promote the artistic and cultural expression of minority language communities within the ImmersART program offered by FCCF, and for visual analysis within the context of the program's evaluation framework.

FCCF reserves the right to use photographs or videos taken during the activities by the beneficiary for purposes of promoting the ImmersART program, for example, by publishing the photographs on the FCCF and/or ImmersART program websites.

No photograph or video of the activity may be used for any purpose other than that for which it was taken, including commercial or advertising purposes of the applicant, partner school or third party outside the ImmersART program, and may not be published anywhere other than on the applicant's official page, official social network account or official website.

CANCELLED OR POSTPONED ACTIVITY

If an activity is cancelled, the applicant organization must inform the FCCF at immersart@fccf.ca as soon as possible, stating the reason for the cancellation. A valid reason must be given for cancelling an activity (e.g., bad weather or illness). The organization will be required to repay the corresponding small grant within ten business days of an invoice being issued by the FCCF.

Should an activity be postponed, no refund will be required. However, **before the rescheduled activity takes place**, the organization must notify the FCCF by writing to immersart@fccf.ca and indicate the application number and the new date of the activity.

REPAYMENT OF A MICROGRANT

FCCF will request reimbursement of a microgrant if an activity is cancelled, or if no photographs or videos of the activity are published on social media within the prescribed timeframe.

Repayment of the microgrant may be made by the beneficiary organization by direct deposit or by cheque.

FCCF will not pay a microgrant to an organization that has an overdue account, meaning that the amount due to FCCF has not been paid in full within 10 days of an invoice being issued.

LIMITATION OF LIABILITY

FCCF shall not be liable for any direct, indirect, special, incidental, consequential or other damages whatsoever arising out of or in connection with the activity, to the fullest extent permitted by law, if the activity does not take place, does not proceed as planned, or if there is any equipment breakdown, property damage, personal injury, death or any other loss, whether the action is in contract, tort (including negligence or gross negligence) or otherwise.

PROTECTION OF INFORMATION

FCCF is committed to protecting the confidentiality and security of financial and personal information in accordance with its obligations under applicable law. For more information, please consult our [Privacy Policy](#) (in French).

GLOSSARY

Arts and crafts: Production of works intended for a utilitarian, decorative or expressive function and expressed by traditional or non-traditional techniques related to the transformation of wood, leather, textiles, metals or any other material.

Arts, culture or heritage activity: Any activity that promotes interaction between artists, artisans, craftspeople, cultural workers and community members, with the aim of increasing awareness and appreciation of the arts, culture and heritage in all their forms. Examples include a theatre or museum visit, a dance workshop and applied fine arts training.

Authorized signatory: A person who has been granted authority by the organization's Board of Directors to enter into binding contracts. Sometimes, the Board of Directors grants this legal authority to specific organizational positions (e.g. President or Executive Director).

Dance: Performance of a series of rhythmic body movements, often accompanied by music. There are different styles of dance, such as social dance, aboriginal dance, classical ballet, hip-hop, etc.

Designated school liaison: Person appointed by his or her school, board, district or school division to act as contact person for the ImmersART program, and thus be responsible for approving microgrant applications submitted via the online platform.

Discipline: General field of artistic, cultural or heritage practices. To be eligible for a microgrant, the activity must include at least one of the following disciplines:

Distance allowance: A lump-sum payment of \$500 granted to recipients whose activities take place in schools located more than 200 kilometers from Canadian cities with the highest concentration of French-language arts and culture professionals. The distance allowance is increased to \$1,500 for schools in the territories (special measure). This bonus is calculated automatically when the organization fills out its microgrant application.

Dramatic arts: Those relating to the theater or the theatrical profession. In addition to theatrical performances of classical or contemporary works, the dramatic arts include musical theater, puppet theater, circus arts, collective creation, youth theater, mime, physical theater, musical theater, improvisation, the production of community plays, etc.

Gathering activity: An activity that takes place only once, with the aim of bringing together students from several schools in the same region, on a given date.

Heritage: All assets, tangible or intangible, of artistic or historical importance, or both. This may include built landscapes, architecture and urban planning, archaeological sites, artifacts, artefacts, archives, customs, gastronomic traditions, games, know-how, and so on.

Identity Building: Identity building: Identity building is a highly dynamic process in which people define and recognize themselves through the way they think, act and desire in the social contexts and natural environment in which they evolve (Association canadienne d'éducation de langue française, 2006).

Incorporation number: Unique number given to any non-profit organization incorporated as such at the federal or provincial level. The incorporation number is found on the organization's letters patent or other certificate of incorporation.

Literature: Written or oral work with an aesthetic dimension. There are a variety of literary practices and genres, including novels, short stories, poetry, comics, slam poetry, children's literature, essays, spoken word, storytelling, journalistic writing and literary performance.

Media arts: Media arts include practices related to new media and moving images, such as film production, video games, radio and digital arts.

Micro-grant: A single-payment grant awarded for one-time, small-scale activities.

Multidisciplinary arts: Multidisciplinary arts encompass forms of expression that include at least two distinct artistic disciplines, or that exploit several disciplinary languages, knowledge and techniques in a single work. The resulting works may be associated with engaged art, science-art collaborations, environmental art, urban art and art trails, multi-arts and inter-arts series, etc.

Music: The production of sounds, using the voice or instruments, for artistic purposes. Music encompasses many styles, including classical, folk, Inuit vocal, jazz, opera, new music, choir, etc.

Non-profit organization: A non-profit organization (NPO), as defined by the Canada Revenue Agency, is a circle, group or association incorporated and operated solely for the following purposes:

- To ensure social well-being ;
- To make improvements in the community ;
- To provide recreation or entertainment ;
- To carry on any other non-profit activity.

Recipient: A duly incorporated Canadian not-for-profit organization in receipt of a microgrant.

Single activity: An activity that takes place in partnership with a single school, on a given date.

Touring activity: The same activity takes place several times at more than one school, on different dates.

Visual arts: Artistic forms that appeal primarily to the visual sense. For example, painting, sculpture, engraving, photography, drawing, illustration, calligraphy, installations, graffiti, etc.

The Department of Canadian Heritage has designated the Fédération culturelle canadienne-française (FCCF) as the third party responsible for implementing and operating the **ImmersART** program.



Une initiative de la :



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