

Stories for Caregivers PLATFORM SUPPORT

What is Stories for Caregivers?

Stories for Caregivers is an initiative designed to generate awareness and build empathy and understanding about caregiving through the creation of uplifting and inspiring web series that showcase the inspiring work of caregivers across Canada.

Since 2017, Stories for Caregivers has supported over 50 Canadian filmmakers in producing more than 30 hours of original content, which has garnered over 72 million views. Released annually through the initiative, this content has reached audiences nationwide and has been featured on national television, radio, and across major news media outlets throughout Canada.

Stories for Caregivers is [recognized](#) by the Canadian Audio-Visual Certification Office (CAVCO) as an acceptable online service for purposes of meeting the “shown in Canada” requirement of the Canadian Film or Video Production Tax Credit program. This recognition may also meet the digital platform requirements of other financing programs.

At over 76,000 followers and subscribers, Stories for Caregivers is the largest online community of caregivers in Canada.

What is Platform Support?

Platform Support is a requirement of many financing programs in Canada. Platforms are essential for ensuring accessibility and audience development for your project in Canada.

Applicants who wish to create content for Stories for Caregivers must first complete an application for platform support. If an application is approved, the applicant may use that approval to apply to other funding programs for financing support. Stories for Caregivers provides a license agreement but does not provide financing of any kind.

[Apply to Stories for Caregivers for Platform Support.](#)

What Stories for Caregivers provides for filmmakers

Selected projects are featured via the [Stories for Caregivers website](#), [Facebook page](#), [Instagram page](#) and [YouTube channel](#) with support from the Stories for Caregivers marketing team at [Pat](#) to an audience of over 76,000 followers and subscribers.

Additionally, Stories for Caregivers provides extensive mentorship in development, producing, scheduling, budgeting, cost reporting, business affairs, and marketing expertise. In some cases Stories for Caregivers has even adopted a full producer roll over the course of production to ensure delivery is accomplished effectively, professionally, and punctually.

How the Stories for Caregivers initiative works

Step 1 – Apply to Stories for Caregivers for platform support

Stories for Caregivers will select up to 7 applications for platform support. These successful applications may then apply to TELUS Fund for development financing.

- The submission deadline for platform support applications is **August 15, 2025**.
- Successful applicants will be informed the week of **September 8, 2025**
- [Apply to Stories for Caregivers for Platform Support](#).

Step 2 – Apply to TELUS Fund for development financing (to create a pilot episode)

Applicants with platform support from Stories for Caregivers may then apply to TELUS Fund for development financing. TELUS Fund provides exclusive funding opportunities to eligible projects pre-approved for the Stories for Caregivers platform. TELUS Fund offers 75% of a pilot budget to a maximum of \$25,000.

- The submission deadline for TELUS Fund's Fall deadline is **September 26, 2025 at 17:00PT**.
- Development funding confirmations will be announced by TELUS Fund the week of **November 17, 2025**.

Step 3 - Create a pilot episode

Applicants who have obtained platform support from Stories for Caregivers and development financing support from TELUS Fund will have approximately 17 weeks to produce and deliver a pilot episode and complete a TELUS Fund production financing application for the creation of additional episodes.

- The deadline for the completed pilot and platform support application is **Spring, 2026**.

Step 4 – Produce additional episodes (full series order)

Pilot episodes will be published online for community feedback for one week during the month of April 2026. Short-listed pilot episodes will receive production financing to create at least 7 additional episodes and promotion materials. If approved for additional episodes TELUS Fund offers 75% of a series budget to a maximum of \$150,000.

- Production funding confirmations will be announced by TELUS Fund during the week of **Summer, 2026**.
- Applicants who have obtained production financing support from TELUS Fund will have until **October 30, 2026 TBC** (approximately 18 weeks), to produce and deliver all additional episodes.

Eligible Web Series MUST BE:

- produced in English and/or French and the caregiving theme may appear prominently in the central storyline or in sub-plots. Scripted and unscripted genres are both eligible;
- produced by a Canadian owned and operated incorporated company;
- between three to six minutes in duration per episode;
- produced in Canada and spend at least 75% of the budget in Canada;
- a minimum of 6 out of 10 points on the [Canadian Audiovisual Certification Office](#) scale;
- closed captioned in English and French.

Eligible Web Series MUST NOT:

- have a specific corporate, industrial, or mainly promotional focus;
- contain elements of excessive violence, sexual violence, or sexual exploitation or elements which are obscene, indecent within the meaning of the Criminal Code, or libelous or in any other way unlawful;
- be in the [CRTC Program Categories](#) of News, Reporting and Actualities, and Sports;
- be already produced and/or distributed.

Financing and TELUS Fund

Securing platform support from Stories for Caregivers can help unlock access to financing from many funding programs across Canada—especially from TELUS Fund, which offers:

- Development funding: 75% of the project budget to a maximum of \$25,000 (for a pilot episode)
- Production funding: 75% of the project budget to a maximum of \$150,000 (for 7 additional episodes aka. The series)

While platform support is a requirement of many financing programs in Canada, Stories for Caregivers has a unique partnership with TELUS Fund, whereby TELUS Fund provides exclusive funding opportunities to eligible projects destined for the Stories for Caregivers platform. This funding comes in the form of both development and production financing.

We encourage all applicants to familiarize themselves with the [TELUS Fund Program Guidelines](#) and the [TELUS Fund Application for Financing](#) before applying to Stories for Caregivers for platform support.

Financing obtained through TELUS Fund is at the sole and absolute discretion of TELUS Fund and its Board of Directors, whose determinations shall be final and binding. Platform support obtained from Stories for Caregivers does not constitute a guarantee, assurance, or entitlement to funding from TELUS Fund or any other funding body or program.

Frequently asked questions

Important milestones to remember (dates are subject to change)

DATE	DETAILS
Aug 15, 2025	Deadline for Stories for Caregivers platform support application
Week of Sep 8, 2025	Applicants pre-approved for Stories for Caregivers platform are announced
Sep 26, 2025	Deadline for TELUS Fund's development financing application for Stories for Caregivers
Week of Nov 27, 2025	Development funding decisions are confirmed by TELUS Fund
Spring 2026	Deadline for TELUS Fund's production financing applications for Stories for Caregivers and completed pilot episode
Summer 2026	Production funding decisions are confirmed by TELUS Fund
Oct 30, 2026	Deadline for all outstanding production deliverables, including all series episodes and promotional materials
Nov 2026	New web series will be published online

Can I submit multiple ideas?

Yes, there is no limit to the number of applications per Applicant. Every web series idea will require a separate application, pitch video, and required documentation.

If TELUS Fund finances 75% of the eligible costs, who covers the rest?

Additional financing may be covered via deferred fees, in kind services, other funding agencies, crowd funding, sponsorship financing, loans, etc.

The Stories for Caregivers platform is included in the list of [acceptable online services](#) for purposes of meeting the "shown in Canada" requirement of the Canadian Film or Video Production Tax Credit program. This recognition may also meet the digital platform requirements of other financing programs.

What rights are granted to Stories for Caregivers?

Successful applicants will grant to S4C Media Inc. permission to publish, distribute, and exploit the pilot and web series on the Stories for Caregivers website, YouTube channel, and related social medial channels that are accessible to audiences worldwide. The license term will be exclusive to S4C Media Inc. for a period of 6 months and non-exclusive thereafter.

S4C Media Inc. owns and controls the [Stories for Caregivers website](#), [Facebook page](#), [Instagram page](#) and [YouTube channel](#).

Who should I contact with questions?

If you have any questions or require additional assistance you may contact us at hello@storiesforcaregivers.com