



SHAW ROCKET FUND SELF-IDENTIFICATION

Below is an example of the Shaw Rocket Fund's Self-Identification Questionnaire. Currently, we ask Producers to submit a Self-Identification Contact List for company shareholders and key creatives at application. A link to the Online Self-Identification Questionnaire will be emailed directly to the personal email addresses on the list.

Please do not submit this form to the portal.

About

The Shaw Rocket Fund is committed to supporting a more equitable, diverse, and inclusive children's media industry across Canada. This means supporting:

- screen-based producers and creators, including:
 - those who identify as Black, Indigenous, and People of Colour; and
 - those from underrepresented groups including but not limited to persons who identify as 2SLGBTQ+ and persons with disabilities;
- gender parity; and
- regional representation and Official Language Minority Communities (OLMCs).

To further its commitments to the children's media industry in Canada, the Shaw Rocket Fund will collect information related to the identity and representation of individuals associated with investment applications. This information will help to establish a baseline for equity, diversity and inclusion data collection, and measure progress.

With the approval of the Canada Media Fund (CMF), the Shaw Rocket Fund and other Certified Independent Production Funds (CIPFs) are developing a similar system to the CMF's PERSONA-ID data collection system in support of their efforts to measure and monitor demographic representation and participation of content creators in the screen industries.

Currently, we request that producers and applicants complete a *Self-Identification Contact List* to identify company shareholders and key creative personnel and submit it along with their application. After the applications are submitted, the individuals identified will be sent a link and asked to complete the **Shaw Rocket Fund's Online Self-Identification Questionnaire**. This allows the Shaw Rocket Fund to collect the self-identification information directly and confidentially. Please note that:

- Self-Identification is not an eligibility requirement for current Rocket Fund application streams, however all applicants must demonstrate how their projects value and showcase equity, diversity, and inclusion in an authentic way through the content and production team involved, as set out in our Guidelines.



- Completing the questionnaire is optional at this time, however we strongly encourage shareholders and key personnel to fill out the **Shaw Rocket Fund's Online Self-Identification Questionnaire**.
- We ask that the questionnaire be submitted within 14 days of receipt of the email invitation.

Terms of Use/Privacy

The data collected from the Shaw Rocket Fund's Self-Identification Questionnaire will be collected and managed by the Shaw Rocket Fund and stored on a secure platform. All data is collected only on a project-by-project basis, will not be attached to an identifiable individual and will be treated as confidential information. The data will be used by the Shaw Rocket fund as follows:

- To follow trends in applications and funding in the children's media industry in Canada;
- To improve access to the Rocket Fund's funding programs;
- To inform decision-making on future Shaw Rocket Fund funding programs and policies;
- To aggregate and include in Rocket Fund reports along with funding statistics. No individual information will be made public. The data will be anonymized and aggregated before it is publicly disclosed; and
- As a part of the Board of Director's investment decisions when reviewing how projects value and showcase equity, diversity and inclusion in an authentic way. Members of the Shaw Rocket Fund team and the Shaw Rocket Fund Board of Directors may have access to the information if relevant to the analysis of an application.

Once the Shaw Rocket Fund is able to establish a baseline for equity, diversity and inclusion data, it will be able to further develop a plan and strategies to ensure that producers and creators from underrepresented communities have the support and representation needed. The Shaw Rocket Fund's Self-Identification process will continue to evolve through consultations, community outreach, education, and research.

The Shaw Rocket Fund will not share any individual personal information with any third party, unless required by law.

The terminology used in the Shaw Rocket Fund's Self-Identification Questionnaire is based on current industry standard terminology as known and will be updated as needed.

All individuals completing the Shaw Rocket Fund's Self-Identification Questionnaire must represent and warrant that their information is accurate.

SELF-IDENTIFICATION QUESTIONNAIRE

(EXAMPLE ONLY)

1. Please accept the agreement statement below to access the questionnaire. If you have questions or need assistance, contact admin@rocketfund.ca
 - I have read and accept the Terms of Use/Privacy and hereby understand and acknowledge that all self-identification information is provided by me on a voluntary basis and I consent to its use by the Shaw Rocket Fund.

Personal Information

** Required*

2. Applicant Company Name *

3. Project Title *

4. Are you a shareholder in the applicant company? *

- Yes
- No

5. Role (Please choose all that may apply) *

- Executive Producer
- Producer
- Director
- Director (including Technical Director, Creative Director, Art Director, and Interactive Director)

- Writer
- None of the above

Gender and Sexual Orientation

The acronym 2SLGBTQ+ is used to refer to individuals who openly identify as Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer and other sexual orientations and gender identities outside of the heterosexual and cisgender norm. These individuals may or may not see themselves as part of a 2SLGBTQ+ community but often share the common experience of discrimination and exclusion by society.

6. I identify as: (Please choose all that may apply)*

- Woman
- Man
- Other (including Two Spirit, Non-Binary, Genderqueer, or Gender Non-Conforming)
- I prefer not to answer

7. I openly identify as a 2SLGBTQ+ person*

- Yes
- No, I openly identify as a straight or heterosexual and cisgender person
- I prefer not to answer

8. If yes, more specifically, I define myself as: *

- Two-Spirit
- Homosexual, lesbian or gay
- Bisexual or pansexual
- Transgender or Transexual
- Queer or Genderqueer

- Non-Binary, Gender Non-Conforming or Gender Fluid
- Intersex or intersexual
- Asexual
- Other
- I prefer not to answer

Indigenous Peoples to Canada

Indigenous Peoples to Canada is an umbrella term to address and acknowledge the First Nations, Inuit and Métis Peoples who live in the territory that is today known as Canada and are descendants of the original inhabitants of this territory prior to colonization. All Indigenous persons are encouraged to communicate their connection to one or more specific nations, communities, tribes, settlements, reserves, or families to ensure the representation of their People's narrative sovereignty in a responsible way.

9. I belong to one of the following Indigenous Peoples to Canada *

- First Nations
- Métis
- Inuit
- No
- I prefer not to answer

10. More specifically, I belong to the following nation, community, tribe, settlement, reserve, or family:

Racial and Ethnocultural Identity

Even for individuals who share a similar identity, there are a variety of ways for people to self identify by racial, ethnic, or cultural backgrounds. In this section you will find different options to identify yourself knowing that preferences may vary significantly within groups that share a common background.

NOTE: The Shaw Rocket Fund is working together with industry stakeholders, such as the CMF, on these initiatives. We recognize that being racialized is a social construct that cannot solely be determined by a DNA test or ancestry, but rather by the collective acknowledgement that individuals from these communities are seen as non-white and currently experience specific barriers, prejudice and discrimination in Canadian society Indigenous Peoples to Canada are excluded from this definition. The standardized identity categories below marked with a star() are currently considered to be "Racialized Communities".*

11. The standardized category that best describes my racial or ethnocultural identity is (You may choose a single option that best describes your ethnicity or regional descent, or more than one if you consider yourself a biracial or multiracial person). *

- Indigenous Peoples to Canada (First Nations, Métis, or Inuit)
- White or of European Descent
- Central or North Asian
- Black (or Afro-Canadian)*
- Latin American*
- Middle Eastern, West Asian or North African*
- South Asian*
- Southeast Asian*
- East Asian*
- Indigenous Peoples from outside Canada*
- Other
- I prefer not to answer

12. If the answer to the previous question is 'Other', I prefer to identify myself using the following terms not listed above:

Disabilities

According to the *Accessible Canada Act*, disability “means any impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment—or a functional limitation—whether permanent, temporary or episodic in nature, or evident or not, that, in interaction with a barrier, hinders a person’s full and equal participation in society.” For the purposes of this questionnaire, the term “person with disabilities” is an umbrella term that includes the deaf and hard-of-hearing who may or may not identify as having a disability.

13. I am a person living with one or more disabilities *

- Yes
- No
- I prefer not to answer

14. If 'Yes', more specifically, I live with the following disability(ies)

- Deaf or hard-of-hearing
- Speech impairment
- Blind or partially sighted
- Mobility impairment
- Mental or intellectual impairment

- Autistic or neurodiverse
- Impaired by chronic disease
- Other(s)
- I prefer not to answer

15. If the answer to the previous question is 'Other', please specify

Language

16. I currently belong to an official language minority in Canada

- Yes, I am a francophone outside of Quebec
- Yes, I am an anglophone in Quebec
- No
- I prefer not to answer

Please note that no changes can be made to the questionnaire after submission, as your responses are not linked to any personal identifiers.

END OF QUESTIONNAIRE