

Canada United Program Application: Question and Answers

Program Eligibility

Q: I am a franchisee can I apply to the program?

A: Yes, individual franchisee owners can apply.

Q: I am receiving other COVID-19 related government funding to support my business (CEWS, CECRA, CEBA and TWSE) Can I still apply to the program?

A: Yes, a company can be receiving other COVID-19 related **government funding** if those funds have not been used to purchase items or services included in your Canada United application.

Q: If I am a sole proprietor can I apply?

A: Yes, sole proprietorships are eligible to apply.

Q: Does my company need to have a minimum amount of annual sales to apply and what is the threshold?

A: Certain eligibility requirements have been put in place to help us increase the impact of the grant. **In order to qualify for the CUSBRF a company must have reported annual sales of \$150,000 in the past fiscal year (2019).**

Q: Do I need to attach proof of my \$1,000,000 of commercial general liability insurance?

A: No, you do not need to attach your insurance certificate.

Filling out the Application

Q: What counts as proof of purchase and proof of payment?

A: This is a reimbursement grant and so the applicant must have completed all activities directly related to the eligible expenses noted in the application prior to applying for the grant. All required documents must be attached when submitting the application.

Eligible expenses are those expenses that have been directly incurred by the applicant no earlier than March 15, 2020 and must be supported by a valid proof of purchase, which must include the following:

1. Either a cashier's receipt or an invoice accompanied by proof of payment (credit card statement, e-transfer, bank statement, wire transfer, cancelled cheque from a financial institution) Note: we will not accept internal accounting documents marked paid;
2. It must clearly show the name of the item, the cost of the item, the quantity and the purchase date. If submitting documentation that includes multiple purchases, highlight/make clear the eligible expense the program will consider; and
3. It must be legible and submitted in either JPG or PDF format. Please have your documents scanned and ready before applying.

The amount eligible for an application does not include any taxes occurred with the purchase of items.

Q: Can I submit a partially paid invoice?

A: No, all payments must be paid in full.

Q: Is a computer or laptop eligible under the program?

A: No, the program does not cover the cost of laptops or computers.

Q: Can I hire a consultant to help me create a new marketing plan or a digital strategy plan.

A: No, the program does not cover the cost of business consultants.

Q: I have hired a janitorial company to clean my business, is this an eligible cost?

A: No, the program will not cover the cost of janitorial services.

Q: My company now has a portion of our staff working remotely, will the grant cover costs associated with this move?

A: No, costs associated with remote working are not covered by the program.

Q: My company was already using software like Shopify or Zoom prior to the COVID-19 lockdown, will you cover the cost of these services?



A: No, the program only covers incremental enhancements. You must demonstrate to us in your application that you are either signing up to these services after March 15, 2020 or that you have purchased additional enhancements.

Q: What counts as an eligible renovation?

Renovation of space to adhere to re-opening guidelines

Renovation of space includes alterations specifically related to COVID-19 that are temporary or permanent, made to the applicant's business to reduce the risk to customers or staff. These renovations can include:

- The building or purchase of physical barriers (plexiglass, sneeze guards, etc.)
- The creation of signage or floor markers
- The building or purchase of sanitizing stations
- The building or purchase of materials used to create a structure to facilitate curbside pickup or contactless payment, or to otherwise move aspects of the business outside (tents ect.)
- The installation of touchless devices such as doors, waste containers and bathroom upgrades (taps, sinks, etc.)
- The installation or purchase/rental of equipment/furniture to ensure safe customer facing operations and associated electrical and plumbing work directly attributable to the renovation
- Third party labour costs associated with any of the above provided there is no conflict of interest with such third party

Q: How will I be notified if I have been approved or declined for funding?

A: Within approximately 45 business days of submitting your application you will receive an email to the email address provided in your application. Please ensure you check you junk and spam folders for our response.

Q: How does the review process work?

Applications will be assessed using the following criteria:

- Applications are processed on a first come first serve basis;
- Grant funds are limited. Once funds are exhausted, all other applications will not be processed;

- Eligibility of applicant;
- Eligibility of activities and expenditures for funding;
- Completeness of the application;
- Time the application is received; and
- A broad number of priority sectors and regions of Canada benefit from the program

There is no guarantee that you will be approved for funding even if you meet all the necessary eligibility.

Q: I have been approved for funding how will I receive my payment?

A: If your application has been approved for funding you will receive an approval email sent to the email address provided in your application. You must respond to this email with your Electronic Funds Transfer information. Upon receipt of this information, we will release your payment within 45 business days.

Q: Why is my approval amount much lower than what I had asked for?

A: The approval team has strict rules surrounding the approval of eligible items (see Program Guide). If you received less than expected it is likely because one or more of the items included in your application were not eligible. As well, we can only approve items you for which you provided proper proof of payment. If you provided internal accounting documents or documents *not* from a bank or other financial institution, we can not accept them as legitimate proof of payment.