



Virtual Museum of Canada

Investing in online projects by Canadian museums and heritage organizations

The Virtual Museum of Canada (VMC) can help you create an online product like a virtual exhibit, virtual tour, web-based game, web app, educational resource and more!

THERE ARE LOTS OF BENEFITS TO DOING AN ONLINE PROJECT

For organizations

- Create dynamic user experiences
- Do things that are different from or not feasible in the physical world
- Share your collections and stories widely
- Preserve history, heritage and culture
- Highlight new research
- Digitize some of your collection
- Improve your digital, museological and storytelling skills
- Build your online presence
- Reach existing and new audiences
- Grow your network and build new relationships

For users

- Experience diverse stories and unique digital products
- Access rich material
- Fill a knowledge gap
- Enjoy and be inspired
- Learn a new skill
- Shift an attitude or behaviour
- Plan a visit



THE VMC CAN HELP

Three sizes of investment meet a range of needs

Just starting out? Need more structure? Apply for a ...

Small investment (Community Stories)

- Apply for \$15,000 to create a virtual exhibit using a template
- Submit a proposal from November 2019 to February 2020 (notification in April 2020)
- Take 12 to 24 months to do a project

Ready to start from scratch? Not sure whether you're going in the right direction?

Submit a...

Quick pitch (an optional step)

- Get early feedback from the VMC to help you shape your project idea
- Answer five questions from June to July 2019 (feedback provided in August 2019)

Then apply for a ...

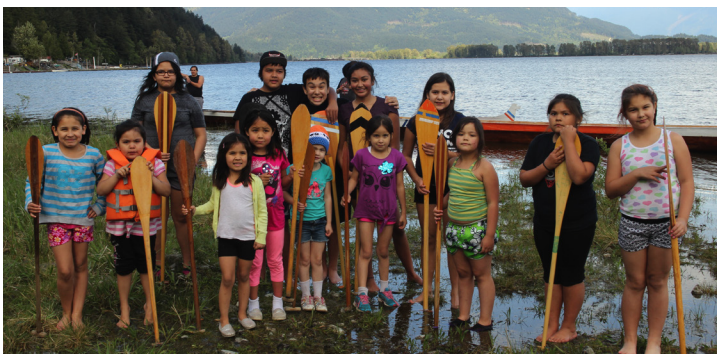
Medium investment

- Apply for \$50,000 to \$150,000 to create an online product working with a web developer of your choice
- Submit a proposal from June to October 2019 (notification in April 2020)
- Take 18 to 30 months to do a project

or a ...

Large investment

- Apply for \$150,000 to \$250,000 to create an online product working with a web developer of your choice
- Submit a proposal from June to October 2019 (notification in April 2020)
- Take 18 to 30 months to do a project



IT'S NOT THAT HARD, AND OUR PROCESS DELIVERS RESULTS

Five things you need to know about VMC funding

1. There is an annual call for proposals for each size of investment.

If your project idea isn't ready yet, there's always next year.

2. There is no matching requirement.

You and your project team should contribute financially and/or in-kind, but you don't have to match the VMC investment.

3. You get the amount you ask for.

As long as your costs are eligible and justified, the full amount will be granted if your proposal is selected for funding.



4. The funding comes with a person.

An experienced program officer will guide and support you through the development process, to help you create the best online product possible.

5. You can use your content again.

Content developed for your project can be repurposed and used for other projects and programs, to make your efforts go farther.



SEE IF YOU'RE ELIGIBLE

Lots of organizations are, such as:

- aquariums
- archives
- art galleries
- botanical gardens
- cultural centres
- exhibition centres
- historic houses
- historical societies
- libraries
- museums
- planetariums
- preservation projects or sites
- professional cultural associations
- zoos

. . . and more.

YOU CAN DO IT, TOO

What program participants have said

We learned a lot throughout the project, about visitor expectations and how to meet them, and ways to allow new audiences to understand a story that is not theirs but a human, universal story. The support of the Virtual Museum of Canada has allowed us to create and strengthen partnerships across the country and share local life stories countrywide. [Translation]

—Alice Herscovitch, Montreal
Holocaust Museum

The visual format and user-friendly software allow people with limited website development experience to easily produce a high-quality product.

—Lindsay Foreman, Agassiz-Harrison
Museum and Visitor Information Centre

I really appreciate all the help and support that the VMC provided. I could not have done this exhibit without the VMC. Thank you.

—Lorri Dauncey, Central Okanagan
Heritage Society

The Virtual Museum of Canada enables organizations with limited budgets to create high-quality exhibits. Visitors to the virtual exhibit came to our Museum after learning of it on the VMC site, and they enjoyed our exhibition on eel fishing. In addition, the people at the centre of this exhibit felt valued and a sense of pride has developed in their community. [Translation]

—Judith Douville, Musée de la
mémoire vivante

The vision and openness of the VMC has allowed us to innovate and offer a web experience that goes beyond accessibility standards. [Translation]

—Jean-François Vachon,
La Boîte Rouge VIF

For information and inspiration

vmc.historymuseum.ca

virtualmuseum.ca

Through an expertly administered program with steady, national participation, we help build digital capacity in Canadian museums and heritage organizations and give Canadians unique access to diverse stories and experiences.