



**KEEPING THE TRADITION ALIVE
(AG COINNEÁIL AN TRAIDISIÚN BEO)**

The History of Comhaltas Ceoltóirí Éireann in Canada

BUSINESS PLAN

Background

The North American Province of Comhaltas Ceoltóirí Éireann (CCÉ) has undertaken a project whereby all regions of the North American Province are to put together a 1 ½ to 2 hour professional calibre video tracing the history of CCÉ in their regions and their activities over the years since their founding. Each region is to be given \$5,000 of seed money to get the project started with the regions responsible to raise any additional funds that are needed. Our region for the purpose of this project is comprised of the two Canadian Regions - Canada East and Canada West. In total there are 10 branches in Canada from Prince Edward Island to Saskatoon with other branches in the works, making this undertaking a challenging but worthwhile project. The purpose of this business plan is to give a brief outline of CCÉ, the project for the Canadian Region, the budget for the project, how donors can help the project succeed and the recognition program for donors.

Comhaltas Ceoltóirí Éireann

CCÉ is an international non-sectarian organization dedicated to the preservation of Irish culture in all its forms - music, dance, language, history, crafts, etc., but with major emphasis on music, dance and language. There are branches around the world including Ireland, The United Kingdom, The U.S.A., Canada, South America, Europe and Japan.

It was founded in 1951 by a group of Irish musicians in Dublin who were troubled by the gradual loss of the traditions in Ireland. It has grown immensely since that time and has been instrumental in the growth of the Irish culture around the world. Its headquarters are located in Dublin.

Classes and workshops in all of the categories are offered in the various branches. Other events include music sessions, céilis, performances, festivals and competitions. The branches are very active within their respective locations, participating in a variety of community events.

Virtually all positions within the organization and branches outside of headquarters are volunteer.

Covid-19 has impacted the organization and its branches immensely, as it has most organizations in the arts/culture field. This project is intended to keep the various regions connected to each other and to make the public throughout Canada, The U.S.A. and the rest of the world aware of what CCÉ and its branches are all about.

Canadian Project

In Canada a group has been formed to carry out the project. There are representatives from all branches that have agreed to work co-operatively on it. The objective of the project is to present a professional calibre video that details the history of CCÉ in Canada in the various branches and outlines, in a story fashion, how the branches have grown over the years and kept the various aspects of the culture

alive. Music, dance and language will figure prominently, with interviews, photographs and video clips highlighting those categories.

While much of the research and some of the technical work will be carried out by branch volunteers, to ensure that the project is of professional calibre will entail retaining some professional help in the film/video production fields.

The group has retained or will retain individuals in those fields and will require to retain some additional help in the post production work such as editing and colouring.

Our objective is to have the project completed by June, 2021 and we have developed a critical path to ensure that our deadline is achieved. Research is already underway and a story board is under development.

To achieve the goals of the Canadian project it is anticipated that there will be additional funds over and above the \$5,000 seed money we have at present.

Budget

In the following the various components of the budget will be set out.

Script Development - we have obtained the services of a professional videographer to develop a story outline from which the volunteer members will flesh out a full script. This professional has volunteered to offer her services for \$1,500 which is a substantial discount from her normal fee structure.

Editing - we will need to hire an editor(s) to reduce and organize the researched material to a manageable, cohesive video. It is anticipated that 100 hours of editing will be required at a rate of \$40 per hour for a total of \$4,000.

Colouration/lighting - to ensure that there is uniformity of colour, lighting and contrast a colourist will need to be hired for a period of 25 hours at \$40 per hour or \$1,000.

Travel/Accommodation - A crew of primarily volunteer videographers and assistants will travel to the various branches to interview members of those branches and collect material. This will require funding for accommodation, as billeting in the Covid era is not practical in most instances. Money for automobile expenses and food will also be required. We have estimated this category to total \$2,500 based on 10 trips to the various branches at \$250 per day for 2 people per trip.

Miscellaneous/Contingency - There will, in all probability be unforeseen expenses and the possibility that some categories will run slightly over budget. In order to ensure that sufficient funds are available to complete the project a miscellaneous/contingency allowance of \$3,000 is being budgeted for.

Summary - The budget summary for the project is set out below:

SCRIPT DEVELOPMENT	\$ 1,500
EDITING	\$ 4,000
COLOURATION/LIGHTING	\$ 1,000
TRAVEL/ACCOMODATION	\$ 2,500
MISCELLANEOUS/CONTINGENCY	\$ 3,000
TOTAL BUDGET	\$12,000
LESS SEED MONEY	\$ 5,000
NEEDED TO BE RAISED	\$ 7,000

Donors

The Canadian Region is looking for sponsors for the \$7,000 we still need to raise in order to complete the project as a professional calibre product. No donation is considered to be too small - all donations are welcome and greatly appreciated. Sponsors may choose to make a general donation to the project or specify which part of the project they want their money to go to. If there are questions about the project or how to make a donation please contact Stephen Rayner at stephen.rayner@bell.net

Recognition

All donors will be mentioned in the credits of the video. Donors over \$500 will be recognized as Gold Sponsors. Donors between \$251 and \$500 will be recognized as Silver Sponsors. Donors between \$101 and \$250 will be recognized as Bronze Sponsors. All gold, silver and bronze sponsors will receive a copy of the video.

As our timelines for production and completion of the project are tight, early sponsorship is critical to the project. It is a very worthwhile project as CCÉ has been and still is the major organization for promoting and preserving the Irish culture in Canada and around the world. Our story needs to be told so that the tradition will live on.

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