



SCALING WHAT WORKS IN COMMUNITY AND WORKPLACE MENTAL HEALTH AND SUICIDE PREVENTION GRANT PROGRAM

APPLICATION Q & A'S
5 January 2022

Intent of Funding Opportunity:

This new Grant funding opportunity aims to identify partners to strengthen the implementation and evaluation of scalable initiatives that take a prevention and/or early intervention perspective and incorporate a gendered lens to improve mental health and wellbeing in the community or workplaces in Australia, Canada, the United Kingdom, and Ireland only.

Along with the Request for Proposal (RFP), below are questions and corresponding answers that may be important when considering your participation in the program. Questions that are not found in the Q&A should be forwarded to scalingwhatworks@movember.com. All new questions and answers will be published online at <https://movember.com/ScalingWhatWorks> within five business days to ensure a transparent RFP process.

ABOUT THE PROGRAM

Q1. What is the scope of the Program?

Movember is interested in supporting scalable mental health and/or suicide prevention initiatives that can be rigorously evaluated, use a gendered lens, and focus on a broad range of mental health outcomes.

Q2. Who can apply for the funding opportunity?

This Grant opportunity is open to anyone/any organisation that meets the Funding Eligibility as outlined in section 5.4 of the RFP in any of the following participating countries: Canada, Australia, Ireland, and the UK.

Q3. Where can I find more detail information on the Grant application process?

Detailed information on all matters relating to the Grant application process will be included in the Scaling What Works in Community and Workplace Mental health grant program at <https://movember.com/ScalingWhatWorks> .

Q4. What do you mean by “gendered lens”?

An individual’s gender identity may impact how they experience bias, stereotypes, and inequities in the real world. At Movember, we fund initiatives that intentionally apply a gendered lens – meaning developing, implementing, and evaluating a program with the knowledge that gender may impact how someone experiences and responds to a program. Movember then leverages this knowledge to support global programs for men and boys that will have a long-lasting, positive impact.

Evidence shows that men are less likely to participate in health-related interventions, and if they do take part, are less likely to complete. We encourage applicants to consider how their initiative will impact and engage men as a primary audience and/or beneficiary.

Q5. We ask all our program participants to complete a satisfaction survey; does this qualify as an evaluation?

It’s good that you have a process to get participant’s feedback. Asking participants if they like an initiative however is not the same as demonstrating that the initiative works and is effective.

AVAILABLE FUNDING

Q6. What is the maximum amount of funding available?

Funding is proposed to be for an 18 - 24-month period.

In Australia, the maximum is AUD \$500,000.

In Canada, the maximum is CAD \$500,000.

In the UK, the maximum is GBP £400,000.

In Ireland, the maximum is EUR €200,000.

We strongly recommend that you apply for the funding required to implement your initiative rather than budgeting to the maximum amounts available.

Q7. How many programs will be funded under the initiative?

Movember is looking to fund between 19 - 35 programs in total for the grant opportunity.

Q8. Is it expected to have co-funding for my program?

No. Initiatives are not required or expected to have co-funding in place to access funds. Initiatives that can provide evidence of the ability to attract co-funding from workplace or communities' settings will however be favourably considered. It is important to identify any existing relationships/partnerships in place and if you’re seeking partial funds to implement your initiative, you should indicate who the partners are with a breakdown of contributions.

Q9. Should I include sales related taxes, such as GST, HST or VAT in my budget?

The budget provided in your application should be exclusive of GST/HST/VAT.

If your institution is GST registered in Australia, GST and/or HST registered in Canada, or VAT registered in the UK or Ireland, Movember will pay the grant amount plus GST/HST/VAT where applicable.

Q10. Will you cover cost of rental space where my program will be taking place?

No. Rent is an ineligible cost as it is considered overhead. However, community organisations would be allowed to include up to 10% indirect costs. Please refer to the RFP for full details on eligible and ineligible costs.

Q11. What initiatives are eligible for funding?

Please see section 5.4 of the RFP for what is and is not considered eligible for initiative funding under this initiative.

Q12. When will the funding be available for successful respondents?

All funding will be provided in tranches based on milestone delivery. Movember will work with the successful respondents to determine the milestones according to the full initiative proposal and workplan.

Subject to the full execution of a Funding Agreement the first tranche of payment will be available from September 2022.

Q13. In what timeframe is our organisation to complete the proposed initiative?

The default grant period will be from 1st September 2022 – 31st August 2024 to complete proposed activities, however the period can shift.

Applications should be made for initiatives ranging between 18 months and 24 months in length, with the submitted budget costed appropriately to reflect the timeframe.

Q14. Should I budget for the evaluation of my initiative?

Movember is engaging and funding an external evaluator to work directly with the respondents to develop the appropriate evaluation framework and complete the evaluation for all initiatives.

Respondents should ensure they have budgeted and resourced for evaluation support, including activities such as co-development of a program on a page, facilitating collection of data, contributing to analysis and knowledge sharing.

All other initiative funding should be used toward direct activities related to implementation of the initiative.

Q15. Can my submission be over the amount specified per the country limit?

No. Funding requests must be made for up to the maximum amount specified per country on page 7 of the RFP. There is some flexibility to vary the amount of funding in either year provided the total funding does not exceed the maximum allowed. Funding can also be for less than the maximum amount per year.

Q16. Is it acceptable to request a higher funding amount in the first year and a lower amount in the second but still be within the maximum funding for the grant?

Yes. Requests to vary the amount of funding is possible. However, the reason for the request would need to be clearly demonstrated in the budget justification.

ORGANISATIONAL STRUCTURE

Q17. Can our organisation submit more than one proposal if we have multiple initiatives matching this opportunity?

Yes. Multiple Letters of Intent (LOI) from the same organisation will be considered. Please submit a separate LOI for each of the initiatives.

Note: there is no guarantee that any one or more than one initiative will be invited to submit a full proposal.

Q18. Can initiatives have international members or partners?

Yes. However, the team lead, or lead organisation must be based in the country where you are applying. International team members/partners can be paid from grant funds, but the initiative must be focused on benefitting men from the country of application.

Q19. Will you consider an initiative that is run internationally for the same target audience?

Yes. However, the collaborative model as well as the roles and responsibilities of each participating team would need to be explained within the LOI.

Q20. Can I apply to Movember if I'm getting government funding for my initiative?

Yes. You are still eligible for Movember funding if you are receiving government funding.

Q21. Can I submit an application for a past initiative if my organisation ran an initiative whose funding was cut?

Yes. You can 're-start' an initiative whose funding has been cut, providing it is aligned to the intent of this funding call.

Q22. While Movember's focus is on men, can my initiative include women?

Yes. We're committed to including and engaging women within many of our initiatives. However, as a global men's health Charity, men and boys remain our primary focus. Your initiative should be able to show strong outcomes and engagement for men and/or boys as the core target audience. For example, we may consider an initiative that has historically strong female engagement but is aiming to increase male participation as a direct outcome of Movember's investment.

Q23. What age range is applicable for initiatives focused on boys?

For the purposes of this program 'Scaling what works in Community and Workplace' we're referring to early/mid adolescence aged 12+.

Q24. Is it mandatory to have a clinical psychologist (mental health specialist) on my project team?

It is up to the project lead to identify the expertise required by each member of the team and to define their respective roles and responsibilities.

SUBMISSION OF APPLICATION

Q25. What is the due date for submitting a Letter of Intent (LOI)?

LOI's must be received by 5.00 pm on Friday 31st January 2022 EST.

Note: Incomplete LOI's or LOI's submitted after 5:00 pm EST will not be considered.

Q26. If invited, how much time do I have to submit a full proposal?

Respondents will be informed during the week of 7 March 2022 whether they are being invited to Step 2 - full program proposal. Those invited will then have approximately five weeks to prepare their submission.

Q27. How do I apply for a grant?

Respondents must register through Movember's online grants management system which can be accessed [here](#), to submit a Letter of Intent (LOI). Mailed, faxed, emailed or late submissions will not be accepted.

You should receive an automatic confirmation of receipt of your submission. If you do not receive the confirmation, please contact scalingwhatworks@movember.com.

Q28. Do I have to create an account to access the online application?

Yes. In the grants management system, click on "New User?" to complete the registration process. An account is required to access and submit an online letter of intent or proposal. The account also allows you to save and return to a request. If a grant is awarded, you will also submit grant requirements via the online account.

Q29. Where can I go for more information on how to use the grants management system?

Instructions and tutorials on how to use the grants management system can be found on the applicant login page here:
<https://www.grantinterface.com/Home/Logon?urlkey=movember>.

Q30. Why are you using a Letter of Intent (LOI) process?

Our LOI process provides a preliminary indication of whether your initiative is a good fit without requiring a lot of time or effort in submitting a full grant proposal.

Q31. How does a Letter of Intent (LOI) process work?

Following the LOI assessment process, you will receive notification of the decision. Respondents with an approved LOI will be invited to submit a full grant proposal.

Note: An invitation to submit a full proposal does not guarantee that the grant proposal will be approved for funding.

Q32. Do I need to have community partners signed up at the LOI stage?

It's not necessary to have community partners signed up for the LOI but you can identify who the partners will be and their anticipated involvement.

ASSESSMENT OF APPLICATIONS

Q33. How will my LOI application be assessed?

LOI's will be shortlisted by a review panel convened specifically to assess submissions.

Q34. What are the assessment criteria for the LOI?

LOI's will be assessed based on:

- 1) meeting the eligibility criteria for funding;
- 2) alignment to the stated intent of the funding opportunity;
- 3) how well the initiative impact is described;
- 4) the underlying evidence and research that supports the initiative (supporting evidence);
- 5) the extent to which the program benefits the target audience;
- 6) clearly stated outcomes and goals; and
- 7) how it aligns to Movember's behaviour change goals.

Q35. Will I receive feedback of the LOI application if unsuccessful?

Due to the expected high volume of LOI submissions, only general feedback will be provided.

Q36. How will a full proposal be assessed?

Full proposals will be reviewed by an independent review panel representing subject matter experts (SME's). SME's will not have any conflict of interest with the respondent and will have specific knowledge relevant to mental health and suicide prevention for community and workplace settings, evaluation, program design and implementation.

Q37. When will I be notified about the outcome of my full application?

Respondents will receive a notification the week commencing 13 June 2022.

FURTHER QUESTIONS

Q38. Why does Movember need an Intellectual Property (IP) license for the Background Intellectual Property Rights?

Movember is committed to ensuring any funds invested in initiatives have the potential to reach as many men globally as possible. We will require the ability to use the IP of the program as part of our evaluation and in order to work with you (if applicable and agreeable) to scale the initiative further after the initial funding period.

Q39. Who owns Intellectual Property for the Program?

With the exception of the Outputs emanating from an Evaluation, the recipient of funding will retain ownership of their Background Intellectual Property Rights. We will be asking funding recipients to give Movember a license (as set out in section 5.4 of the RFP) to use their Background Intellectual Property Rights (with permission and only in a way that is aligned to the intent of the funding) to share the knowledge/findings produced through our funding.

Movember will grant or procure to grant the Respondent a non-exclusive, irrevocable, world-wide, royalty-free license to use the Outputs strictly generated from the Evaluation of the Respondent's Initiative.

Movember reserves the right to agree to alternative Intellectual Property Rights arrangements with Respondents taking into account individual requirements and circumstances. To discuss an alternative arrangement for your Initiative please contact scalingwhatworks@movember.com before submitting your application.

Q40. Do you accept French language applications?

Yes. Applications in either of Canada's official languages are welcome.

Q41. The person who wrote our grant application(s) is no longer with the organisation, and I do not know our online account username or password. How can I access our account?

Email Movember at scalingwhatworks@movember.com and provide the name and email address of the person who created the account and the name, email address and title of the person the account should be transferred to. You will receive an email indicating the account has been transferred, and you can update the password to suit your preference.

Q42. If we get Movember funding, do we have to grow moustaches and raise money?

While it's not a requirement to receive funding, we welcome moustaches of all shapes, sizes, colours, and degrees of patchiness that work to save men's lives.

Q43. I've never applied for a grant before, is there someone who can help me?

The online management system has easy-to-follow tutorial. If you have specific questions send them to scalingwhatworks@movember.com.

Q44. Do we need to have an existing (up and running) initiative to use as the basis of a funding application? Is it enough if we have an outline and a clear concept of the initiative and how it could be rolled out nationally? Does it have to be an initiative that has been piloted and has evidence of effectiveness?

We're looking for existing initiatives in which Movember can invest for implementation, scaling and evaluation. If you have something in development that is in response to an identified need or problem with a methodology for delivery and/or a theoretical underpinning for your approach, it would be considered. Something still in concept phase would not fit this funding call.

Q45. Are research staffing costs eligible for funding, but only if they are associated with a community organisation?

No. The RFP states that costs for research assistants are not eligible costs under this funding opportunity. Only costs related to initiative personnel are eligible for funding.

ADDITIONAL QUESTIONS FROM PROSPECTIVE APPLICANTS

Sent to scalingwhatworks@movember.com from 6 th December 2021 – 5 th January 2022
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Q46. We have a question about intellectual property. Our initiative relates to a book, and we are wondering if this means that Movember will earn the intellectual property rights (or ownership) in our book? Can you please elaborate further on this?

If successful Movember would have the right to use the IP of the product (the book) for the duration of the funding period (the program). An example of how we may use this is to conduct an evaluation of the initiative that is funded and scaled, with your agreement.

You will always own the book (the background IP) and Movember will never make money from this, as its your product.

If Movember and yourselves enter into future funding arrangements (after the initial funding period), then Movember would have access to the background IP, and would own any IP generated as part of the initial funding period, and future scaling.

Q47. As an Australian organisation for the grant application / setting up an account, the online form does not let us proceed past the Tax ID. We do not have a tax ID and cannot advance to the next page to set up an account. Could you please advise.
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In the Tax ID box, can you please pop in your ABN – that should enable you to progress in your account set up.
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If your organisation does not have a Tax ID number, please input a relevant business number, or charity number, depending on what is relevant to your country of origin.
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Q48. While we are preparing our LOIs, we were wondering if we could have a copy of a draft / proposed Funding Agreement for this grant so that we can review what we would need to agree to and modify our plans accordingly?
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A draft Funding Agreement will be provided to all applicants invited to submit a full proposal as part of Phase 2.
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Should you have any specific upfront concerns or queries, please reach out with them to scalingwhatworks@movember.com .
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Q49. I am not sure from reading your guidance as to whether proposals must have national delivery, or whether cross county or regional projects in the UK are also acceptable.

Proposals do not have to have national delivery. A proposal can be focused on one local area, many local areas, one or many regions, or they can be national and / por international.
