



YOUNG MEN AND MEDIA COLLECTIVE

YOUNG MEN AND MEDIA COLLECTIVE FUNDING OPPORTUNITY

SEPTEMBER 2025 Frequently Asked Questions

The YMMC is an ambitious new initiative designed to bring together content creators, producers, influencers, media platforms, and organisations reaching men and boys online in a collaborative space. The YMMC will serve as a hub for experimentation, learning, and dialogue, focused on challenging and reshaping the dominant – and often harmful – narratives of masculinity that persist in online environments.

The aim of the YMMC is to build a diverse and dynamic network of partners with funding to support bold, fresh ideas and innovative approaches. We are seeking to support partners to produce and distribute compelling content that speaks directly to young men. The goal is to disrupt harmful ideals – such as the ‘relentlessly rich and ripped’ archetype – and offer alternative, expansive ideas about what it means to be a man.

Co-convened by Movember and Equimundo, the YMMC Funding Opportunity will provide targeted investments through grants, or contracted services, while convening a wider learning network. The learning network will include selected participants among a broader range of partners who are interested in seeing change in this space and contributing their own research and expertise to supporting the work of participants. Through ‘test and learn’ initiatives, partners will experiment with approaches to narrative change online, generating insights on strategies that effectively engage young men and help evolve ideas of what it means to be a man.

Expressions of Interest (EOIs) are invited from organisations or individuals to “test” or experiment with messages, messengers, and tactics to determine what works to shift online masculinity narratives away from “relentlessly rich and ripped” towards more balanced approaches that support young men’s health.

Along with the EOI, below are questions with corresponding answers that may be important when considering your submission. If you have questions not covered in this FAQ, please send them to ymmcgrants@movember.com.

ABOUT THE YMMC FUNDING OPPORTUNITY

1. *Who can apply for this funding opportunity?*

Organisations or individuals who have experience in co-designing with young men and/or directly work with those that produce online media content would make suitable recipients of funding. The YMMC initiative will appeal to online publishers, game designers, online platforms, social impact content agencies, online influencers, implementing organisations working with boys and young men, and youth-led organisations.

2. *If I am based in the United States and am applying for funding do I need to be registered as a 501(c)(3) organisation?*

For US based applicants, to receive grant funding, an applicant must hold 501(c)(3) status and provide a Form 990 or IRS determination letter upon request. US based Applicants applying to provide contracted services are not required to meet the 501(c)(3) requirements.

3. *Do you accept French language applications?*

Yes. Applications in either of Canada's official languages (English or French) are welcome.

4. *What thematic areas will be considered a priority for funding?*

The primary audience or beneficiary of the YMMC initiative is engagement with young men, approximately aged 16-25 in four global markets: Australia, Canada, the United Kingdom, and the United States. Applications should address at least one of the following priority areas: Narrative exploration and Evolution; Innovative messengers and channels; Engagement/inclusion of the target audience.

5. *Where can I find more details on the application process?*

There are two stages to the application process, Phase 1 Expression of Interest; and Phase 2 Detailed Project Pitch (by invitation only). Submissions under Phase 1 include a brief written component of (no more than) 250 words; plus a two-minute video submission. Specific details for Phase 1 submissions are found in "Two Stages of Funding Process" in the EOI.

6. *While the focus is on young men and boys, can an organisation with a focus on women's health apply or can a proposed project include girls/women?*

Yes. Projects that include girls or young women are acceptable, provided the primary beneficiaries or outcomes ultimately focus on engaging boys or young men aged 16-25.

AVAILABLE FUNDING

7. *What is the maximum amount of funding available?*

A total funding pool of GBP £908k (AUD \$1.85M/CAD \$1.67M/USD \$1.15M) is available across 4 markets, Australia, Canada, the United Kingdom, and the United States. Depending on scope, the range of available funding per application by market is as follows:

Australia	AUD 100,000 - \$305,000
Canada	CAD \$90,000 - \$275,000
United Kingdom	GBP £50,000 - £150,000
United States	UD \$60,000 - \$190,000

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

No. Funding requests must be made for up to the maximum amount specified per country as indicated in Q7 above. It is strongly recommended that applicants apply for the funding required rather than budgeting to the maximum amounts available. Projects that have been recommended to receive funding will have their budgets reviewed in detail.

9. *Is it expected to have co-funding for my project?*

No. Successful applicants are not required or expected to have co-funding in place to access funds. If there are existing relationships/partnerships in place and you are seeking partial funds to implement your project, you should indicate who the partners are with a breakdown of contributions.

10. *Should I include GST in my budget?*

No. If your organisation is GST registered in Australia, Movember will pay the grant amount plus GST. The budget provided in your application should be exclusive of GST.

11. *When will the funding be available for successful applicants?*

All funding will be provided in tranches based on milestone delivery. Movember will work with the successful applicants to determine the milestones according to the detailed project pitch and workplan. Subject to the execution of an Agreement (at the start of Phase 2), the first tranche of funding will be available upon submission of an invoice.

12. *If successful, what is the timeframe to complete the proposed project?*

Projects must be designed for implementation within a 6 to 12 month term and will be evaluated at the end of this period.

13. *Can this funding be used for evaluation of a project?*

No. Funding should be used toward direct costs related to carrying out project activities. The YMMC will be working with an external learning partner to support successful applicants with collating reach, engagement, and outcome metrics. Applicants should be mindful that engaging with the learning partner will require dedicated time and resourcing; this should be factored into the requested budget.

ORGANIZATIONAL STRUCTURE

14. *Can I submit more than one EOI if I have multiple ideas matching this opportunity?*

Yes. Multiple EOIs from the same applicant will be considered. Please submit a separate EOI for each project. Note: there is no guarantee that any one or more than one project EOI will be invited to submit a detailed project pitch.

15. *Can project teams have international members or partners?*

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

16. *What support is available around understanding the narratives currently reaching young men, and what successful alternative narratives might look like?*

To support development of submissions that are strongly aligned with YMMC goals, an online info session on narrative change strategy and tactics will be offered to Phase 2 Applicants

during the pitch development period. Participation is optional and does not guarantee funding.

SUBMISSION OF EXPRESSION OF INTEREST (EOI)

17. *Why are you using an EOI stage?*

The EOI stage provides a preliminary indication of whether your project is a good fit with the funding opportunity without requiring a lot of time or effort in submitting a full application.

18. *How does the EOI process work?*

After the review of Phase 1 submissions, applicants invited to Phase 2 will be asked to submit a detailed project pitch. NOTE: An invitation to submit a project pitch does not guarantee an applicant will be successful in receiving funding.

19. *Do I need to hire a videographer to produce the two-minute video for EOI submission?*

No. Video submissions do not need to be professionally produced. We want to see and hear what you're proposing, why you believe there is a need for the narrative change you've chosen, and how it aligns to the goals of the YMMC.

20. *How do I apply for funding?*

To submit an EOI, applicants must register through Movember's online grants management system which can be accessed [here](#).

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

Yes. A profile (or account) is required to access and submit an online EOI and (if invited) a detailed project pitch. Go to the grants management system, click on "New User?" and complete the registration process. Your profile allows you to save and return to a request. See step-by-step details on "How do I apply for YMMC Funding?" in the EOI.

22. *What is the deadline for submitting an EOI?*

EOIs must be received by 28 October 2025 at 5:00 pm (EDT)/9:00 PM (GMT)/29 October 2025, 8:00 AM (AEDT). The online grants management system sends an automatic confirmation of receipt of your submission. If you do not receive the confirmation, please contact ymmcgrants@movember.com.

NOTE: Incomplete EOIs or EOIs submitted after the deadline will not be considered. Mailed, faxed, e-mailed or late submissions will not be accepted.

23. *If invited to Phase 2, how much time do I have to submit a detailed project pitch?*

EOI applicants will be informed the week of 17 November 2025 whether they are invited to submit a detailed project pitch. The deadline for submission is 18 December 2025, before 5:00 pm (EST)/10:00 PM (GMT)/19 December 2025, 9:00 AM (AEDT).

24. *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: [Guiding Applicants Through the Process](#). The online management system has an easy-to-follow tutorial. If you have difficulty creating an account and logging in or have specific questions, send them to ymmcgrants@movember.com.

25. *How will EOI's be selected and what are the assessment criteria for the EOI?*

EOIs will be shortlisted through a process carried out by a panel convened specifically to assess submissions. The assessment will be based on criteria including: level of previous experience working in the field; alignment with funding opportunity objectives; how well the project/idea is described; and likelihood that project outcomes will contribute to goals of the YMMC learning network. See further details in “How Will Applications be Selected?” in the EOI.

26. *Will I receive feedback from the EOI review panel?*

Due to the expected high volume of EOI submissions, only general feedback will be provided in the notification letters.

27. *How will detailed project pitches be assessed?*

A selection panel comprised of subject matter experts (SMEs), who do not have any conflict of interest with the applicants, will be engaged to assess detailed project pitches to determine which narrative change ideas should be recommended for funding. A full description of the pitch review criteria and allocated weighting will be provided with the invitations to Phase 2.

FURTHER QUESTIONS

28. *The person who wrote our EOI submission is no longer with the organization, and I do not know our online account username or password. How can I access our account?*

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

29. *If we are a successful applicant and get Movember funding, do we have to grow moustaches and raise money?*

We encourage all our funded partners to participate in our Movember campaign, which runs annually from November 1st through to November 30th. There are a few different ways you can take part:

- **GROW:** Join the sacred, hairy ritual. Grow a Mo, raise funds and save lives.
- **MOVE:** Run or walk 60km over the course of the month. That's 60km for the 60 men we lose to suicide globally every minute.
- **HOST:** Surrender to a good time. Throw an event to raise funds for men's health.
- **MO YOUR OWN WAY:** A choose-your-own-adventure challenge. You make the rules, set the limits, inspire donations.

Visit www.Movember.com to learn more.