



YOUNG MEN AND MEDIA COLLECTIVE

FUNDING OPPORTUNITY

Call for Expressions of Interest

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WHAT DO WE WANT TO ADDRESS?

Young men and boys are increasingly engaged with, and influenced by, men and masculinity influencers, whose content centres around perceptions of what it means to be a man. Whilst masculinity content isn't *inherently* negative, we are seeing a proliferation of content which is sharing prescriptive ideals on what will make young men happy – presenting regressive, unhealthy and unattainable, and potentially harmful ideals.

These voices have in recent years become more mainstream and accessible to young men through the rise of social media. Amongst a broader range of lifestyle and entertainment content, evidence¹ shows that these narratives are influencing young men's notions of what it means to be a man, increasing their propensity for taking health risks, and shaping attitudes towards women. This poses a growing concern as young men spend more time online during their critical identity-forming years.

From Movember's initial investments we've seen a lack of interventions aimed at understanding the impacts of men and masculinity influencers and their content, particularly from young men's perspectives. There is also limited evidence on what works to challenge these restrictive and unhealthy narratives.

Online messages such as being relentlessly rich and ripped set unrealistic standards—about a young man's body or how much money he should have—and often tell him how to reach these goals. Oftentimes, the recommended strategies from many of these content creators push solutions that are “quick fixes” or require young men to spend money on courses, supplements, or gambling.

When young men internalise these harmful messages, it can have serious negative consequences on their mental and physical well-being. For example, trying to “get ripped” can lead to health risks from steroids, over-exercise, strict diets, or unbalanced nutrition. Pressures about body image, whether feeling too small or not muscular enough, can hurt self-esteem, self-worth, and increase anxiety or depression; and taking risks with finances to ‘get rich quick’ can produce mental health pressures.

We know that there is real potential to challenge or evolve the pervasive idea that young men must be relentlessly rich and ripped at all costs. Narratives gain power through both their messengers and their messages – and by rethinking both, we can shift the story. If the YMMC can collaborate to identify the types of content that genuinely disrupt or reimagine this narrow ideal, then we can begin to build a future where young men are encouraged to embrace healthier, more authentic expressions of masculinity. The YMMC initiative presents a timely opportunity to test, learn and advance our understanding of how young men engage with, respond to, adopt, internalise, or challenge messages they are exposed to online, especially around body image and financial status.

For more information on how young men are engaging with online masculinity influencers, and the impacts of this content on young men themselves, and their health at scale, please see Movember's [Young Men's Health in a Digital World report](#) and Equimundo's [Manosphere, Rewired](#) research.

¹ Fisher, Rice & Seidler (2025) Young men's health in a digital world. Melbourne, Australia. Movember Institute of Men's Health”

WHAT IS ON OFFER?

Movember and Equimundo are partnering to invest a total of GBP £908k (AUD \$1.85M/CAD \$1.67M/USD \$1.15M) towards Funding Opportunities under this initiative. Depending on scope, the range of available funding by market is as follows:

Australia	\$100,000 – \$305,000
Canada	\$90,000 – \$275,000
UK	£50,000 - £150,000
US	\$60,000 – \$190,000

We are seeking to support 8–10 partners under this initiative across all participating markets; however, the total number of partners will be dependent on the individual amounts requested.

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

WHAT IS THE YOUNG MEN AND MEDIA COLLECTIVE?

The Young Men and Media Collective (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.

In addition to producing content, successful Applicants will be expected to participate actively and meaningfully in the YMMC, contributing to a shared learning process and helping to shape the broader conversation both online and offline.

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.

GOAL OF THE YMMC FUNDING OPPORTUNITY

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. By way of example, initiatives could range from content created by an influencer aiming to 'restore balance' to extreme messages around fitness goals, to an NGO or community group working to deliver engaging curriculum on this narrative to young men online, to an agency or creative production company training influencers to reshape their content.

Success will involve:

- Generating and testing content, to evidence what works when it comes to messages and/or messengers that are effective in reaching and engaging young men online, with an alternative to the narrative of men being relentlessly rich and ripped, i.e:
 - Developing relevant and resonant content aimed at young men to counter the pervasive relentlessly rich and ripped narrative and engage/build support for **alternative narratives** with the young men audience.
 - Achieving high levels of reach and engagement among the target audience.
 - Actively learning as a Collective what does and doesn't work with this audience, and deepening understanding around viable alternative healthier narratives to the "relentlessly rich and ripped".
 - Evolving content and approaches based on lessons learned among the Collective, for best results.
- Contributing to the YMMC learning network, including sharing project plans, insights and outcomes, and 'tested' interventions for collective insights and learning.
- Using evidence of success (and failure) to improve sector wide learning and systematic change in support of young men's health and well-being.
- Strengthening the understanding of the shifting narratives that young men see online, and its influence on their health.
- Sharing "tested" narrative change interventions for collective insights and learning.

YMMC TARGET AUDIENCE AND PRIORITY AREAS

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:

1. Narrative exploration and evolution

- Testing alternative messages and narrative frames to evolve online narratives that emphasise that men should be relentlessly rich and ripped.
- Exploring how specific content types (e.g. memes, short videos, influencers) affect young men's adherence to, and engagement with, alternatives to the relentlessly rich and ripped narrative.

2. Innovative messengers and channels

- Piloting new messengers (e.g. peers, content creators, public figures) to deliver expansive narratives in online content around what it means to be a man.
- Testing delivery and engagement via channels/platforms where young men are already engaging (e.g. TikTok, Discord, YouTube, Twitch, Reddit).

3. Engagement/inclusion of target audience

- Deepening our understanding of how diverse groups of young men and boys (i.e., race, sexuality, identity, religion, socio-economic status) engage with dominant and shifting online narratives and with what outcomes.

WHO IS THIS OPPORTUNITY GEARED TOWARDS?

Organisations or individuals who have experience in co-designing with young men and 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
- Youth-led organisations

FUNDING ELIGIBILITY

To be eligible, applicants must:

1. Be located in and reaching audiences in any of the four focus markets: Australia, Canada, the United Kingdom, and the United States. Applicants can be intermediary organisations that work with content creators, or organisations or individuals with the capabilities to produce content themselves.
2. Have the legal capacity and power to accept funds and enter into the Agreement (if successful) with Movember. **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. Adhere to Movember and Equimundo's overarching evaluation approach and operate within identified high-level measures of success and measures.
4. Commit to sharing learnings—successes and failures—with the broader learning network and the cohort of other successful Applicants.
5. Align with ethical standards and demonstrate appropriate safeguards for working with young people (research participants, creators, audiences).
6. Provide regular updates on deliverables, project progress and funding expenditures.
7. Comply with the Guidelines for Submission.

Funding is not available for:

1. Projects that are not aligned with the intent and goals of the YMMC funding opportunity (as listed above).
2. Projects that do not include an online delivery component.
3. Projects without a clear learning goal, narrative evolution focus, or focus on young men as a beneficiary audience.
4. Sole requests for infrastructure support.
5. Overhead and Indirect costs (institution overheads) per Movember's common funding practices (see Guidelines for Submission for further details on eligible or ineligible costs).
6. Any other matters as determined or advised to Applicants by Movember and Equimundo.

HOW DO I APPLY FOR YMMC FUNDING?

EOI's must be submitted online by the deadline at <https://www.grantinterface.com/Home/Logon?urlkey=movember>. Late submissions or applications submitted through any other means will not be accepted.

Steps:

1. Register and create a profile.
2. Provide Organisation and Project Lead details and contact information.
3. Provide the total amount of funding requested. A full budget is not required for Phase 1 of the EOI.
4. Confirm that you have read and understood the EOI and Guidelines for Submission and that you or your organisation and initiative meet the eligibility criteria.
5. Complete all the questions in the online Application and submit the EOI.

TWO STAGES OF FUNDING PROCESS

The Funding Process is being carried out in two phases: Phase 1 - Expression of Interest (EOI) and Phase 2 – Detailed Project Pitch (by invitation only). Specific requirements are listed below:

Phase 1: Expression of Interest (EOI)

EOIs will comprise **two parts**:

1. a brief written component, and
2. a link to a short two-minute video.

Written component

- In 250 words or less, state the overall goal of the project and how it aligns with the focus of this Initiative.

Video submission

Prepare a two-minute video and include a link with your submission. In your video, please respond to the following questions:

- Tell us who you are, including a description of your experience working in the field.
- Identify your target audience and which priority area(s) you intend to address.
- Explain how your proposed narrative change idea will directly benefit the target audience.
- Describe how you envision engaging with the YMMC learning network during and beyond the funding period.

EOIs are due 28 October 2025, 5:00 PM (EDT)/9:00 PM (GMT)/29 October 2025, 8:00 AM (AEDT)

Phase 2 – Detailed Project Pitch (by invitation only)

Following the EOI Phase 1 review, Applicants invited to Phase 2 will submit a detailed project pitch including a workplan and budget. The invitation to progress to Phase 2 will be determined by the strength of EOIs against the assessment criteria at Movember's complete discretion. Full instructions on content and format will be provided with Phase 2 invitations. However, to assist with preplanning, examples of questions that Applicants may be asked to address are outlined below.

Pitch Outline

1. **Project Description** – How do you see the ‘relentlessly rich and ripped at all costs’ narrative being communicated to young men online, and how do you propose developing an alternative or evolved narrative? How do you see this appealing to young men and supporting their needs? What are the proposed messages, messengers and tactics to be tested within the context of the priority area being addressed? This section should identify the priority from the list above and be supported by references to the relevant literature.
2. **Goals and Impact** – Identify the learning goals of the initiative and what you are expecting to achieve through the test and learn process.
3. **Test & Learn Plan** – Provide a workplan for the planned activities to complete the test & learn process. Include timelines, key milestones and deliverables/outputs.
4. **Engagement and Recruitment** - How will you reach and engage with the target audience?
5. **Relationships** - Where applicable, describe the relationship with proposed partners. Include signed Memoranda of Understanding (MOUs).

Full Proposal Budget

Provide a budget that falls within the available funding range as follows:

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

Detailed Project Pitches are due 18 December 2025 5:00 PM (EST) /10:00 PM (GMT)/19 December 2025, 9:00 AM (AEDT)

Budgets should include itemised justifications to deliver the project. Applicants should 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.

Capacity Building Opportunity

To support development of submissions that are strongly aligned with YMMC goals, an info session and an optional learning session on narrative change strategy and tactics will be offered to Phase 2 Applicants during Pitch development period. The session will be delivered virtually and will allow Applicants to refine their detailed project pitch prior to the submission deadline. NOTE: Participation in the learning session is optional and does not guarantee funding.

IMPORTANT DATES

Activity	Date
Call for Expressions of Interest (EOI) Released	30 September 2025
Phase 1 – Expression of Interest	
Expression of Interest Deadline	28 October 2025, 5:00 PM (EDT)/9:00 PM (GMT)/29 October 2025, 8:00 AM (AEDT)
Assessment and Shortlisting of Applications	29 October – 14 November 2025
Notification of Phase 1 EOI outcome	17-19 November 2025
Phase 2 – Detailed Project Pitch	
Pitch Development Period	20 November – 18 December 2025
Pitch Submission Deadline	18 December 2025, 5:00 PM (EST) /10:00 PM (GMT)/19 December 2025, 9:00 AM (AEDT)
November Office Closure Period	22 December 2025 – 3 January 2026
Assessment of Full Applications	December 2025 – February 2026
Notification of Outcome of Phase 2	w/o 16 February 2026
Contracting Period	February – April 2026 (approx.)
Earliest Project Start Date	May 2026 or earlier if all projects are contracted.

HOW WILL APPLICATIONS BE SELECTED?

Phase 1 – Expression of Interest

EOIs will be shortlisted through a process carried out by a panel convened specifically to assess submissions. To start, Applicants must meet the eligibility requirements to proceed to EOI review.

The EOI assessment will be based on the following criteria:

- Level of Previous Experience - (Weighting 20%)**
Applicant has relevant previous experience working in the field.
- Alignment with funding opportunity objectives (goal, target population and diversity of audiences, idea) - (Weighting 40%)**
The submission demonstrates how the proposed initiative meets the YMMC goals.
- How well the project/idea is described - (Weighting 25%):**
Submission clearly identifies the target population and priority area and demonstrates how the proposed narrative change idea directly benefits the target population.

4. Level of Contribution to the YMMC - (Weighting 15%)

The likelihood that outcomes will contribute to new knowledge and the team/project lead is likely to make a strong contribution to the overall goals of the learning network.

Phase 2 – Detailed Project Pitch

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.

Detailed project pitches will be reviewed by the selection panel to determine which narrative change ideas should be recommended for funding. Pitches will be assessed based on alignment, technical components of the pitch, contributions to the YMMC and the strength of the submission relative to other submissions. A full description of the pitch review criteria and allocated weighting will be provided with the invitations to Phase 2.

To ensure fiscal accountability and to be eligible to receive funding, Applicants must be able to demonstrate a strong financial position. Therefore, **Applicants invited to Phase 2** will be required to provide relevant financial documentation with their pitch submission including:

- two years of financial statements (audited, if available);
- cash flow plans relating to the project to be funded;
- description of organisational governance structure (e.g. annual report, web page etc.);
- company registration documents;
- tax filing history with ATO/CRA/HMRC/IRS (as relevant and if applicable);
- tax registration certificates and numbers (including VAT/GST/HST, if applicable);
- tax-exempt certificate or proof of section 501(c)(3) tax-exempt status (for US based applicants, if applicable);
- any other information as required by Movember.

Additionally, Applicants must also include the following information about their corporate profile including, but not limited to:

- (i) information on corporate and ownership structure, including information on related bodies corporate;
- (ii) information about how long it has been in business;
- (iii) confirmation that there is no past, current, pending or finalised litigation that would impact upon the Applicant's ability to complete the project, or an explanation of such litigation;
- (iv) any tax disputes (if applicable);
- (v) particulars of any petition, claim, action, judgment or decision which is likely to impact or affect the Applicant's ability to complete the project;
- (vi) insolvency, bankruptcy, or receivership history (if applicable).

EXPECTATIONS OF NARRATIVE TEAMS FUNDED UNDER PHASE 2

Equimundo and Movember YMMC Team

It is expected that successful Applicants will collaborate with the Equimundo and Movember YMMC Team leading the initiative, the Monitoring, Evaluation & Learning Team which oversees the evaluation outcomes of project evaluations, and the Grants Management Team which oversees the administration of all grants and scheduling logistics. It is expected that successful Applicants will also work with other Movember teams from time-to-time.

Evidence generation and impact measurement

Impact measurement is a key component of all Movember and Equipundo funded initiatives. At the outset, a submission would need to make a serious commitment to robust evaluation. The YMMC will be working with an external learning partner to support successful Applicants with collating reach, engagement, and outcome metrics on a quarterly basis. As part of this YMMC initiative, successful Applicants are expected to work alongside an external learning partner to evaluate the impact of the activities that are undertaken. This will likely involve extracting and sharing performance data from online platforms and aligning activities to an outcome framework shared by the YMMC, i.e. reporting on key analytics (e.g. reach, engagement) and metrics that demonstrate efficacy of the approach (e.g. message salience, messenger trust).

Successful Applicants should be mindful that engaging with the learning collective and the learning partner will require dedicated time and resourcing. Please factor this into the requested budget for your work.

Learning Network

The learning network will include both online and in-person elements through learning forums and global convenings. Successful Applicants will participate in convenings to showcase the project, including quarterly online share-outs and 1-2 in-person events which may involve travel to one of the participating markets. During these convenings, participants will take on board insight and input from the YMMC learning network, and from other successful Applicants. Initial and ongoing activities will include successful Applicant and YMMC Team kick-off meetings and regular check-ins.

WHO ARE THE PARTNERS?

Equimundo: Center for Masculinities and Social Justice

Equimundo is a funding and co-convening partner. It is the world's leading research-driven global organization dedicated to promoting care for men and boys, reducing violence and inequity, and achieving well-being for all. To accomplish this, Equimundo conducts research on men and boys around the planet, designs innovative and scalable programmatic interventions that meet men and boys where they are at, and powers impactful advocacy efforts that engage with policymakers, corporate leaders, media conglomerates, and storytellers in order to effect societal change.

To learn more visit <https://www.equimundo.org/>

Oak Foundation

Oak Foundaton is a funding partner. Through its grant-making, Oak Foundation contributes to a safer, fairer, and more sustainable world.

To learn more visit <https://oakfnd.org/>

Movember is the world's leading charity changing the face of men's health. We're dedicated to addressing some of the most pressing health concerns facing young boys and men. Our mission is to build a future where men and their communities can live healthier and longer lives. Since our inception in 2003, over 6 million people have joined the cause, contributing to the funding of over 1,320 projects worldwide that have focused on delivering positive and transformative outcomes for men's health. A core area of focus is young men's mental health, recognising this phase is a critical life stage, sensitive to both opportunity and vulnerability. Here, we're committed to addressing the health inequalities facing young boys by challenging individual behaviours, systems, and gender norms. This includes promoting narratives that support positive and expansive expressions of masculinity and healthy relationships, whilst empowering young boys to act in ways that are healthier, so they have better long-term health outcomes.

To learn more, visit Movember.com

QUESTIONS

A list of Frequently Asked Questions (FAQs) related to the YMMC Funding Opportunity will be available on the Funding Opportunity webpage and updated regularly. If an Applicant's question hasn't been answered, the Applicant can submit their query to ymmcgrants@movember.com. Turnaround time for responses will be within approximately two business days of receiving an inquiry about the YMMC initiative.

DEFINED TERMS

In this EOI these terms have the following meaning:

Term	Definition
Agreement	means the agreement between a successful Applicant and Movember (to be provided at the start of Phase 2).
Application	means the complete Funding Opportunity proposal or submission and all accompanying documents submitted by an Applicant in response to this EOI.
Applicant	means a person or organisation who submits an Application in response to this EOI.
Application deadline	means the date and deadline for submitting an Application as set out in the Application Process section of this EOI, or as otherwise extended by Movember in writing.
EOI	means this Call for Expressions of Interest, including all attachments, annexures, or schedules.
Funding Opportunity	means financial support provided by Movember to successful Applicants for delivering projects under the Program, subject to the terms and conditions of this EOI and a signed Agreement.
Guidelines	means the Application Guidelines for Submission enclosed at Appendix A of this EOI.
Intellectual Property Rights	<p>means all intellectual property rights, including but not limited to the following rights:</p> <ul style="list-style-type: none"> • patents, copyright, rights in circuit layouts, designs, moral rights, trade and service marks (including goodwill in those marks), domain names and trade names and any right to have confidential information kept confidential; • any application or right to apply for registration of any of the rights referred to above; and • all rights of a similar nature to any of the rights above which may subsist anywhere in the world, whether or not such rights are registered or capable of being registered.
Movember	<p>means one or more of the following entities within the Movember Group, as determined and advised by Movember at its sole discretion:</p> <ul style="list-style-type: none"> • Movember Group as trustee for the Movember Foundation (48 894 537 905); • Movember Foundation (US) (EIN 77-0714052) • Movember Canada (BN 767531-3); • Movember Europe Ltd (Company No. 7275694); and • Movember Europe Trading Ltd (Company No. 7604578).
Program	means the Young Men and Media Collective.
Project	means the project the Applicant proposes to deliver using the funding available under this Funding Opportunity.

APPENDIX A - GUIDELINES FOR SUBMISSION

B. GENERAL INFORMATION

1. PURPOSE

The purpose of these Guidelines is to establish a comprehensive, standardised framework for all Funding Opportunities processed at Movember. This framework is designed to ensure that every competitive Funding Opportunity we issue maintains the highest standards of integrity, consistency, and effectiveness.

These Guidelines form part of the YMMC initiative and must be read in conjunction with the YMMC EOI. Specific Eligibility Requirements are set out in the EOI.

Any capitalised terms used but not defined herein shall have the meanings ascribed in the EOI.

2. FUNDING OPPORTUNITY DESCRIPTION

Movember provides funding to community-based organizations, grass-roots groups, service providers, and individuals who support local populations and communities. Movember funds projects that align with its charitable objectives, address identified needs and demonstrate measurable impact. All funded projects require local collaboration to ensure culturally relevant, equitable outcomes grounded in lived experience. Funding supports grants or services that generate new knowledge, strengthen social connections, and improve men's wellbeing.

3. APPLICATION SUBMISSION

Applications must be submitted by 5:00 pm (EDT) (or the equivalent posted time in each market) on the respective deadline dates for each stage of the Application process using Movember's electronic funding management system (Foundant). Late, incomplete or Applications submitted outside of Foundant **WILL NOT** be accepted.

4. SCREENING

Movember may, at its sole discretion, exclude or disqualify an Applicant from consideration at any time without penalty, including but not limited where the EOI:

- is incomplete or considered non-conforming;
- is clearly uncompetitive when compared to other EOIs
- is not suitable against one or more of the assessment criteria; or
- does not otherwise comply with the requirements set out in the EOI.

5. INCOMPLETE /NON-CONFORMING PROPOSALS

All Applicants are advised to carefully read and follow the instructions and requirements outlined in the EOI and in these Guidelines.

- (a) Any incomplete Applications and/or Applications that do not respect the set-page or time limitations as noted in the EOI and in these Guidelines, will not be accepted.
- (b) An Application may be regarded as non-conforming if it is not submitted in accordance with the terms and conditions or the requirements of the EOI and these Guidelines. Movember may, in its absolute discretion, accept or reject an Application that is non-conforming.

6. ACCURACY OF EOI

Whilst all due care has been taken in connection with the preparation of the EOI, Movember does not make any warranties or representations that the content of the EOI or any part of it or any information

communicated to or provided to Applicants in connection with the EOI or during the EOI process is, or will be, accurate, current or complete. Movember will not be liable in respect of any information communicated or provided which is not accurate, current or complete or for any omission from the EOI. Applicants should conduct their own independent investigations, review and analysis of the information set out in the EOI.

7. INTELLECTUAL PROPERTY

All documents comprising the EOI remain the property of Movember. All copyright and other Intellectual Property Rights contained in the EOI are, and remain, vested in Movember.

The Applicant grants Movember, a non-exclusive license to use for the purpose of this Application process, any information, processes, sketches, calculations, drawings, or other data or information submitted with or included in, the Application submitted by the Applicant.

8. APPLICATION DOCUMENTS

By submitting an Application for funding, each Applicant understands and agrees that their Application must comply with the requirements of the EOI. Upon submission, the Application will be treated as confidential and may be used or copied by Movember as necessary for the purposes of the EOI process, including Application review, contract negotiations, and external audit requirements.

9. COSTS & EXPENSES

Participation in any stage of the EOI process shall be at the Applicant's sole risk, cost and expense. In particular, all costs incurred by or on behalf of the Applicant in relation to the EOI, including preparing and submitting an Application, providing Movember with any further information, providing a presentation to Movember, attending briefings, interviews and participating in any subsequent negotiations, are wholly the responsibility of the Applicant.

10. CONFLICT OF INTEREST

Where an Applicant identifies that circumstances or relationships exist which constitute or may constitute a conflict or potential conflict of interest, the Applicant must detail that conflict of interest in its Application.

Where any actual or potential conflict of interest is notified, Movember may, in its absolute discretion, take any action it considers appropriate.

If any actual or potential conflict of interest arises after the Application Deadline and after submitting an Application, the Applicant must immediately notify Movember in writing.

The Applicant warrants that it has no actual or potential conflict of interest in relation to its participation in the Application process or its delivery of the Project other than that it has disclosed in the Application or notified to Movember.

11. CONFIDENTIALITY

Each Applicant acknowledges that it is under an obligation of confidentiality to ensure that the EOI and any other documents or information concerning the EOI is kept confidential and is only used for the sole purpose of preparing an Application and participating in the EOI process. This obligation of confidentiality survives the termination or expiration of the EOI process, and any further written agreements between the parties.

12. LIABILITY

To the extent permitted by law, Movember excludes all liability for any loss, costs (including legal expenses) or damages, suffered or incurred by an Applicant or any person, arising out of the Applicant's

participation in the EOI process.

Each Applicant agrees to indemnify Movember against third party claims arising out of any use of any proprietary information submitting with or included in its Application.

13. ELIGIBLE & INELIGIBLE COSTS

- a) **Eligible Costs:** The following expenditures will be considered eligible for funding received through this opportunity:
- i. **Direct program related costs** including supplies, expenses, travel and equipment related to the proposed program.
 - ii. **Relevant proportion of salaries** of project or program managers, coordinators, technicians, administrative staff, and other personnel.
 - iii. **Any other reasonable costs** as determined by Movember at its complete discretion.

All costs must be justified and will be reviewed as part of the due diligence process for successful applications. Applicants are advised to apply for the amount of funding required to successfully complete a project and not for what is available. If you have questions around the eligibility of an expense, reach out for clarification.

- b) **Ineligible Costs:** The following expenditures are not eligible expenses through this opportunity:
- i. Unless advised otherwise by Movember, overhead costs including accounting fees, insurance, interest, legal fees, taxes, utilities and costs associated with construction or renovation or rental of offices, laboratories or other supporting facilities. Rental costs incurred that relate to institutional/organisation office rent are considered an ineligible expense.
 - ii. Tuition and professional membership dues.
 - iii. Utilising funds to award grants to other organisations.

14. INSURANCE REQUIREMENTS

Prior to entering into the Funding Agreement, successful Applicants are required to obtain and maintain insurance through reputable insurance provider. The following minimum insurance (or equivalent in the relevant market) must be in place over the duration of the project with certificates of currency or other suitable proof of such insurance provided to Movember (at the time of contract negotiations).

Insurance type	Amount in local currency
Public Liability	10,000,000
Professional Indemnity	5,000,000

C. THE EXPRESSION OF INTEREST PROCESS

1. ACKNOWLEDGEMENT

In submitting an EOI, the Applicant acknowledges and agrees that:

- (a) their Project title, lay summary and other details, including any personal details may be disclosed to third parties including peer reviewers, for the purposes of the Application process and any related purposes. Applicants are cautioned not to disclose information that could endanger a proprietary position in these sections;
- (b) it has reviewed the EOI and Guidelines, any documents referred to in it, and any other information made available in writing by Movember in relation to the EOI process;
- (c) it has and will continue to comply with these Guidelines throughout the EOI ;

- (d) the EOI is designed to summarise information concerning Movember's requirements only and is not necessarily a comprehensive description;
- (e) to the maximum extent permitted by law, neither Movember, nor its employees, advisors or agents will in any way be liable to any person or body for any claim related to the EOI;
- (f) in submitting an Application, it did not rely on any express or implied statement, warranty or representation, whether written or oral other than as expressly contained in the EOI;
- (g) it did not use the improper assistance of Movember's employees;
- (h) it has satisfied itself as to the correctness and sufficiency of its Application;
- (i) nothing in the EOI is to be construed, interpreted or relied upon, whether expressly or implied, as an offer capable of acceptance by any person, or as creating any form of contractual, promissory or other rights;
- (j) all Applicants are deemed to accept the terms and conditions contained in the EOI, which will also form part of a further written agreement between the parties (if the Applicant is successful in the EOI process).

2. RELIANCE ON INFORMATION

Movember will rely on information provided by, or on behalf of the Applicant at all stages of the EOI process. In providing information, Applicants represent to Movember that the information is complete and accurate in all material respects, that it is not misleading and that in preparing the information, reasonable skill and care has been exercised by the Applicant and its personnel and acknowledges that Movember may rely on that information.

3. BUDGET

Unless indicated otherwise, Applications must include a detailed budget that outlines all proposed expenditures with assumptions and justification of items and costs. It is advised that Applicants apply only for the amount of funding required to complete proposed activities rather than applying for the amount available. Budgets will be carefully reviewed as part of the assessment process. For multi-year Projects, requested amounts per annum may differ based on the needs of the Project.

4. FUNDING OVERLAP

Movember will not fund any Project that has partial or proportional budgetary overlap with another funding agency or award. Applicants must submit a list of all current and pending grants and clearly indicate any budgetary overlap with the Application submitted to Movember. When requested, applicants must also state the percentage of overlap in the Application.

5. TOP-UP FUNDING OR DUPLICATION OF FUNDING

Movember does not allow top-up funding for Applications that have had their budgets reduced by another funding agency. Additionally, Movember will not fund a project that is similar or comparable to another project from another funding agency.

6. MULTIPLE SUBMISSIONS

Unless otherwise stated within the EOI, Applicants may submit multiple Applications.

7. PEER REVIEW AND ASSESSMENT

A review panel(s) comprised of subject matter experts (SMEs), who do not have any conflict of interest with the Applicants, will be engaged to assess Phase 2 submissions. The review of Applications by Movember will be based on the information provided by Applicants as set out in their Application. The review of Applications will be completed in accordance with any assessment criteria set out in the EOI.

8. TRIAGING OF APPLICATIONS

Where the number of submissions to the Funding Opportunity is significant relative to the number of Funding Opportunities to be awarded, a triage system may be applied to full Applications rated in the

lower priority category or below. Applications falling within this range, as determined by the review panel, may be triaged without further discussion. If an Application is triaged, Applicants should refer to the specific reviewer comments provided, where available.

9. INDEPENDENT ENQUIRIES

Movember may make independent enquiries about any of the matters that may be relevant to the review of the Application. Movember reserves the right to contact Applicant's referees, or any other person, directly and without notifying the Applicant.

10. NOTIFICATION

Movember will notify all Applicants on the outcome of the assessment process in writing. Individual feedback will not be provided for unsuccessful Applicants unless otherwise stated in the EOI. Prior to formally engaging the successful Applicant, execution of an Agreement will be required.

Should the Applicant find any material discrepancy, error or omission in its Application, the Applicant must immediately notify Movember in writing of the nature of the discrepancy, error or omission.

11. EXECUTION OF AGREEMENT

By submitting an Application, and if Movember decides to proceed with an Application, the Applicant must agree to the terms of the applicable Agreement (to be provided at the start of Phase 2).

Once the Agreement is provided by Movember, the Applicant must identify any terms of the Agreement which it considers is unable to be complied with (if any) and provide justification for its reasoning. Such submission in no way confirms Movember will accept the Applicant's position or agree to amend the Agreement if the Applicant's submission is successful.

Notwithstanding the binding nature of an Application, the Applicant acknowledges that there is no binding legal agreement with Movember until the Agreement is executed by the Applicant and Movember.

12. COMMUNICATION REQUIREMENTS

Successful Applicants will be required to ensure appropriate acknowledgement of Movember and Equipundo in all communication or publication related to the Funding Opportunity. In addition, successful Applicants are also required to adhere to the YMMC branding requirements as a condition of funding. This includes agreeing to the sharing of program evaluation findings produced as part of this funding and a willingness to participate in knowledge translation activities.

When it comes to acknowledgement of the funding source in published content, successful applicants are expected to adhere to the standards and codes of the platforms they are distributing content through and the markets they are operating in. This can be discussed in detail between funded parties, Movember and Equipundo as part of the contracting phase.

13. PERFORMANCE MEASUREMENT

Movember is committed to collecting and disseminating information on the impact of its investments. This outcome information is an important part of Movember's accountability and transparency reporting to its community.

If a project is selected, the project leader(s) will be required to submit annual progress reports on the anniversary of the project commencement date and an end-of-funding report following the end of the final year of the funding period. The format of the report will be made available to the successful project lead two months prior to the due date of the report.

In addition, the project leader(s) must contribute to the monitoring, review, and evaluation of their

project by participating in requested media events, evaluation studies, surveys, audits, and workshops as required for the purposes of collecting information to assess progress and results.

14. VARIATIONS

Movember may vary the requirements set out in the EOI or these Guidelines and seek further information from the Applicants. Applicants shall supply this information on reasonable request.

15. MOVEMBER'S RIGHTS

Movember reserves the right to subject the Applicant to a "due diligence" enquiry, which may comprise of:

- i. verifying whether the represented resources and skills are actually available; and
- ii. assessing experience and integrity.

Movember, at its sole discretion, reserves the right to

- i. amend the EOI, provide additional information or clarification and/or change the structure and timing of the EOI, process. Any changes to the EOI, will be communicated by Movember in writing. It is the responsibility of each Applicant to ensure they are referring to, and referencing, the most up to date EOI;
- ii. suspend, defer, discontinue or vary the EOI process (including during the negotiation process);
- iii. determine, at any stage a shortlist of Applicants;
- iv. require additional information or clarification from an Applicant;
- v. exclude or disqualify an Applicant, or discontinue negotiations with an Applicant for any reason;
- vi. negotiate with or enter into contractual arrangements with a party (whether or not they are an Applicant) and enter into a contract with that party on such terms as Movember accepts;
- vii. fund lower rated Projects based on specific areas of interest in the requested themes; and
- viii. do anything else that it sees fit acting in its complete discretion.

16. PUBLICITY

Applicants are not to make any public statement in relation to the application process, their response, or their participation in the application process, or contract negotiation process without Movember's prior written consent.