



THE MOVEMBER FOUNDATION CANADIAN MEN'S HEALTH & WELLBEING INNOVATION CHALLENGE

ABOUT THE MOVEMBER FOUNDATION

The Movember Foundation is an independent, global men's health charity with a vision to have an everlasting impact on the face of men's health. Operating in 21 countries around the world, the Foundation is committed to driving significant improvements for the prioritized men's health issues – prostate cancer, testicular cancer and mental health.

The organizational goals are being achieved through strategic funding of research and health programs around the world, directly through the Foundation and via global men's health partners.

The Foundation is dependent upon funds raised through its annual awareness campaign. During November each year, the Movember campaign is responsible for the sprouting of millions of moustaches around the world.

Supported by the women in their lives, Mo Sistas, Mo Bros raise funds by seeking out sponsorship for their Mo growing efforts. Mo Bros effectively become walking, talking billboards for the 30 days of November and through their actions prompt private and public conversation around the often ignored issue of men's health.

The Challenge

Although enormous progress has been made in public health and treatment approaches, men consistently have a higher rate of injury, experience more serious illness than women and die at an earlier age and yet there is no biological reason for this. From Movember's perspective the reasons for the poor state of men's health & wellbeing include:

- lack of awareness and understanding of the health issues men face
- men not openly discussing their health and how they're feeling
- reluctance to take action when men don't feel physically or mentally well
- men engaging in risky activities that threaten their health
- stigmas surrounding conforming to society's male gender role norms
- stigmas surrounding mental health and their impact on wellbeing

Efforts to improve awareness in the public, as well as among decision makers, has proven successful in other global centres but, in Canada, there has been limited attention focused on men's personal health and social support needs. The area of male health has, for the most part, been overlooked.

A wide range of health sector/professionals have not been successful in engaging men about their health. As a result, men often don't take action until their symptoms reach a critical stage. They are often more likely to end up in emergency departments than women. In addition, the suicide rate is significantly higher for men despite lower reported rates of depression. The challenges are creating



awareness around the issue of men's health and finding the right approach to engaging men, to ensure that they change their behaviour as it relates to their health and wellbeing.

Using funds raised through the 2013 Movember campaign, The Movember Foundation is investing \$1.5 million over 2 years towards innovation grants to create change across a range of men's health behaviours. It is our hope that these types of programs will ultimately lead to significant improvement in Canadian men's health.

A DISRUPTIVELY INNOVATIVE FUNDING OPPORTUNITY – HOW DO WE GET MEN TO DO THINGS DIFFERENTLY?

Masculinity is often negatively portrayed as the cause of men's poor health behaviours and is viewed as something to be changed rather than accepted. How can the positive elements of masculinity (eg. taking control, fixing problems, action orientation, looking out for others, etc.) be utilized to instil healthier behaviours and engage men to take action regarding their health?

The Movember Foundation challenges Canadians to be creative and put forward innovative, outside the box concepts, products or services that disrupt long held assumptions/myths about men and their health in order to get men to do things differently.

There will be a minimum of ten innovation grants valued at up to \$75,000 per year to a maximum of \$150,000 (over two years) under this opportunity.

Projects need to be developed from the male perspective and should be co-developed with men. They also should consider the role of key influencers in men's life, especially those that have some influence over their health and taking action (e.g., partners, friends and family).

Innovative ideas or projects should be grounded in the real world and address common challenges of engaging men in their health & wellbeing rather than focusing on a specific disease.

Project ideas should provide solutions that have the potential for swift uptake in the male health and wellbeing field and should:

- 1) Engage men in healthier behaviour patterns, or
- 2) Encourage men to take action early when experiencing symptoms of poor health, or
- 3) Focus on health promotion including prevention of illness, social and environmental determinants that contribute to poor health decisions or outcomes.

What is an Innovation?

Innovations are new ideas, products, services, institutions and relationships that offer fresh approaches which ultimately disrupt, change or replace existing behaviours. Incremental advances in existing programs or services are not considered innovative for the purposes of this funding opportunity.



An example of a creative health behaviour innovation would be Jamie Oliver’s Food Revolution to fight obesity as a health issue. This project attempted to change the way kids eat by teaching them how to cook and what fresh food can do for them.

Eligibility

The Movember Foundation recognizes that, in funding innovation, there is a necessary element of risk involved to achieve immediate impact. We anticipate that it is likely that these ideas/ projects may be led or initiated by organizations outside the health sector (e.g. community based organizations, independent businesses, etc.) It is hoped that this opportunity will encourage interest across Canada and build capacity in the entire area of male health by developing new avenues of investigation.

To be eligible for this funding opportunity, applicants must be Canadian based and able to demonstrate financial viability, sustainability and internal governance procedures/structures¹. The proposed project needs to reflect a collaborative team and include an evaluation partner² and needs to be grounded in the real world.

Ideas should encompass practical, scalable projects that have the potential to have an actual impact in the lives of men. Funding can be used to support the pilot of a program or service; or the prototype, validation and demonstration of a product, service or technology in real world conditions.

APPLICATION PROCESS

Important Dates:

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| Innovation Challenge launch date | May 23, 2014 |
| Question & Answer session (teleconference) *Session in English only | Thursday June 5, 2014 6:00 - 7:00 pm (EDT) |
| Online registration and submission of idea | Thursday June 26, 2014 - 5:00 pm (EDT) |
| Invitation to pitch idea | Early July |
| Pitch deadline | Monday August 11, 2014 - 5:00 pm (EDT) |
| Anticipated funding announcement | October 2014 |

I have a great idea, how do I apply?

Applying will be a two-step process: 1) Online registration via submission of an Innovation Statement and 2) Invitation to selected applicants to pitch the idea.

¹ Movember will undertake confirmation of this requirement as part of the due diligence process following a successful outcome in Step 2 of the review process.

² Organization or team member that will identify and document the project outcomes, activities and key performance indicators to be rigorously evaluated and assess the quantity and quality of the project achievements.



***Note that email submissions will not be accepted for either step of the process.**

Step 1: Online Registration at <https://cmh-ic.fluidreview.com/>.

- Submit an Innovation Statement which clearly describes how the project is innovative (What is your idea and how is it different from existing practices? How/Why is it disruptive?) maximum 500 words
- Project title
- Names of project team members.

Step 2: If your Innovation Statement is selected to move to Step 2, you will be asked to pitch your idea via a 3-5 minute video and upload it to <https://cmh-ic.fluidreview.com/>. The use of slides or other forms of visuals can be utilized to help with the articulation of your idea. **Highly produced videos are not required.** Movember is focused on the generation and sharing of a well communicated innovative idea rather than its mode of delivery. Applicants are encouraged to submit videos in platform format that they are most comfortable. For example, submissions can be filmed on a handheld device and sent in, a traditional method of presentation (e.g. powerpoint) with voice over, a short movie, etc.

The following points will need to be addressed in the pitch:

- Project Title
- Project Lead(s) and/or Organization
- Project Proposal (What is your idea? Describe the practice or behaviour that you are addressing. What is the context and what are some of the current barriers to solving this problem? Why do you believe that this could be successful? How do you see your idea being scaled after a successful pilot?)
- Key Performance Indicators (What is the desired outcome of your project? How will this be accomplished? What would be tracked to determine progress? Why? How will success be measured? Who will do this?)
- Team (Who are your team members / partners for the project? What are their roles? How will the idea/project be implemented?)
- Budget and timeline (What are you going to do with the funding? How long will it take to complete the project objective(s)?)

Note, a detailed budget and timeline with key milestones will also be required as an appendix to the video submission. This additional information will be entered directly into the online system as part of the application process.

How will the best ideas be chosen?

Step 1: Innovation Statements will be assessed by a panel convened specifically to evaluate submissions. The evaluation will be based on the proposed idea and the alignment to the stated intent of the funding opportunity.

Step 2: Video submissions will be evaluated by a diverse panel of individuals that have been selected based on their expertise and fit to assess submitted projects. Panel members will assess all video submissions against the following evaluation criteria: innovation, alignment with the intent of the funding opportunity, project team, and the potential impact of the project. Innovation will be heavily weighted in the decision for selecting projects.



The review process may include an interview component in which applicants will have an opportunity to respond to specific questions from the panel members about their project. The interview will be via Skype or teleconference and last approximately 5-7 minutes. Following the Q & A, the panel will deliberate and come to consensus on a final score for the project.

What's next?

Following a successful pilot, funded innovation grant recipients can apply for additional funding, as part of any Movember funding rounds that may be offered in the future, to further develop and scale up their projects. For applicable grant rounds that have a two-step process, innovation grant recipients only may bypass the Letter of Intent stage and be invited to submit full applications.



MOVEMBER FOUNDATION SUBMISSION GUIDELINES AND TERMS & CONDITIONS

1. COSTS

1.1 ELIGIBLE COSTS

The following expenditures will be considered eligible for funding received through this opportunity:

- Direct project related costs including supplies, expenses, travel and equipment related to the proposed project.
- Salaries of project officers, research assistants, coordinators, technicians, administrative staff, and other personnel.

1.2 INELIGIBLE COSTS

The following expenditures are not eligible expenses through this opportunity:

- Institutional overhead costs
- Capital Costs, including costs associated with construction, renovation or rental of offices, laboratories or other supporting facilities.
- Tuition and professional membership dues
- Secondary grants and awards issued by the award recipient.

2. COMMUNICATION REQUIREMENTS

Funding recipients are required to acknowledge the Movember Foundation in all communication or publication related to this funding opportunity. In addition, recipients of project funding are also required to adhere to the Movember Foundation branding requirements as a condition of the project funding.

3. PERFORMANCE MEASUREMENT

The Movember Foundation is committed to collecting and disseminating information on the impact of its investments in boys' and men's mental health. This outcome information is an important part of the Movember Foundation's accountability and transparency with its community (see previously funded program report cards for example: <http://ca.movember.com/report-cards>)

The Project Leader(s) will be required to submit annual progress reports and an end of funding report 6 months 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 at the beginning of the funding period and can be updated as the project progresses.

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.

4. TERMS AND CONDITIONS

1. The Movember Foundation does not make any representation that it will, and disclaims any obligation to, proceed with or to commit to any particular future actions in relation to the subject matter of a project call, including without limitation: a) accepting any application or shortlist any applicant; and b) considering, not considering, accepting or rejecting any application.
2. The Movember Foundation reserves the right, at its sole discretion, to initiate another selection process, enter into negotiations with a person or persons who have not been invited to submit a full application or to cancel the project.
3. Applicants must pay their own costs and expenses incurred in preparing and submitting an application.
4. To the extent permitted by law, the Movember Foundation 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 application process.
5. 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.
6. No legal or other obligation arises between an Applicant and the Movember Foundation in relation to the outcome of the application process, unless and until the Movember Foundation executes a contract with the applicants.
7. The Movember Foundation is not obliged to a) accept any application or b) enter into any contract with any applicant or c) give reasons for not considering or accepting or rejecting all or any part of any application, or for cancelling the application process. The Movember Foundation may, at its sole discretion, consider for acceptance a response that does not comply with the requirements of this request for applications.
8. With the exception of information that is otherwise in the public domain or required to be disclosed by law, all documents, materials, administrative details and discussions forming part of the peer review and evaluation process are to be treated as strictly confidential (**Confidential Information**) and Movember is not obliged to disclose any Confidential Information to the Applicant.
9. The Applicant grants the Movember Foundation, a non-exclusive license to use for the purpose of this application process, any information, processes, sketches, video, calculations, drawings, or other data or information submitted with or included in, the response submitted by the Applicant.
10. Each Applicant agrees to indemnify the Movember Foundation against third party claims arising out of any use of any proprietary information submitted with or included in, the full application.
11. Should the Applicant find any material discrepancy, error or omission in this call for applications, the Applicant must immediately notify the Movember Foundation in writing of the nature of the discrepancy, error or omission.
12. The Applicant and team members of the project acknowledge that their details, including any personal details may be disclosed to third parties, including peer reviewers, for the purposes of this application process and any related purposes.



13. The Movember Foundation reserves the right to fund lower rated projects based on specific areas of interest in the requested themes.

4.1 VARIATIONS

The Movember Foundation may vary the requirements set out in this call for applications and seek further information from the Applicants. Applicants shall supply this information on reasonable request.

4.2 THE MOVEMBER FOUNDATION'S RIGHTS

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

1. Verifying whether the represented resources and skills are actually available; and
2. Assessing experience and integrity.

The Movember Foundation, at its sole discretion, reserves the right to depart from any method of evaluation set out in this call for proposals.

4.3 RELIANCE ON INFORMATION

The Movember Foundation will rely on information provided by, or on behalf of the Applicants at all stages of the application process. In providing information, Applicants represent to the Movember Foundation 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 the Movember Foundation may rely on that information.

4.4 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 The Movember Foundation's prior written consent.

4.5 STEP 1 : ONLINE REGISTRATION – **DUE 5:00 PM (EDT) THURSDAY JUNE 26, 2014**

All applicants are required to register electronically via the online application system (<https://cmh-ic.fluidreview.com/>) by 5:00 PM (EDT) JUNE 26, 2014 and submit an Innovation Statement reflecting the requested information outlined earlier in this document. **Emailed submissions will not be accepted.**

4.6 STEP 2 : PITCH VIDEO – **DUE 5:00 PM (EDT) MONDAY AUGUST 11, 2014**

By 5:00 pm (EDT) August 11, 2014, invited applicants are required to submit their video pitch, as outlined earlier. Videos must be submitted electronically via the online system (<https://cmh-ic.fluidreview.com/>). **Emailed submissions will not be accepted.**



5. MORE INFORMATION – QUESTION & ANSWER SESSION

We will be conducting a question and answer session on **Thursday June 5, 2014 EDT 6:00 pm - 7:00 pm** in support of this funding opportunity. The Q & A will reiterate the information contained in the Challenge and will allow interested parties to ask questions related to the call. The Q & A will be available only in English.

Registration for the Q & A can be made through the online RFA system (<https://cmh-ic.fluidreview.com/>). All registrants will receive a collated list of the questions from participants with their corresponding responses.

6. CONTACT INFORMATION

For further information on this project funding opportunity, please contact: ivy.lim-carter@movember.com