



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

Request for Proposals

ISSUE DATE: 6th December 2021
CLOSING TIME LOI: 31st January 2022, 5:00 pm EST
**NOTIFICATION OF INVITATION
TO FULL PROPOSAL:** 7th March 2022, 5:00 pm EST
CLOSING TIME FULL PROPOSAL: 7th April 2022, 5:00 pm EDT
LODGEMENT ADDRESS: Via online grant application portal

<https://www.grantinterface.com/Home/Logon?urlkey=movember>

FUNDING AVAILABILITY: **AUD \$10,377,052**

Australia AUD \$2M:
Up to 8 initiatives valued between AUD \$250,000 - \$500,000

Canada CAD \$3M:
Up to 12 initiatives valued between CAD \$250,000 - \$500,000

UK GBP £2.4M:
Up to 12 initiatives valued between GBP £200,000 - £400,000

Ireland EUR €500k:
Up to 3 initiatives valued between EUR €100,000 - €200,000

TABLE OF CONTENTS

1.	Defined Terms	3
1.1.	In this RFP, these terms have the following meaning:.....	3
2.	Introduction.....	6
2.1.	About Movember	6
2.2.	The Grant Opportunity	6
2.3.	Purpose of this Request for Proposal	8
2.4.	Movember’s rights	8
2.5.	Communications.....	9
2.6.	Questions.....	9
2.7.	Confidentiality.....	9
2.8.	Anti-competitive conduct.....	9
2.9.	Accuracy of RFP	10
3.	The RFP Process.....	10
3.1.	Proposed RFP timetable	10
3.2.	Letter of intent (LOI) (Phase 1)	11
3.3.	Lodgement of Full Proposals (Phase 2)	11
3.4.	Finalisation of Documentation, development, and awarding (Phase 3).....	12
3.5.	Acknowledgement	12
4.	Submission of RFP Documentation	12
4.1.	LOI and Proposal documents	12
4.2.	Non-conforming Proposals	13
4.3.	Validity Period.....	13
4.4.	Disqualification from the RFP Process.....	13
4.5.	Costs and expenses.....	13
4.6.	Conflict of interest	13
5.	Assessment process.....	14
5.1.	Overview	14
5.2.	Screening.....	14
5.3.	Eligibility & Selection Criteria	14
5.4.	Eligibility	14
5.5.	Selection Process.....	15
5.6.	Selection Criteria	16
5.7.	Independent enquiries.....	17
5.8.	Engagement of Respondent	17
	Schedule One – Proposal Brief.....	18
	Schedule Two – Proposal Requirements.....	21
	Attachment One – How to Apply	23
	Attachment Two – Focus and Behaviour Change Models.....	27
	Attachment Three – Guidance on Submissions	29

1. Defined Terms

1.1. In this RFP, these terms have the following meaning:

Term	Definition
Agreement	means the agreement set out in Attachment 1.
Background Intellectual Property Rights	means any Intellectual Property Rights existing prior to the Commencement Date or developed independently of this RFP, the program or the Initiative.
Business Day	means any day other than on a Saturday, Sunday or public holiday in Victoria, Australia.
Closing Time	means the date and closing time (EST) for submitting a Proposal as set out in section 3.1, or as otherwise extended by Movember in writing.
Commencement Date	means the commencement date of the Services.
Early intervention	Early intervention refers to providing targeted support to those at risk of mental health problems before the onset of symptoms/illness. An example of this would be early intervention approaches for those already exposed to a traumatic (or potentially traumatic events) but not yet experiencing symptoms.
Eligibility Criteria	means the Eligibility Criteria as described in section 5.4 and as further detailed in the Proposal Brief.
Evaluation	means the comprehensive analysis and review of the Initiative and/or Program.
Evaluator	means evaluator engaged by Movember to perform the Evaluation, as governed by the Evaluation Agreement.
Evaluation Agreement	means the agreement between Movember and the Evaluator (as amended from time to time) governing the Evaluation protocols of the Project.

Term	Definition
Gendered lens	In the context of this RFP, means developing, implementing, and evaluating the initiative with the knowledge that men may respond differently to the initiative and its content. Initiative developers will have evidence of how they have consulted with groups of men to determine how best to effectively involve them in the initiative and how to determine whether the initiative is working for them as a targeted audience.
Grant Opportunity	means the Scaling What Works in Community and Workplace grant set out in clause 2.2 of this RFP.
Initiative	means the Respondent's proposal contained within the RFP Documentation. It does not include any other initiatives funded by this Program.
Insurance Requirements	means the insurance requirements set out in the Proposal Brief.
Intellectual Property Rights (IP)	<p>means all intellectual property rights, including but not limited to the following rights:</p> <p>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;</p> <p>any application or right to apply for registration of any of the rights referred to above; and</p> <p>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.</p>
Letter of Intent (LOI)	means the Respondent's formal interest in applying for the Scaling What Works in Community and Workplace grants fund.
Movember	means Movember Canada (Co. No. 767531-3), Movember Europe (Co. No. 7275694), the Movember Group Pty Ltd as trustee for The Movember Foundation (ABN 48 894 537 905).
Outputs	means the results or outcomes generated based on the analysis of the Initiative and/or Program by the Evaluator under the Evaluation Agreement.

Term	Definition
Prevention	<p><i>Primary Prevention</i> aims to stop the onset of an illness before it has begun.</p> <p><i>Secondary Prevention</i> involves identifying illness or risks for that illness at its earliest possible stage so that effective treatments can be implemented. Examples would be the routine assessment of the psychological well-being of at-risk employees; or assessing the impact of known organisational barriers to physical and mental health (e.g., overwork).</p> <p><i>Tertiary Prevention</i> focuses on those who are already ill and attempts to restore overall health and function. For example, strategies aimed at getting affected individuals into treatment early to prevent the development of interpersonal and occupational conflicts.</p>
Program	Refers to all initiatives funded, and the evaluation delivered as part of the Scaling What Works in Community and Workplace Mental Health and Suicide Prevention Grant Fund.
Program Advisory Group	This refers to Movember’s external advisory group who will provide assistance in the selection process of initiatives for funding.
Proposal	means the RFP documentation constituting the Respondent’s offer to deliver Movember’s requirements under this RFP.
Proposal Brief	means the RFP documentation set out in Schedule 1.
Reporting Requirements	means the reporting requirements set out in the Proposal Brief.
Respondent	means a person or organisation who offers to deliver the Services pursuant to this RFP.
RFP	means this Request for Proposal, including all schedules and attachments.
RFP Documentation	means the Letter of Intent, Proposal or any other documentation submitted to Movember as part of this RFP process.
Services	means the services to be provided by the Respondent as set out in this RFP.
Service Requirements	means the service requirements set out in the Proposal Brief.

2. Introduction

2.1. About Movember

Movember is the leading charity tackling men's health on a global scale, year-round. We're addressing some of the biggest health issues faced by men which include prostate cancer, testicular cancer, and mental health and suicide prevention. We engage, empower and mobilise men, giving them what they need to understand the health risks they face and to take action. Our goals are ambitious, but with the support of our global community, we know we can get there.

Our approach in mental health and suicide prevention is to invest in building the evidence for programs that have potential to impact men at a population level, and then contribute to scaling the most promising initiatives internationally.

We will do this in the following ways:

- (a) Increase our investment in mental health, with a focus on early intervention, social connection and suicide prevention.
- (b) Partnering to achieve scale by amplifying our impact through collaboration with partners and our community to deliver better outcomes.
- (c) Changing behaviours by empowering men to take action across all life stages.
- (d) Consistently being a voice for men, listening to men and advocating for better policy, treatment and care.

Since 2003, Movember has funded more than 1,250 men's health projects around the world, challenging the status quo, shaking up men's health research and transforming the way health services reach and support men.

2.2. The Grant Opportunity

Movember is seeking Respondents to submit a Proposal for its Scaling What Works in Community and Workplace new grant funding round (**Grant Opportunity**).

This new grant funding initiative 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.

Submissions must be able to demonstrate that funding from Movember will deliver scaled reach of an initiative, and not simply fund already planned delivery.

Our ambition is to improve the mental health and wellbeing of target populations through prevention and/or early intervention approaches that adopt a gendered lens or can demonstrate intent to attract and engage males.

In order to do this, we are driving change by empowering partners with evidence-based tools and resources to implement effective initiatives and projects that are specifically tailored to meet the needs of men and boys' needs where they are.

With the input and oversight of a Program Advisory Group, there is an opportunity for your initiative to support improvement in a broad range of social determinants e.g., conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life.

These may include, but are not limited to initiatives targeting men and boys from the following audiences:

- cultural and linguistically diverse (CALD) communities;
- regional and remote communities;
- GBTQI communities;
- socially disadvantaged communities;
- high-risk occupations (construction/mining/low skilled workers);
- those experiencing / or at risk of substance misuse, abuse, and addiction;
- those experiencing / or at risk of gambling addiction and problem gambling; and
- unemployed or under employed.

Submissions should propose to scale the reach and impact of initiatives that are demonstrating early promise that they work. Such initiatives should have an underlying evidence-base upon which the project has been built and be able to provide the supporting information i.e., publications or research reports. At the outset, the submission would need to make a serious commitment to robust evaluation. A third-party evaluation partner will be contracted separately by Movember to work directly with project teams. Consideration of future scaling and sustainability potential would ideally be acknowledged early in the proposal process.

Unless advised otherwise in writing by Movember, the successful Respondent agrees to work jointly and collaboratively with Movember in all future scaling of this initiative.

An initial investment of AUD \$10,377,052 will be available over the next 18 - 24 months to support this initiative.

A total of 19-35 initiatives that have already shown initial promise of efficacy will be supported for a period of 18 - 24 months.

Australia AUD \$2M:	Up to 8 initiatives valued between AUD \$250,000 - \$500,000
Canada CAD \$3M:	Up to 12 initiatives valued between CAD \$250,000 - \$500,000
UK GBP £2.4M:	Up to 12 initiatives valued between GBP £200,000 - £400,000
Ireland EUR €500k:	Up to 3 initiatives valued between EUR €100,000 – €200,000

More detail on the program opportunity is set out in the **Schedule 1**.

2.3. Purpose of this Request for Proposal

The purpose of this RFP is to:

- (a) invite each Respondent to submit an initial LOI (Letter of Intent);
- (b) invite each successful Respondent following the LOI phase to submit a fully costed and binding Full Proposal;
- (c) provide each Respondent with general information to assist in the preparation and lodgement of Proposals; and
- (d) set out information about the assessment and selection process and other requirements of Movember.

All documents comprising this RFP remain the property of Movember. All copyright and other intellectual property rights contained in this RFP are, and remain, vested in Movember.

2.4. Movember's rights

Movember may, at any time:

- (a) amend this RFP, provide additional information or clarification and/or change the structure and timing of the RFP process (including varying or extending any date or time). Any changes to this RFP will be communicated by Movember in writing. It is the sole responsibility of each Respondent to ensure they are referring to, and referencing, the most up to date RFP;
- (b) suspend, defer, discontinue or vary the RFP process (including during the negotiation process) without penalty;
- (c) exclude any Respondent from the RFP process if Movember becomes aware that a Respondent:
 - i. is or becomes bankrupt or insolvent (whichever is applicable);
 - ii. has made false declarations in documents that relate to this RFP; or
 - iii. has failed to meet any substantive requirement or perform any substantive obligation under any contract with Movember or any of its shareholders;
- (d) determine, at any stage, a shortlist of Respondents;
- (e) require additional information or clarification from a Respondent;
- (f) before final selection (with or without shortlisting), enter into negotiations with one or more Respondents (including parallel negotiations with one or more Respondents or negotiations with all Respondents without shortlisting);
- (g) discontinue negotiations with a Respondent at any time for any reason; and
- (h) negotiate with or enter into contractual arrangements with an entity who is not a Respondent and enter into a contract with that person on such terms as Movember, in its absolute discretion, accepts.

2.5. Communications

- (a) Unless directed otherwise, Respondents must direct their communications with Movember, including any questions arising during the preparation of a Proposal or requests for clarification, to Rhiannon Watt – Program Manager – Community and Workplace, via email to scalingwhatworks@movember.com
- (b) Unauthorised communication with Movember staff (including the individual referenced in section 2.5(a) above) may lead to disqualification of the Respondent from participating in this RFP process, at Movember’s sole discretion.

2.6. Questions

- (a) Prior to the Closing Time, all questions and enquiries received from a Respondent, and the subsequent answers to such questions, may be shared with all Respondents via <https://movember.com/ScalingWhatWorks>.
- (b) Movember may, in its sole discretion, elect not to answer any question at any time regardless of whether the question is submitted to Movember after the date for last questions and enquiries as set out in section 3.1.

2.7. Confidentiality

- (a) Each Respondent acknowledges that it is under an obligation of confidentiality to ensure that this RFP and any other documents or information concerning this RFP is kept confidential and is only used for the sole purpose of preparing a Proposal and participating in this RFP process. This obligation of confidentiality survives the termination or expiration of the RFP process.

2.8. Anti-competitive conduct

- (a) Respondents must not engage in any collusive, anti-competitive or similar conduct with any other Respondent in relation to the RFP process which includes, but is not limited to:
 - i. preparation, content or lodgement of their Proposal; and
 - ii. the conduct of negotiations with Movember.
- (b) For the purpose of this clause 2.8, anti-competitive conduct or any other similar conduct may include disclosure, exchange and clarification of information, whether or not such information is confidential to Movember or any other Respondent.
- (c) Movember reserves the right to disqualify any Respondent from the RFP Process that it believes has engaged in such collusive, anti-competitive or similar conduct.

2.9. Accuracy of RFP

Whilst all due care has been taken in connection with the preparation of this RFP, Movember does not make any warranties or representations that the content of this RFP or any part of it or any information communicated to or provided to Respondents in connection with this RFP or during the RFP 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 RFP documents.

3. The RFP Process

3.1. Proposed RFP timetable

The following table provides indicative dates in relation to this RFP process (which, may be amended by Movember in writing at any time in its sole discretion).

Activity	Date
Phase 1 – Letter of Intent (LOI)	
RFP issued	6 th December 2021, EST
LOI Closing Time	31 st January 2022, 5:00 pm EST
Last date for questions, enquiries and support	26 th January 2022, 5:00 pm EST Please note limited support will be available from the 17 th December 2021 through to the 3 rd January 2022
Notification of LOI outcome	7 th March 2022, EST
Phase 2 – Final Proposals	
Proposal development	7 th March 2022 – 7 th April 2022, EST
Final Proposal Closing Time	7 th April 2022, 5:00 pm EDT
Assessment and shortlisting of Respondents	18 th April 2022 – 27 th May 2022
Notice of outcomes	Week commencing 13 th June 2022

Phase 3 – Finalisation, development and awarding	
Discussions and negotiations with shortlisted Respondents	Week commencing 13 th June 2022
Provide Program plan/ Statement of work (SoW) and other relevant documentation, as requested by Movember under this RFP. This phase includes contracting	4 th July 2022 - 26 th August 2022
Commencement Date	1 st September 2022

3.2. Letter of intent (LOI) (Phase 1)

- (a) All Respondents must register their interest by completing the LOI process by the Closing Time specified in section 3.1. Failure to complete this phase will prevent further consideration of your Proposal as part of this RFP.
- (b) All Respondents must submit their interest in this RFP via Movember’s grants portal <https://www.grantinterface.com/Home/Logon?urlkey=movember> by the date listed in the table set out above in section 3.1. Respondents should register their interest by providing the following details to Movember:
 - i. contact details (name, position, contact number and email address);
 - ii. company details (name, ABN/company or business number, registered office address);
 - iii. acknowledge that initiative submitted meets eligibility criteria in section 5.4; and
 - iv. answers to additional questions as part of the LOI.

3.3. Lodgement of Full Proposals (Phase 2)

- (a) Only initiatives submitted before the LOI Closing Time (section 3.1) will be eligible to submit a Full Proposal and progress to ‘Phase 2’.
- (b) Movember will only progress LOI’s to this phase if they have met the eligibility criteria in section 5.4.
- (c) The Proposal must be lodged by the Closing Time via Movember’s grants portal <https://www.grantinterface.com/Home/Logon?urlkey=movember>.
- (d) Proposals should be submitted in accordance with the requirements set out in the Proposal Brief.
- (e) Hardcopy Proposals will not be accepted.
- (f) Movember will acknowledge receipt of Proposals within two Business Days. Respondents must be in receipt of email confirmation as verification that the application has been received by Movember. If a receipt is not received within this timeframe, Respondents should contact Movember.

3.4. Finalisation of Documentation, development, and awarding (Phase 3)

- (a) Selected initiatives provided contractual documentation from Movember.
- (b) Selected initiatives to provide finalised project plans/statement of works for delivery.
- (c) Initiatives provided with evaluation requirements from evaluation partner.
- (d) Payment schedules agreed and initiatives begin delivery.

3.5. Acknowledgement

In lodging a Proposal, the Respondent acknowledges that:

- (e) it has reviewed this RFP, any documents referred to in it, and any other information made available in writing by Movember in relation to this RFP process;
- (f) this RFP is designed to summarise information concerning Movember's requirements only and is not necessarily a comprehensive description;
- (g) 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 this RFP;
- (h) in lodging a Proposal, it did not rely on any express or implied statement, warranty or representation, whether written or oral other than as expressly contained in this RFP;
- (i) it did not use the improper assistance of Movember's employees;
- (j) it has satisfied itself as to the correctness and sufficiency of its Proposal;
- (k) nothing in this RFP 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;
- (l) no binding agreement or other understanding will exist between Movember and the Respondent unless and until Movember has signed the Agreement; and
- (m) all Respondents are deemed to accept the terms and conditions contained in this RFP.

4. Submission of RFP Documentation

4.1. LOI and Proposal documents

In lodging an LOI and/or Proposal, each Respondent understands and agrees that:

- (a) its Proposal must conform with the requirements of this RFP (including the requirements set out in the Proposal Brief);
- (b) its Proposal will become the property of Movember at the time of lodgement and will be treated as confidential; and
- (c) Movember may use and copy the Proposal as required for the purpose of this RFP process, evaluating the Proposals, negotiating a contract and external audit requirements.

4.2. Non-conforming Proposals

A Proposal will be regarded as non-conforming if it is not lodged in accordance with the terms and conditions or the requirements of this RFP (which includes the requirements set out in the Proposal Brief). Movember may, in its absolute discretion, accept or reject a Proposal that is non-conforming.

4.3. Validity Period

Proposals submitted in Phase 2 are to remain valid and open for acceptance by Movember for a period of 150 days from the Closing Time.

4.4. Disqualification from the RFP Process

Movember may, in its sole discretion, disqualify a Respondent from the RFP process if the Respondent breaches any of the requirements set out in this RFP. Where this is the case, Movember may notify the Respondent of its disqualification (from the RFP Process) in writing.

4.5. Costs and expenses

Participation in any stage of this RFP is at the Respondent's sole risk, cost and expense. In particular, all costs incurred by or on behalf of a Respondent in relation to this RFP, including:

- (a) in relation to preparing and lodging a Proposal;
- (b) providing Movember with any further information; or
- (c) attending briefings, meetings, interviews and participating in subsequent negotiations with Movember,

are wholly the responsibility of the Respondent (regardless of whether the Respondent is successful in the RFP process).

4.6. Conflict of interest

Where a Respondent identifies that circumstances or relationships exist (or may arise in the performance of the Services) which constitute or may constitute a conflict or potential conflict of interest, the Respondent must detail that conflict of interest in their Proposal.

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 Closing Time and prior to entering into the Agreement, the Respondent must immediately notify Movember in writing.

5. Assessment process

5.1. Overview

The assessment of Proposals by Movember will be based on the information provided by Respondents as set out in their Proposal. The assessment of Proposals will be completed in accordance with:

- (a) the Assessment Criteria set out in section 5.3 below; and
- (b) the Respondent's ability to satisfy Movember that it is able to comply with the Service Requirements, Reporting Requirements and the Insurance Requirements as set out in the Proposal Brief in its performance of the Services.

5.2. Screening

Movember may screen all Proposals received for completeness, unintentional errors of form, clarity and compliance with the requirements set out in this RFP.

Movember may, in its sole discretion, exclude a Proposal from consideration if:

- (a) the Proposal is considered a non-conforming Proposal;
- (b) the Proposal includes electronic files that cannot be read or decrypted, or Movember believes the Proposal potentially contains any virus, malicious code or anything else that might compromise the integrity of Movember's computing environment;
- (c) the Proposal is incomplete or is not clear and legible;
- (d) the Proposal is clearly uncompetitive when compared with other Proposals;
- (e) the Proposal is not suitable against one or more of the Selection Criteria set out in section 5.6; or
- (f) the Proposal, at Movember's sole discretion, does not otherwise comply with the requirements set out in the Proposal Brief.

5.3. Eligibility & Selection Criteria

Proposals will be assessed taking into account the Eligibility and Selection Criteria set out in clauses 5.4 and 5.6 below.

5.4. Eligibility

To be eligible for funding in this initiative, a community or workplace mental health or suicide prevention/early intervention initiative must be able to demonstrate:

- (a) the investment received from Movember will deliver scaled uplift of reach and impact of an initiative that is demonstrating positive mental health and/or suicide prevention outcomes;
- (b) that the initiative focuses on prevention and/or early intervention and incorporates a gendered lens to improve mental health and wellbeing in one or more of the targeted groups;
- (c) an underlying evidence-base upon which the initiative has been built and be able to provide the supporting information i.e., publications or research reports (upon request);
- (d) evidence that the initiative is achieving the desired outcomes;

- (e) a commitment to supporting robust evaluation. A third-party evaluation partner will be contracted and funded separately by Movember to work directly with project teams; and

In addition, the Respondent delivering the Initiative must be:

- (f) committed to future scaling and sustainability beyond the initial period of this grant funding.
- (g) based in (or legal right to work in) any one of the four participating countries: Australia, Canada, Ireland or the United Kingdom;
- (h) legally able to accept grant funds within their respective country;
- (i) willing to participate in the program evaluation and agree to ensure roll-out/delivery of controlled evaluation with Movember's evaluation partner;
- (j) able to work within a community or workplace setting with a focus on male mental health; and
- (k) able to provide the following Intellectual Property Rights assurances:
 - i. grant Movember a non-exclusive, irrevocable, world-wide, royalty-free license to use its Background Intellectual Property Rights for the duration of this funding period for the purpose of the Program Evaluation, and (if applicable following the initial funding period) for any future scaling with Movember and its partners.
 - ii. warrant that it has all necessary rights, authorisations and approvals to grant such a license to Movember.
 - a. 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 contract scalingwhatworks@movember.com prior to submitting your LOI and/or proposal;
 - b. Movember will grant or procure to grant the Respondent non-exclusive, irrevocable, world-wide, royalty-free licence to use the Outputs strictly generated from the Evaluation of the Respondent's Initiative.
- (l) willing to commit and agree that evaluation findings from this program will be made publicly available by peer review publications or other means; and
- (m) willing to work jointly with Movember in any future scaling of the initiatives.

5.5. Selection Process

Selection will take place over two phases for this RFP process as laid out in section 3.

- (a) **Phase 1** will determine whether initiatives meet minimum eligibility criteria as per section 5.4, plus your responses to the online application form as detailed in Attachment 1; and

- (b) **Phase 2** will involve an independent selection panel comprised of subject matter experts (SME's), who will be engaged to assess full program Proposals. The SME's will have specific knowledge relevant to mental health and suicide prevention, lived experience, evaluation, program design and implementation.

5.6. Selection Criteria

All Proposals will be reviewed by the selection panel to determine which initiatives should be recommended for funding. Proposals will be assessed based on the following criteria:

- (a) Alignment with the intent of the initiative.
 - i. how well the initiative addresses improved mental health/wellbeing and/or suicide prevention outcomes with a prevention and/or early intervention approach;
 - ii. identified and evidenced need of the target audience selected for the initiative;
 - iii. the extent and quality to which the proposed initiative has been evaluated and/or evidenced;
 - iv. the likelihood that initiative outcomes will contribute to knowledge that can be scaled;
 - v. level of scale/reach that can be achieved by the investment in the initiative; and
 - vi. the technical components of the application including:
 - a. clarity of the Proposal;
 - b. description of the proposed initiative and its robustness (how well the problem is explained);
 - c. suitability of the proposed initiative to address the problem;
 - d. ability to collect and contribute quality data from the proposed initiative to inform the Program evaluation;
 - e. the capability and capacity of the Respondent to perform the Services (as part of this initiative), in accordance with the Proposal Brief;
 - f. the Respondent's relevant expertise and experience to conduct the Services including the Respondent's key personnel and previous experience in delivering similar initiatives or services;
 - g. the extent to which the Respondent has demonstrated it has the infrastructure, resource capacity and management approach to provide the Services and carry out the proposed activities; and
 - h. the proposed budget as evidenced by the Respondent.
- (b) Delivery models that can provide evidence of the ability to attract co-funding from workplace and community settings will be favourably considered.

5.7. Independent enquiries

Movember may make independent enquiries about any of the matters that may be relevant to the assessment of the Proposal. Movember reserves the right to contact Respondents' referees, or any other person, directly and without notifying the Respondent.

5.8. Engagement of Respondent

(a) Notification

If Movember decides to proceed with a Respondent, Movember will notify the preferred Respondent in writing. Prior to formally engaging the preferred Respondent, execution of a formal agreement will be required.

(b) Execution of Agreement

By submitting a Proposal, and if Movember decides to proceed with a Respondent, the Respondent agrees that the Agreement as set out in Attachment 1 will apply to the Services to be provided pursuant to this RFP.

The Respondent acknowledges that there is no binding agreement with Movember until the Agreement is agreed to and signed by the Respondent and Movember.

Schedule One – Proposal Brief

The Grant Opportunity

(a) Overview

Movember seeks to improve boys and men mental health outcomes and prevent male suicide. To achieve this goal, we have prioritised investment in prevention and early intervention initiatives to contribute to reducing the number of men who die by suicide. We do this by building evidence for gender sensitive prevention and early intervention programs, and then scaling what works. Over the past decade Movember has seen our evidence building research programs translate into real world initiatives that are now achieving global reach and impact.

This fund sees Movember continuing to invest in this way by supporting and scaling the promising community and workplace interventions within priority areas of focus.

(b) What is Scaling What Works

The Mental Health & Suicide Prevention Fund: Scaling What Works in Community and Workplaces is designed to accelerate promising prevention and early intervention initiatives that exist within communities and workplaces, applying an approach that strengthens delivery, evidence and future scalability of initiatives that are making an impact.

This opportunity will provide community organisations and workplaces with funds to strengthen the evidence and impact of prevention and early intervention models that are already operating in a real-world environment. Funding will support improvements, delivery, further evidence building and scalability/sustainability of program activity, and its translation of knowledge. It is expected that collaboration partners would already be funding the bulk of the program/product delivery within their current settings, and they would need to demonstrate how the funding would provide an accelerated pathway to wider target population coverage.

(c) What does success look like?

As a global initiative, the overarching goal is to improve mental health and wellbeing and prevent suicide of men and boys in Australia, Canada, Ireland, and the United Kingdom.

- i. The specific goals for this program are to:
Support the ongoing scaling, development, implementation and evaluation of prevention and/or early intervention programs to improve the mental health of men and boys.
- ii. Foster collaboration and knowledge sharing globally around evaluation and evidence about programs aimed to improve mental health for men and boys through a prevention, early intervention and gendered lens.

- iii. To further support national and international scale and replicate the most successful projects at the end of the initial funding round across the core countries where Movember operates (Australia, UK, Canada, and Ireland).

(d) Requirements

To allow the greatest opportunity and flexibility we want to ensure a broad definition of early intervention and/or prevention programs for this grant round. In this section we will lay out the minimum requirements to be eligible for funding, including clear guidance on what will not be funded.

To be eligible for funding in this initiative, a community or workplace mental health or suicide prevention/early intervention initiative must be able to demonstrate:

- i. the investment received from Movember will deliver scaled uplift of reach and impact of an initiative that is demonstrating positive mental health and/or suicide prevention outcomes.
- ii. that the initiative focuses on prevention and/or early intervention and incorporates a gendered lens to improve mental health and wellbeing in one or more of the targeted groups.
- iii. an underlying evidence-base upon which the initiative has been built and be able to provide the supporting information i.e., publications or research reports.
- iv. evidence that the initiative is achieving the desired outcomes.
- v. a commitment to supporting robust evaluation. A third-party evaluation partner will be contracted and funded separately by Movember to work directly with project teams.
- vi. a commitment to future scaling and sustainability beyond the initial period of this grant funding.

(e) Initiatives we will fund

- i. an existing program operating in the real world, not an idea or concept.
- ii. programs with a specified outcome for which the efficacy and effectiveness can be measured. i.e., it can be determined that the program does what it says it is supposed to do.
- iii. programs where there are appropriate, clearly stated goals for the program (e.g., a reduction in mental health symptoms, improved literacy, or adoption and use of tool as intended).
- iv. programs with testable goals to determine if the program does what it says it is supposed to do.
- v. programs where there are adequate referral pathways/signposting to support from mental health professionals.
- vi. Movember will consider Proposals that adapt an existing program (such as for a new audience or setting) provided it is built on an existing evidence base.

(f) Proposals we will not fund

The following will not be considered for funding under this initiative:

- i. programs that are not aligned with the intent of this call and the goals of the Request for Proposal listed above.
- ii. programs that are of a conceptual nature i.e., they are not currently operating in the real world.
- iii. services such as one-on-one therapy, crisis support/counselling or acute psychiatric services.
- iv. research positions/scholarships for Universities or Research Institutes.
- v. awareness and education activities that do not specify and provide a clear and measurable link to improved mental health in the target group(s).
- vi. programs that rely on motivational speakers and/or are informal, one-off sessions.
- vii. programs that are not based on scientific principles or mechanisms.
- viii. programs that have not been designed nor implemented in a way that can be tested for whether the appropriate outcomes are being achieved.
- ix. sole requests for infrastructure support.

(g) Reporting Requirements

At the conclusion of the RFP, Movember will work with the successful Respondent on finalising reporting requirements that best align with the Grant Opportunity.

(h) Insurance Requirements

The Respondent must take out and maintain with reputable insurance companies such insurance policies as reasonable for the purpose of this RFP, and in particular the Grant Opportunity.

The Respondent must also provide certificates of currency or other appropriate evidence of such insurance on the reasonable request of Movember.

Schedule Two – Proposal Requirements

Submission Requirements

(a) General

Proposals submitted via this RFP must include the following:

- i. Information about the corporate profile of the Respondent including, but not limited to:
 - c. information about how long it has been in business;
 - d. confirmation that there is no past, current, pending or finalised litigation that would impact upon the Respondent's ability to be part of this program (perform the services);
 - e. particulars of any petition, claim, action, judgement or decision which is likely to impact or affect the Respondent's performance of the Services;
 - f. contact details for at least two referees for whom the Respondent has provided similar services;
 - g. audited copy of most recent financial report; and
 - h. any other matters that are relevant to the Respondent's ability to perform the Services;
- ii. information about how the Respondent will meet each of the requirements set out in this Proposal Brief;
- iii. details about the delivery of similar services which the Respondent has been involved in (and which are relevant to the Services);
- iv. details about the Respondent's management team and key personnel who will be involved in implementing the Services;
- v. details about pricing for the Services which must be quoted in local currency, excluding any applicable local sales taxes and include all contingencies;
- vi. details about the Respondent's payment terms for the payment of all contracted funds in relation to the provision of the Services; and
- vii. signature of an authorised representative of the Respondent.

Respondents are also encouraged to include 'value add' services within its Proposal.

(b) LOI requirements

Please review Phase 1 information in the how to apply section in Attachment 1.

(c) Proposal requirements

Please review phase 2 in the how to apply section in Attachment 1.

(d) RFP Documentation Format

Proposals should be a single MS Word or PDF document:

- i. prepared in Arial font (regular), minimum 11 point and in single-spaced text;
- ii. on an A4-sized page 8.3” x 11.7” (21cm x 29.7cm) or Letter size, with 1” (2.54cm) margin on all sides of each page; and
- iii. include a header on each page with the Respondent’s name in the top left-hand corner, and the page number in the top right-hand corner.

Attachment One – How to Apply

How to Apply

(a) Phase 1 - LOI

Log into the online grants management system which can be accessed <https://www.grantinterface.com/Home/Logon?urlkey=movember> to set up a user profile. Complete the electronic form to submit your RFP.

As part of Phase 1, you will be asked to complete an online form within the grants management system and supply the following information and confirm that your organisation and initiative meets the eligibility criteria in section 5.4.

- i. Initiative name
- ii. Organisation Name
- iii. Key Contact or Project Lead
- iv. Target audience(s)
- v. Behaviour change. You will be asked to select which of the Movember Five behaviour change goal(s) your initiative will target (See attachment 2).
- vi. Initiative Description including:
 - a. A description of the initiative (describe what will be delivered)
 - b. The primary purpose of the initiative and the need or problem you are seeking to address
 - c. Details on prior implementation (dates of implementation/numbers of participants/location)
 - d. A description of the underlying evidence and research that supports or has informed the idea or development of your initiative
 - e. A description of how the initiative directly benefits your target population
- vii. What success would look like for your initiative. The anticipated outcome(s); with clearly stated goals (e.g., likelihood to help others, seek help, overall wellbeing, increase in resilience, scaled to reach x number.
- viii. Potential estimated reach (number of participants)
- ix. Total amount of funding requested

A list of Frequently Asked Questions (FAQs) related to this funding opportunity will be available and regularly updated based on questions received from interested Respondents. Please refer to our FAQs document [here](#) to access current questions and revisit for updates.

(b) Phase 2 – Full Proposal – By Invitation

Application

The application process is not designed to be onerous but should clearly describe the prevention and/or early intervention program you would like to implement to improve mental health or prevent suicide of men/boys. Successful LOI Respondents will be asked to confirm and update information supplied in phase one and respond to questions under the following headings in the online grants management system:

- i. Initiative name
- ii. Organisation Name
- iii. Key Contact or Project Lead
- iv. Target audience(s)
- v. Behaviour change. You will be asked to select and evidence which of the Movember Five behaviour change clusters your initiative will target. Refer to Attachment 2.
- vi. initiative Description including:
 - a. A description of the initiative (describe what will be delivered)
 - b. The primary purpose of the initiative and the need or problem you are seeking to address
 - c. Details on prior implementation (dates of implementation/numbers of participants/location)
 - d. A description of the underlying evidence and research that supports or has informed the idea or development of your initiative
 - e. A description of how the initiative directly benefits your target population
- vii. What success would look like for your initiative. The anticipated outcome(s); with clearly stated goals (e.g., likelihood to help others, seek help, overall wellbeing, increase in resilience, scaled to reach x number).
- viii. Potential estimated reach (number of participants)
- ix. Amount of funding requested
- x. Implementation Plan - Include proposed steps to scale implementation of the initiative.
- xi. Timelines - Include activities, milestones and deliverables.
- xii. Engagement with intended audience - How will you reach and engage with the men/boys in the target population?

- xiii. Evaluation - As part of your commitment to robust evaluation, please outline how you intend to resource and support Movember's external evaluators throughout the delivery of your initiative, including activities such as co-development of a program on a page, facilitating collection of data, contributing to analysis and knowledge sharing.
- xiv. Team Description - Outline who will be involved in the initiative. Include a description of the project lead and team members' expertise, roles and responsibilities.
- xv. Partners (if applicable)- How will team members including any partners work together during the initiative? Collaboration (where applicable) - describe the relationship with proposed partners. Include any letters of support or signed Memoranda of Understanding (MOU's) to demonstrate the relationship described above.
- xvi. Sustainability - Outline evidence of program sustainability. Outline how the initiative will continue once funding is exhausted.
- xvii. Full program budget: A full program budget will need to be submitted within the budget template provided (including any co-investment with workplace and/or other funders if applicable). See Appendix 3 for guidance on this section of the submission.
- xviii. Co-funding: Tell us about any agreed co-funders OR additional funds that might be available if this initiative was to be successful.
- xix. Background Intellectual Property Rights: Please provide a detailed overview of any and all Background Intellectual Property Rights that you have in respect to your initiative. In doing so, please identify any constraints that you may have in giving Movember a license to your Background Intellectual Property Rights, as set out in section 5.4(k) of this RFP.
- xx. How will you acknowledge the financial support of Movember: please describe how you would plan to acknowledge the investment by Movember in your initiative.
- xxi. How your program relates to Movember's values: We're big on values at Movember and bringing our values to life through the work we do. Please can you describe how your initiative/organisation would contribute to one or some of our organisational values, giving examples where relevant. For more on our values click here <https://movember.com/about/values>.

A list of Frequently Asked Questions (FAQ's) related to this funding opportunity will be available and regularly updated based on questions received from interested Respondents. Please refer to our FAQs document [here](#) to access current questions and revisit for updates.

(c) Phase 3 – Finalisation and Development Phase

Ensuring readiness for implementation will be critical to program success; therefore, successful Respondents should be ready to refine their proposed initiative via development of a detailed implementation plan. Movember will provide guidance on content required, including further information about the overall Program evaluation.

As such, this period will also involve working with Movember's nominated evaluation team to develop and incorporate the project level evaluation into the implementation plan. At the completion of the development period, Respondents would have a formal program plan to be implemented for the funding period with an ultimate goal to demonstrate program effectiveness.

This phase will also include finalisation of contracts between Movember and successful Respondents.

The development period will run throughout Phase 3 (refer to 3.1). All projects will be supported by the Program Manager – Community and Workplace to complete this phase.

Attachment Two – Focus and Behaviour Change Models

This fund is focused on initiatives that fit within the prevention and/or early intervention space. This is clearly represented below in Figure 1. Initiatives where the primary focus falls within the grey sections, are Ineligible.

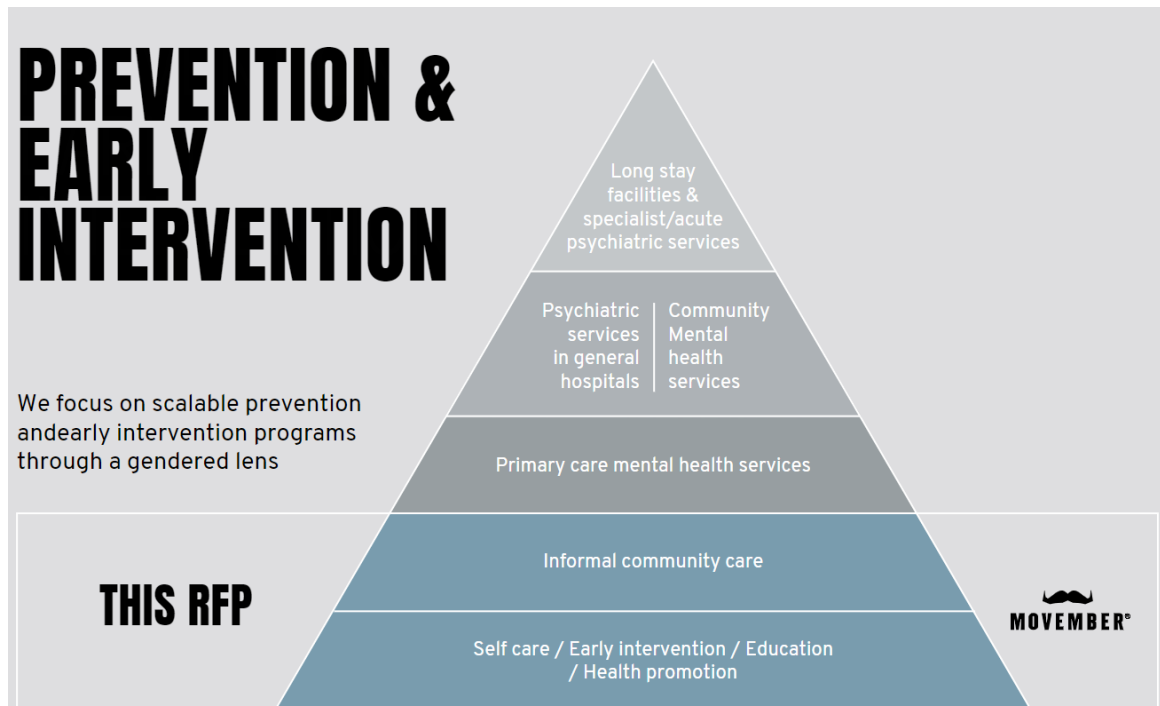


Figure 1. Where is this program focused

All initiatives must be able to demonstrate a measurable impact that results from participant behaviour change, ideally relating to one or more of ‘The Movember Five’ behaviour change clusters, which are shown in Figure 2.

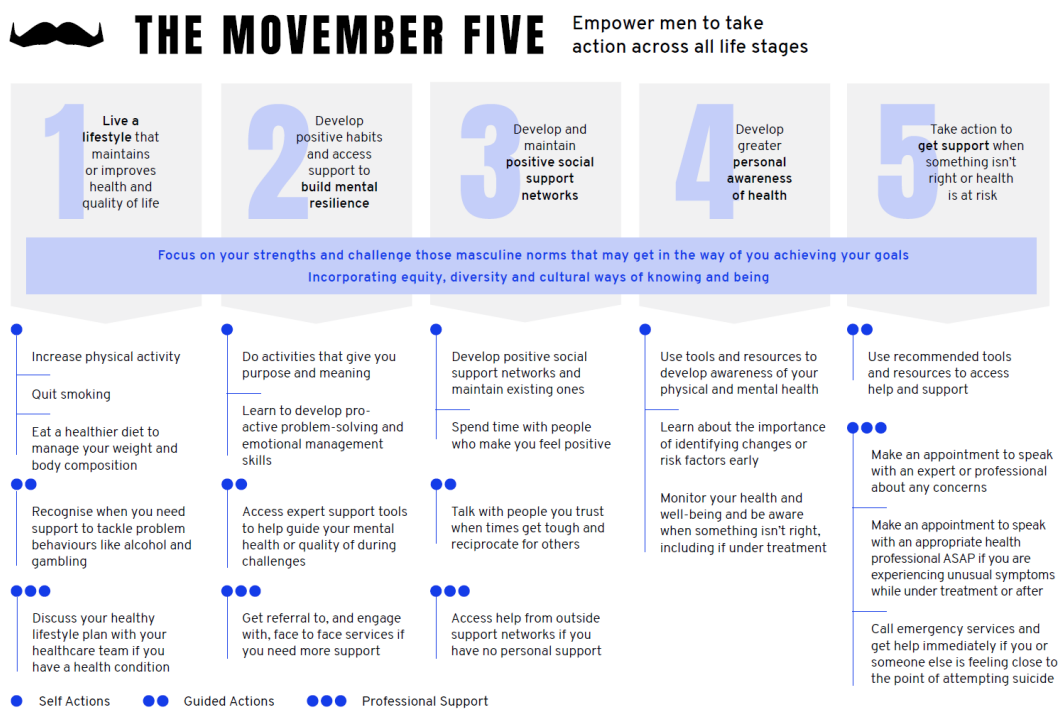


Figure 2. The Movember Five behaviour change clusters

The Movember Five is a set of five evidence-based behaviour clusters, underpinned by recent systematic literature reviews. Each behaviour cluster contains one or more individual behaviours that we know work for men and boys in improving their mental and physical health.

If funded initiatives are not able to demonstrate a link to one of the Movember Five then they should be able to provide other evidence from the literature, research or evaluation studies, that supports the behaviour change element of their initiative and its effectiveness in improving mental health outcomes for the intended participants.

Attachment Three – Guidance on Submissions

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. Indirect costs up to 10% of the total budget (allowable for Community Organisations only).
- (b) **Ineligible Costs:** The following expenditures are not eligible expenses through this opportunity:
- i. Overhead costs, including accounting fees, insurance, interest, legal fees, taxes, utilities and costs associated with construction, renovation or rental of offices, laboratories or other supporting facilities.
 - ii. Tuition and professional membership dues.
 - iii. Secondary grants and awards issued by the award recipient.

Communication Requirements

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