



THE DISTINGUISHED GENTLEMAN'S RIDE SOCIAL CONNECTIONS CHALLENGE

Challenge Launch:	5 June 2020
Inspiration Statement Deadline:	6 July 2020 5:00 pm EDT (all markets)
Invitations to Pitch:	Week of 20 July 2020
Pitch Deadline:	17 August 2020
Notices of Development Grants:	Week of 19 October 2020
Development Grant Period:	16 November 2020 – 18 January 2021
Pilot Project Plan Deadline:	18 January 2021
Notices of Pilot Grants:	Week of 22 March 2021
Earliest Project Start Date:	15 April 2021

The Distinguished Gentleman's Ride (DGR) and Movember are working together to tackle men's health issues.

One element that can improve men's health is their social connections. Social connection refers to any or all relationships that a man has: it could be a friend, family member, partner, colleague, etc. When we talk about improving social connections, we refer primarily to the quality of those connections.

THE PROBLEM WE'RE TRYING TO ADDRESS

Riding is inherently isolating. Men experiencing mental health challenges typically don't ride to talk, **they ride to escape** from their problems and situations that might display vulnerability. We're looking to develop initiatives that they want to **ride toward**. We want to improve the social connection between motorcyclists because we know, in general, people who are satisfied with their relationships and social connections are more likely to experience good mental health and wellbeing¹. Although a lack of social connections puts men at greater risk of experiencing poor health, real solutions aimed specifically at men in motorcycling that address poor social connections are limited. Few interventions target the life events that can make men vulnerable to social isolation or loneliness. We believe that men will be engaged and take action on their health if programs and services are available that understand men's needs; focus on their strengths; and utilise a "go to where men are" approach. We are committed to looking at the issue of mental health challenges within the motorcycling community through the male lens and ensuring that funded initiatives inspired by The Distinguished Gentleman's Ride are explored.

We know that:

- The cultivation of healthy close relationships can increase individual resilience and act as a

¹ <https://www.beyondblue.org.au/docs/default-source/research-project-files/bw0276-mens-social-connectedness-final.pdf?sfvrsn=4>

protective factor against suicide².

- Friends and family can be a significant source of social, emotional and financial support, and can buffer against the impact of external stressors¹.
- Traditional methods for engaging men about their health are often not effective and deter men from taking action for better health outcomes.
- Programs designed specifically by and for men and reach them where they naturally gather are more successful.

OUR SOLUTION – AN INNOVATIVE FUNDING OPPORTUNITY:

Movember and DGR are proud to challenge the creative and forward-thinking people of Australia, Canada, New Zealand, UK and the US to rethink the box and deliver innovative, concepts that lead to game-changing solutions targeting social connectedness, life satisfaction and mental wellbeing of motorcycle riders. For this initiative, we have prioritised (1) middle-aged men who ride motorcycles and are dealing with key life challenges, and (2) young riders in need of mentorship.

Using funds raised through The Distinguished Gentleman's Ride global campaign, the Social Connections Challenge (The Challenge) is an investment of **AUD \$1.15M** that will support a multi-phased innovation program moving ideas from inspiration to testing over a two-year period. Funding through the initiative will be directed toward program delivery including individual grants, project evaluation and knowledge translation activities.

The Challenge recognizes the camaraderie and shoulder-to-shoulder connections that already exist among motorcycle riders. We want to leverage these relationships to develop, pilot and evaluate innovative programs that will increase levels of social connectivity, life satisfaction and mental wellbeing of riders and their immediate social networks that support them.

Movember and DGR value creative and disruptive thinking so bring your A-Game!

HOW WILL IT WORK?

There are two phases to The Challenge described below:

Phase 1: Step 1: Ideation & Pitch Step 2: Development

A maximum of 25 grants valued at up to AUD \$7,500 will be awarded internationally under Phase 1 of this opportunity³. Step 1: Submit an Inspiration Statement. The applicants with the most creative and innovative ideas will be invited to pitch their idea. Step 2: Development funds will be provided to: research, engage with the targeted group, design and create an initiative plan over a 9-week period that has potential to be piloted.

Phase 2: Piloting (testing the idea)

A maximum of 10 pilot project grants valued at up to AUD \$75,000 will be awarded internationally under Phase 2 to carry out implementation of pilot project plans over a 12-month period. Continued investment may be forthcoming in Phase 3 (extended piloting or scaling) for those projects that show the greatest promise for 'scaling up' at the end of the pilot period.

² WHO - Preventing suicide: A global imperative - http://apps.who.int/iris/bitstream/10665/131056/1/9789241564779_eng.pdf

³ Development grants will be subject to the applicant entering into a short-form funding agreement with Movember that will outline payment date, amounts, use of funds, intellectual property rights, publicity & communications and other requirements.

PROGRAM GOALS

The goals for the Challenge are to:

- Engage motorcycle riders in healthy behaviour patterns that build positive relationships and increase levels of social connections.
- Focus on health promotion, including prevention of illness as well as the social and environmental determinants that contribute to poor health decisions or outcomes.
- Leverage existing social connections and camaraderie in the supportive rider environment to build confidence in opening up about mental well-being, and self-care.
- Build knowledge/understanding of what works for different rider groups, to increase social connection and decrease loneliness.
- Expand social connectedness to relationships/networks outside the rider environment particularly during times when riders are not able to ride.
- Mentor other riders who are socially isolated and may be at risk for poor mental health.

WHAT ARE WE LOOKING FOR?

We're looking for ideas that:

- Cast a wider net to engage socially isolated men and strengthen social connections
- Leverage opportunities to engage hard-to-reach men
- Strengthen peer-to-peer support
- Improve knowledge about mental health and suicide prevention
- Create opportunities for role modelling and mentorship

YOUR IDEA:

Innovative ideas or projects need to be grounded in the real world, be developed from the male perspective, and co-developed with members of the motorcycle community. Projects should consider the role of key influencers in men's lives, particularly those who have some influence with riders and taking action on their health (e.g., partners, friends and family).

Project ideas should provide new solutions to generating, prototyping/testing and scaling innovative initiatives that have the potential to restore, strengthen or build on existing pathways of social connectedness, life satisfaction and wellbeing. Solutions can move beyond international borders to include any of the five participating countries (Australia, Canada, New Zealand, UK and the US) and be developed collaboratively. All projects should have measurable outcomes and be amenable to program evaluation.

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

WHAT WE WILL NOT FUND

Here are a few examples of what will not be considered under the Challenge:

- research positions/scholarships for Universities or Research Institutes
- awareness and education activities that do not have a clear link to a behaviour change
- research projects without a clear objective to address problems of social isolation or loneliness resulting from poor social connection
- ideas that are not being tested in the real world
- ideas or solutions not aligned with the intent of this call and the goals of the Challenge
- ideas that cannot be evaluated to prove they work
- top-up funding for an existing program
- sole requests for infrastructure support

ELIGIBILITY

In funding innovation, there is a necessary element of risk involved to achieve impact. We anticipate that ideas/projects may be led or initiated by organizations outside the health sector (e.g. community-based organizations, independent businesses, etc.). This Challenge will encourage interest across diverse populations and build capacity in the broad area of men's health by developing new avenues of investigation.

In the context of this Challenge, applicants can adapt, build upon current programs or products and use these as an inspiration for a creative idea to solve the problem of poor social connections amongst men. This does not exclude the submission of completely novel ideas. It also allows for the pivoting or repositioning of great workable ideas to a new purpose.

Successful teams will be required to work with an external evaluation team and participate in a Knowledge Community⁴, to promote knowledge exchange, share project information and learnings, and build capacity.

To be eligible for funding under the Challenge, applicants must:

- be based in one of five participating countries: Australia, Canada, New Zealand, UK and the US* and able to receive grant funds. (*US applicants must be a 501c3 or have a fiscal sponsor).
- be able to demonstrate financial viability, sustainability and internal governance procedures/structures⁵ by the end of Phase 1 (ideation and development).
- be willing to work with an external evaluation team and participate in a Knowledge Community to promote knowledge exchange, learning and to build capacity.

HOW DO I PARTICIPATE?

Register online at <https://www.grantinterface.com/Home/Logon?urlkey=movember> and submit an Inspiration Statement (maximum 500 words) by **6 July 2020 5:00 pm EDT** for all participating markets. Emailed or late submissions will not be accepted.

The Inspiration Statement should describe the following:

- Your inspiration for this Challenge
- Who your target group would include
- Your proposed solution to help male motorcyclists within your target group build relationships to increase their level of social connection, life satisfaction and wellbeing in an innovative and disruptive way
- A brief description of your vision for the project beyond the pilot period
- Project lead (and potential partners if known at this stage)
- Project title

The top Inspiration Statements will be invited to pitch their idea. Pitches will involve a written outline to accompany a short (3-4 minutes) video (see Appendix A for details). Successful pitches will be considered upon receipt of a signed, short-form Movember funding agreement. The short-form agreement will be provided with the invitation to pitch your idea.

Questions about the Challenge? Please email dgrchallenge@movember.com. All questions will be collated to form a Question and Answer document which can be accessed [here](#).

⁴ A group of people within an initiative who engage in knowledge-sharing activities in support of a common interest.

⁵ The Movember Foundation will undertake confirmation of this condition as part of the due diligence process following a successful outcome in Step 2 of the review process. Please see the Terms and Conditions for details on required information.

HOW WILL IDEAS BE CHOSEN?

1) **Phase 1 – Step 1: Ideation & Pitch:** A panel will be convened specifically to assess submissions. The assessment will be based on your inspiration, the innovativeness of the proposed idea, and the alignment to the stated intent of the funding opportunity.

Phase 1 – Step 2: Development: A diverse panel of subject matter experts will be convened to assess submitted pitches. Applicants must sign the Movember short-form funding agreement to be considered. Panel members will assess all submissions against the following evaluation criteria: passion, need for the project, definition of the target population, use or leverage of Movember and The Distinguished Gentleman's Ride brands, the ability to scale with or without commercialisation or future funding, and previous experience solving problems with innovation. Both passion and need will be heavily weighted in the decision for selecting projects.

Mentoring and feedback by members of the selection panel will be incorporated into the development process.

2) **Phase 2 – Piloting Ideas:** Following the nine-week development period, all Phase 1 project teams will be required to submit a project plan to test their idea. Submitted plans will be used by the assessment panel to determine which projects to recommend moving to Phase 2. Projects selected will be piloted over a 12 month period with an ultimate goal of proving the effectiveness of the initiative and will be subject to the applicant entering into Movember's full form Men's Health Partner funding agreement.

ABOUT MOVEMBER

Movember is the leading charity dedicated to changing the face of men's health around the world. With a singular goal to stop men dying too young, the charity supports the following causes: prostate cancer, testicular cancer, mental health and suicide prevention. Since 2003, the support of more than 5 million participants has funded over 1,250 innovative projects across more than 20 countries. To donate or learn more, please visit Movember.com.

Why has Movember chosen to get involved? What are we offering and how does the organisation benefit? As the largest global men's health charity, Movember has been entrusted by our donors to invest in better mental health outcomes and suicide prevention interventions for men and boys. As a not-for-profit, Movember is single-mindedly focused on achieving impact and preventing men and boys from dying too young.

Further information about Movember and the programs we fund can be found [here](#).

ABOUT THE DISTINGUISHED GENTLEMAN'S RIDE

Over 120,000 riders in over 650 cities worldwide dress dapper and sit astride their classic and vintage styled motorcycles each year to raise funds and awareness for men's health, specifically prostate cancer and men's mental health. The Distinguished Gentleman's Ride (DGR) was founded in Sydney, Australia by Mark Hawwa. It was inspired by a photo of Mad Men's Don Draper standing beside a classic bike and wearing his finest suit. Initially, the themed ride was formed to combat the often-negative stereotype of men in motorcycling while connecting niche motorcycle communities together. Since that first ride in 2012, The Distinguished Gentleman's Ride has united a passionate and caring global community that shares a love of classic and vintage motorcycles and a connection to a worthy cause.

Further information about The Distinguished Gentleman's Ride can be found [here](#).

GUIDANCE ON SUBMISSIONS

1. COSTS

- a. Eligible Costs. The following expenditures will be considered eligible for funding received through this opportunity:
 - Direct program related costs including supplies, expenses, travel and equipment related to the proposed program.
 - Relevant proportion of salaries of project or program managers, research assistants, coordinators, technicians, administrative staff, and other personnel.
 - Indirect costs up to 10% of the total budget (allowable for Community Organizations only).
- b. Ineligible Costs. The following expenditures are not eligible expenses through this opportunity:
 - 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.
 - Tuition and professional membership dues.
 - Secondary grants and awards issued by you to other parties.

2. COMMUNICATION REQUIREMENTS

Funding recipients will be required to ensure appropriate acknowledgement of Movember and The Distinguished Gentleman's Ride in all communication or publication related to this funding opportunity. In addition, recipients of program funding are also required to adhere to Movember and The Distinguished Gentleman's Ride branding requirements as a condition of the program funding. Branding requirements will be communicated to successful recipients.

Funding recipients will be required to agree to a peer-review/open access publication of the results of the evaluation.

3. PERFORMANCE MEASUREMENT

Movember 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's accountability and transparency with its community (see previously funded program report cards for example: <http://ca.movember.com/report-cards>)

If a project is selected, the Project Leader(s) will be required to submit a final report at the end of the funding period. The format of the report will be made available to the successful program lead at the beginning of the funding period and can be updated as the program progresses.

In addition, the Project Leader(s) must contribute to the monitoring, review and evaluation of their program 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 & CONDITIONS

- 1) Movember 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 program call, including without limitation: a) accepting any application or shortlist any applicant; and b) considering, not considering, accepting or rejecting any application.
- 2) Movember 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 respond to this call for programs or to cancel the program.

- 3) Applicants must pay their own costs and expenses incurred in preparing and submitting an application.
- 4) 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 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 is has disclosed in the application.
- 6) No legal or other obligation arises between an Applicant and Movember in relation to the outcome of the application process, unless and until Movember executes a contract with the applicants.
- 7) Movember 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. Movember may, at its sole discretion, consider for acceptance a response that does not comply with the requirements of this request for applications.
- 8) 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 response submitted by the Applicant.
- 9) Each Applicant agrees to indemnify Movember against third party claims arising out of any use of any proprietary information submitting with or included in, the full application.
- 10) Should the Applicant find any material discrepancy, error or omission in this call for applications, the applicant must immediately notify Movember in writing of the nature of the discrepancy, error or omission.
- 11) The Applicant and team members of the program 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.
- 12) Movember reserves the right to fund lower rated projects based on specific areas of interest in the requested themes.

5. VARIATIONS

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

6. MOVEMBER'S RIGHTS

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

- a. Verifying whether the represented resources and skills are actually available; and
- b. Assessing experience and integrity.

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

7. RELIANCE ON INFORMATION

Movember 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 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.

8. 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.

CONTACT INFORMATION

For further information on this funding opportunity, please contact: Ivy Lim-Carter at: dgrchallenge@movember.com.



APPENDIX A

Due 17 August 2020 5:00 pm EDT

PITCH REQUIREMENTS

For Inspiration Statements selected to move to Step 2.

All pitches should be submitted through the online application system. Emailed or late submissions will not be accepted.

Movember is focused on the generation and sharing of a well communicated innovative idea rather than its mode of delivery. Highly produced videos are not required.

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

a) An Outline that includes:

- Project Title
- Project Lead(s) and/or Organisation
- A fuller description of the targeted group
- Why there is a need for the project
- How/Why the proposal is innovative
- A brief description of your vision for the project including and beyond the testing of the idea
- If you think the project can leverage or further support the Movember and Distinguished Gentleman's Ride brands in achieving the project goals and if so, how?

b) A video (maximum 4 minutes) that describes

- The proposed team
- The problem and how you could address this in an innovative and disruptive way
- How the motorcycle community might be engaged in the process of developing a project that speaks to riders' needs. This should demonstrate commitment and involvement in the program design and development as well as your passion for the proposed project

c) A high-level budget⁶. (Up to \$7,500 AUD). This additional information will be entered directly into the online system as part of the application process.

⁶ Review section 'Guidance on Submission' of this Background document for guidance on what costs will and will not be considered as well as the publicity requirements and performance measurements that you should be aware of