



REQUEST FOR APPLICATIONS
CANADIAN MENTAL HEALTH INITIATIVE

APRIL 2014



TABLE OF CONTENTS

1	IMPORTANT APPLICATION DATES	3
2	ABOUT THE MOVEMBER FOUNDATION	3
3	THE MOVEMBER FOUNDATION'S MENTAL HEALTH STRATEGIC GOALS	3
4	PRIORITY AREAS AND DESCRIPTION OF FUNDING OPPORTUNITY	3
5	BACKGROUND AND OBJECTIVES	4
6	ELIGIBILITY	5
7	COSTS	6
	7.1 ALLOWABLE COSTS	6
	7.2 INELIGIBLE COSTS	6
8	COMMUNICATION REQUIREMENTS	7
9	PERFORMANCE MEASUREMENT	7
10	KNOWLEDGE TRANSLATION STRATEGY	7
11	APPLICATION PROCESS.....	8
12	REVIEW PROCESS	9
13	EVALUATION CRITERIA	10
	13.1 LETTERS OF INTENT	10
	13.2 FULL APPLICATION.....	10
14	SUBMISSION GUIDELINES AND TERMS AND CONDITIONS.....	11
	14.1 SUBMISSION GUIDELINES	11
15	TERMS AND CONDITIONS	12
	15.1 VARIATIONS	13
	15.2 THE MOVEMBER FOUNDATION'S RIGHTS	13
	15.3 RELIANCE ON INFORMATION	13
	15.4 PUBLICITY	13
16	MORE INFORMATION - WEBINARS	14
17	CONTACT INFORMATION.....	14

1. IMPORTANT APPLICATION DATES

Request for Applications launch date	4 April 2014
Webinars to explain the application process (sessions will be identical)	14 & 22 April 2014
Letter of Intent deadline	5.00pm EDT 9 May 2014
Anticipated Invitation to submit full application	Late June 2014
Full applications due	5.00pm EDT 8 August 2014
Anticipated funding announcement (funding contracts will be finalized after announcement date)	October 2014

2. 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. Currently, the Movember Foundation is funding over 700 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.

3. THE MOVEMBER FOUNDATION'S MENTAL HEALTH STRATEGIC GOALS

The Movember Foundation seeks applications for mental health programs that will contribute to change at the population level. The Movember Foundation has identified three strategic goals for our mental health programs and research. These are:

1. Men and boys are mentally healthy and take action to remain so
2. When men and boys experience mental health problems they take action early
3. Men and boys with mental health problems are not discriminated against.

The Movember Foundation has a specific focus on prevention, early intervention and stigma reduction.

4. PRIORITY AREAS AND DESCRIPTION OF FUNDING OPPORTUNITY

With this funding announcement, the Movember Foundation invites applications from Canadian

organizations to pursue innovation and ideas which are aligned to one or more of the following priority areas:

- i. Creating mentally healthy workplaces and workers
- ii. Strengthening the mental health and wellbeing of men and boys
- iii. Reducing the number of men and boys who die by suicide
- iv. Strengthening social and emotional skills in young men and boys.

Using the funds raised through the 2013 Movember campaign, the Movember Foundation is providing funding of up to \$8 million over 3 years. This is an exceptional opportunity for the Canadian mental health community and beyond to achieve significant results for boys' and men's mental health.

It is anticipated that the Movember Foundation will fund a minimum of 3 major initiatives:

- minimum value of each project is \$500,000 per year;
- the maximum value of each project is \$1 million per year for 3 years - \$3 million per project.

Anticipated expenditures can exceed the maximum value of \$1 million in a given year but the total over the 3-year term of the grant cannot exceed \$3 million.

This is a two-step application process that includes: 1) submission of a 'Letter of Intent' and 2) submission of the full application.

5. BACKGROUND AND OBJECTIVES

The Movember Foundation seeks to support strategic investments in collaborative efforts that span multiple organizations and regions. The Movember Foundation funding will serve as a catalyst for innovative, outcomes focused projects. This funding opportunity recognizes that there is tremendous capacity in Canada for the further development and implementation of mental health and wellbeing projects aligned to the priorities outlined above, including building on existing work in these areas across the mental health sector and beyond. There is also recognition of the lack of co-ordination and collaboration across current initiatives. This current funding opportunity is designed to catalyse and leverage this existing capacity and improve the coordination and support of initiatives designed to improve boys' and men's mental health and wellbeing.

SPECIFIC OBJECTIVES OF THIS FUNDING OPPORTUNITY:

- i. To stimulate collaborative, national projects and interventions with a focus on male mental health and wellbeing.
- ii. To support inter-disciplinary, multi-organizational and inter-sectoral groups of talented experts/practitioners/researchers/ advocates/administrators etc. For example, a collaborative project may include a mental health NGO, an industry group or private sector business and an expert evaluator.

- iii. To support high quality projects designed to address the mental health and wellbeing of boys and men that are best approached through collaborative efforts across multiple organizations.
- iv. To support the creation, dissemination and translation of new knowledge into practice leading to improved mental health for men and boys.

It is expected that the goals of the anticipated projects will be complex, and that results will only be achieved more rapidly and efficiently through an inter-disciplinary, collaborative effort as opposed to a series of separate, non-collaborative efforts.

6. ELIGIBILITY

Each application will include:

- A lead organization and a project leader(s): the project leader must be an established leader with the requisite leadership skills and experience. This leader will assume strategic and administrative responsibility for the funding. It is expected that the project leader(s) will devote a significant and appropriate portion of his/her time to the effort. The lead organization and project leader must be based in Canada; however, International collaborations are encouraged.
- Additional project members, who collectively have a strong record of success and are creative and original in their approach to boys' and men's mental health and wellbeing. The specific contribution of each project member must be described.
- Collaborative teams with representation from across Canada (ie. project is to be implemented in a minimum of 3 provinces or territories and/or the project team members are located in 3 provinces/territories) and project team members from different professional backgrounds is strongly preferred.
- A robust evaluation plan, ideally done in combination with a specialist who has extensive experience and credentials in program evaluation and future project sustainability - sufficient budget should be allocated in recognition of the importance of this component.
- Knowledge translation plan, outlining how the new knowledge produced as a result of the project will be shared and disseminated in alignment with project goals and addresses how new knowledge can be applied at a population level to change practice and behaviour. (see section 9 – Knowledge Translation Strategy). The inclusion of a knowledge translation expert in the design of the proposal or as a member of the project team is strongly encouraged.

In addition, the following special conditions apply:

- The members of the project may pursue other activities in addition to their commitment to this project, but each individual must contribute sufficient time to the project to ensure the achievement of the project's objectives.
- Funding is provided for projects to support the mental health and wellbeing men and boys in Canada. If proposals include females as part of a broader scoped project then additional funding sources need to be clearly identified. However, projects which involve/target women in their role(s) as key influencers of male mental health (and health behaviours) are within scope for this funding.
- Emphasis is placed on new projects with applied or real world applications put forward by collaborative teams rather than purely academic research projects.
- This request for proposals is focused on better understanding the psychosocial factors that

can influence boys' and men's mental health. Projects focused on the fundamental biology and pathology of mental health problems are not eligible for this funding initiative.

- The area of boys' and men's mental health projects to be pursued via this opportunity must be relevant to at least one of the three Movember strategic goals and at least one of the funding priority areas (listed above in sections 2 and 3).
- The LOI and full application must clearly identify under which of these goals and priority areas the proposed project falls and how the project is relevant to the goal(s) and priority area(s).
- Tobacco, gambling organizations, pharmaceutical or device companies are ineligible to apply.

Organizations or academic institutions that have a funding relationship with a pharmaceutical company (such as antidepressant clinical trial or meeting sponsorship) are eligible to apply provided that this relationship does not cause any perceived or real conflict of interest. Please disclose any potential conflict of interest involving pharmaceutical or medical device company in the application under 'conflict of interest'.

7. COSTS

7.1 ALLOWABLE COSTS

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

- Project operating costs for the proposed collaborative program/intervention, which must be distinct in its objectives from those for which group members currently receive funding.
- Costs of data collection, database management, database integration and maintenance.
- Costs of local, national or international networking activities, including collaboration, planning, and knowledge exchange activities.
- Salaries of project officers, research assistants, coordinators, technicians, administrative staff, and other personnel who will enhance the collaborative research productivity of the team.
- Costs involved in linkage with, and dissemination of findings to, targeted recipients/end users and to those professionals who will use the knowledge established to improve their own practice.

7.2 INELIGIBLE COSTS

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

8. 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.

9. PERFORMANCE MEASUREMENT

The Movember Foundation is committed to collecting and disseminating information on the impacts 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 this 3 year 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.

10. KNOWLEDGE TRANSLATION STRATEGY

The project requires a comprehensive knowledge translation strategy that outlines how the knowledge produced from the project will be shared, disseminated and used to influence and inform practice, in alignment with the project's goals. This could take the form of advancements in practice; improvements in program and/or service delivery; and/or, an acceleration and dissemination of the evidence supporting prevention, early intervention and stigma reduction strategies. Recipients of the knowledge generated by the project are required to be identified and engaged in the project's design, early on, in order to optimize the results the project will achieve. Depending on the nature of the project, this may include people with a mental health problem and their families, community members and/or practitioners.

It is important to note that 'knowledge translation' is not merely the dissemination of project information and findings. Knowledge translation is fundamentally about practice/behaviour change and ensuring that the project learnings are implemented by others. In particular, given the Movember Foundation's strategic goals for this project is to contribute to change at a population level, the knowledge translation strategy should address how new knowledge gained through the project can be applied at a population level. A knowledge translation strategy will be required as part of the full application if organizations are invited to submit one.

11. APPLICATION PROCESS

A two-step process will be used to review proposals: A Letter of Intent (LOI) stage and Full Application Stage. The first step in the process will focus on the overall significance/impact of the proposed project, i.e. *'is this an important new idea that will improve the mental health of Canadian boys and men?'* and alignment with the Movember Foundation priorities and strategic goals. The second step in the process will focus on the technical and methodological merit of the proposals, budgets and knowledge translation strategy.

Step 1: Submission of Letter of Intent

Applicants are asked to submit a Letter of Intent (LOI) in accordance with the guidelines detailed in this document. The LOI must adhere to the instructions for presentation, page or word limits and content within the LOI template. Please note that references, tables or figures are all included within the content limitations. The application should address:

- **Total Funding Amount:** To provide an idea of the scope of the project, indicate the total amount of funding that is being sought. (Note a full budget is not needed at this stage and it is understandable that the amount of funding can change once the project and budget have been more fully developed).
- **Innovation:** Describe how the project is novel and not a replication of an existing program. (Note we do not wish to provide 'top up' funding to existing projects). A novel project, in this context, is defined as one that either is entirely new or one which reflects an existing evidence-based approach applied in a new context or a new population.
- **Alignment with the Movember Foundation's strategic goals and priority areas:** (see sections 2 and 3) Describe how the project relates to the Movember Foundation strategic goals and the priority areas outlined in this request for application.
- **Background and project rationale:** Present the ideas behind the project and the rationale for it. Describe the problem that the program seeks to address.
- **Impact:** Describe the impact on the mental health of Canadian boys and men intended to be achieved upon completion of the project.
- **Project approach:** State the project's specific aims, how they integrate together and the approach/methods to achieving them.
- **Project team:** Describe how the team will be greater than the sum of the parts. Briefly describe the composition of the team, the expertise of each team member and their role in the project. Please outline the way in which the applicants will collaborate as one team.

Please include a biosketch / CV for team members as an appendix to the application document **(Up to one page maximum per team member)**.

Please submit LOI as one document in PDF, .doc, or .docx format.

Step 2: Invitation to submit a full application

Successful LOI applicants will be invited to submit a full application. Full applications should include the following:

- A project proposal: must be no more than 25 pages (excluding table of contents, references, letters of support, letters of collaboration, CVs of team members and letter for the organization administering the funds). The proposal must clearly outline each of the elements below:
 - Project rationale, originality and innovation of the project
 - How it is aligned to the Movember Foundation's strategic goals and priority areas
 - The proposed methodology
 - The significance and impact of the proposed project, ie. An overview of the intended outcomes/results the project will achieve
 - An evaluation plan
 - An overview of the project team's background and expertise and what role each of them will have during the life of the project
 - The requested budget, the justification for the budget request and supporting documents. Documentation of existing resources and a description of how the new project funds will complement existing project infrastructure/funding are required
 - A knowledge translation plan.
- Letters of Support (mandatory - minimum two) – signed letters of support are required from all organizations supporting the proposed project (but who are not going to be a recipient of funds). If applicable, their specific contribution must be clearly indicated in the letter.
- Letters of Collaboration – signed letters of collaboration are required from all collaborators on the project, including a statement about which organization is taking the lead on the project.
- CVs of team members (max four pages per team member).
- A letter confirming details of which organization will receive and administer the funds is required, along with signature from an authorized representative of that organization.

12. REVIEW PROCESS

A peer review panel (with national and international expertise, including people with direct experience of mental health problems) will be convened to evaluate the project applications. The panel will be created specifically for this funding opportunity. Panel members will be selected based on their breadth of knowledge and expertise.

13. EVALUATION CRITERIA

13.1 LETTERS OF INTENT

Letters of Intent will be reviewed and ranked against the following evaluation criteria:

- 1) **Innovation.** To what degree does the letter of intent offer new concepts and approaches with the potential to change the paradigms of the field, open the field to new directions, or address a critical barrier to progress?
- 2) **Significance.** To what degree does the project outlined in the letter of intent have the potential to advance a new way of addressing boys' and men's mental health? Does the project have the potential to contribute to, and expand the existing knowledge in, the area of boys' and men's mental health?
- 3) **Alignment.** To what extent is the project clearly and strongly aligned with the goals and priority areas for this funding opportunity? If the project is successful, to what degree will it contribute to change at the population level?
- 4) **Team.** Does the proposed project team demonstrate collaborations that span multiple organizations? Have the applicants clearly identified team roles with members contributing a specific value to the team? Is the team as a whole greater than the sum of its parts? Is the leadership approach and team structure appropriate for the project?
- 5) **Approach.** To what extent is the project approach sound, feasible and appropriately designed to achieve its aims? To what extent is this possible (ie. achievement of aims) with the amount of funds available?"

Overall Impact:

Overall impact/priority score to reflect assessment of the likelihood of the project to support the creation, translation and dissemination of new knowledge leading to behaviour change and improved mental health and wellbeing of Canadian men and boys.

13.2 FULL APPLICATION

Successful LOI applicants will be invited to submit a full application. Full applications will be rated and ranked using the following evaluation criteria.

1. **Project Proposal**

- The clarity of the project description.
- The coherence of the activities, milestones, timelines and deliverables.
- The probability of achieving the project objectives in the proposed time frame.
- The appropriateness of the roles and time commitment of the applicants and the project personnel.
- The need for the funds requested and the justification of the line items in the budget sections.
- The plan for collaboration and communications amongst the project participants.
- The plan for consultation with the people who will benefit from the project outputs and outcomes, to ensure alignment to needs and relevance. For example, this may include people with a mental health problem and their families, the wider community, practitioners, businesses or key people from other organizational

settings.

- The details of how the team and project will be managed.
- The project evaluation plan.

2. The Project Team

- The team has proven expertise in boys' and men's mental health.
- The team is inter-disciplinary and multi-organizational.
- Abilities and skills to adequately execute the proposed project.
- Availability of the team and non-overlap of this project with other projects being carried out by the applicants.
- Degree of success in previous projects of the project leader and other applicants.
- Representation from across Canada (at least three provinces or territories) strongly preferred.
- The project members have identified and justified the contributions and roles of the team members in relation to the project objectives.

3. The Knowledge Translation Plan

- The proposal contains a comprehensive knowledge translation strategy detailing how knowledge produced from the project will be shared and disseminated, in alignment with the project's goals.
- Recipients of the knowledge generated by the project have been identified and engaged in the project's design.
- The knowledge translation strategy addresses how new knowledge gained through the project can be applied at a population level to change practice and behaviour.

14. SUBMISSION GUIDELINES AND TERMS AND CONDITIONS

14.1 SUBMISSION GUIDELINES

Applications are accepted in both official languages.

It is critical that all applicants follow the instructions in this section. It is the sole responsibility of the applicants to ensure their LOI submission is acceptable and received before the deadline. Applications that do not comply with these instructions may not be accepted for review. Material extraneous to that requested above will be removed before the LOI is sent to the reviewers.

By submitting an application, the applicants are deemed to have accepted the Terms and Conditions set out below.

Both the letter of intent and the full application must be submitted electronically via the Movember Foundation RFA system - which can be accessed via <https://cmhn-mhi.fluidreview.com/>. Hardcopy and emailed notices and applications will not be accepted.

Applicants will need to create an account through the RFA system, which will then allow them to submit the LOI and full application (if successful in the pre-proposal phase).

Applicants must sign up in fluid review in order to receive updates about this funding

opportunity.

The letter of intent can be edited any number of times up until the closing date and time. The LOI's must be submitted by 5:00 PM (EDT) on Friday 9 May 2014.

The full application must be submitted by 5:00 PM (EDT) on Friday 8 August 2014. The Movember Foundation is not obliged to consider applications received after the closing time but may do so at its sole discretion.

To be eligible for review, using the template provided, the LOI must adhere to the following instructions for presentation and content. A template will be provided for the full proposal stage upon invitation to submit an application.

- Microsoft Word (.doc, docx) or PDF format.
- LOI submitted as one document and uploaded with the following file naming convention:
 - Team Leader last name-Organization_CMHI 2014 LOI

All correspondence and questions relating to this call are to be submitted to ivy.lim-carter@movember.com. All questions will be answered in a timely manner.

15. 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 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 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 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 letter of intent and full 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 pre-proposal and full 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, 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 submitting 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.

15.1 VARIATIONS

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

15.2 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.

15.3 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.

15.4 PUBLICITY

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

15.5 LETTER OF INTENT – DUE 5:00 PM (EDT) FRIDAY 9 MAY 2014

All applicants are required to submit electronically via the RFA system (<https://cmhn->

[mhi.fluidreview.com/](https://cmhn-mhi.fluidreview.com/)) by 5:00 PM (EDT) 9 May 2014 an LOI reflecting the requested information outlined earlier in this document.

15.6 INVITED FULL APPLICATION – DUE 5:00 PM (EDT) FRIDAY 8 AUGUST 2014

By 5:00 pm (EDT) 8 August 2014, invited applicants are required to submit their full applications, including project information and supporting documentation as outlined earlier. Full applications must be submitted electronically via the RFA system (<https://cmhn-mhi.fluidreview.com/>).

16. MORE INFORMATION – WEBINARS

We will be conducting two webinars (containing the same information) on **Monday 14th April EST 6:00 pm - 7:00 pm** and **Tuesday April 22nd EST 6:00 pm – 7:00 pm** in support of this Request for Applications. The webinars will reiterate the information contained in the RFA, and will allow interested parties to ask questions related to the call.

Registration for the webinars can be made through the online RFA system (<https://cmhn-mhi.fluidreview.com/>).

17. CONTACT INFORMATION

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