

# MOVEMBER



Australian Mental Health Initiative  
Request for Applications

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## Agenda

1. Welcome and introductions
2. About Movember
3. Our strategic goals and funding priority areas
4. Overview of intent behind this funding opportunity
5. Two-step application process
6. Questions
7. Important dates and next steps

## 2. About Movember

- In 2003, the Movember idea was born in a Melbourne bar by two mates. They took on the challenge to 'bring the Mo back' and convinced their friends to grow, in the newly renamed month of 'Movember'.
- In 2004, the concept was formalised and it was decided to get men growing a Mo for a cause, first prostate cancer and then men's mental health in 2006.
- Since these humble beginnings the movement has gone global with over 4 million Mo Bros and Mo Sistas participating in campaigns in 21 countries. This has resulted in over half a billion dollars raised for men's health and invested in 577 men's health projects.



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**OUR VISION**

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**TO HAVE  
AN EVER LASTING  
IMPACT ON  
THE FACE OF  
MEN'S HEALTH**

### 3. Strategic goals and funding priorities

Movember's strategic mental health goals 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 treated differently because of that experience.

### 3. Strategic goals and funding priorities

Priority areas for this funding opportunity:

1. Creating mentally healthy workplaces and workers
2. Strengthening the mental health and wellbeing of men and boys
3. Reducing the number of men and boys who die by suicide
4. Strengthening social and emotional skills in young men and boys.

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## 4. Overview of intent behind this funding opportunity

Movember seeks to fund:

- New prevention, early intervention and stigma reduction projects that will contribute to change at the population level.
- Projects with clearly articulated results and a solid, evidence-informed theory of change supporting the proposed approach.
- ‘Catalytic innovation’.
- Collaboration – we genuinely believe that the nature of the problems we are all working to solve can’t be solved in silos or on our own.
- Projects where the end users of the project knowledge are part of design of project.
- Projects with strong evaluation and knowledge transfer strategies.

## 5. Two-step application process

### Step One:

- Submission of pre-proposals (due 16 Jan 2014)
- No more than 7 pages
- See outline of evaluation criteria in RFA documentation

### Step Two:

- A select number of applicants will be invited to submit a full application (due 7 April 2014)
- No more than 25 pages
- See outline of evaluation criteria in RFA documentation

A peer review panel will assess the pre-proposals and full applications against the stated criteria.

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## 6. Questions?

- We will run through answers to the questions we've already received regarding this funding opportunity.
- There will also be plenty of time for participants in the teleconference/webinar to ask questions.
- We will be summarising the answers to questions and circulating them to all people who have registered on our online system.

## 6. Important dates and next steps

Activity	Date
Launch date	18 November, 2013
Webinars/teleconferences	11 & 12 December, 2013
Pre-proposals due	5pm AEDT 16 Jan, 2014
Invitation to submit a full application	February, 2014
Full applications due	5pm AEST 7 April, 2014
Applications review	April – May, 2014
Anticipated funding announcement	June, 2014

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**IMPORTANT  
INFORMATION  
TO NOTE**

The Movember office will be closing at COB Friday 20th December and re-opening on Monday 13<sup>th</sup> January 2014.