VETERANS & FIRST RESPONDERS
MENTAL HEALTH GRANT PROGRAM

APPLICATION Q & A'S
21 September 2020

Intent of Funding Opportunity:

The intention is to embed approaches that are upstream and supportive of men who work and volunteer in environments with first responders in Canada, Australia, New Zealand, Ireland, United Kingdom, and the United States **or** military veterans in Canada and Australia only.

Along with the Request for Proposal (RFP), below are questions and corresponding answers that may be important when considering your participation in the program. Questions that are not found in the Q&A should be forwarded to vfrgrants@movember.com. All new questions and answers will be published online at http://movember.com/vfrgrants within five business days to ensure a transparent RFP process.

ABOUT THE PROGRAM

Q1. What is the scope of the Program?
Movember is interested in supporting scalable mental health and/or suicide prevention programs that can be rigorously evaluated, use a gendered lens, focus on a broad range of mental health outcomes (i.e., not just PTSD), and a wide range of traumatic and non-traumatic (organizational and operational) stressors.

Q2. Who can apply for the funding opportunity?
This Grant opportunity is open to anyone/any organization that meets the Funding Eligibility as outlined in the RFP in any of the following participating countries: CAN, AUS, IRELAND, UK, US, NEW ZEALAND.

Q3. Are there exceptions if I am applying from the United States?
Yes, only organizations that are 501(c)(3) non-profit organizations, educational institutions or organizations that have a 501(c)(3) Fiscal Sponsor may apply to this funding opportunity

Q4. Where can I find more detail information on the Grant application process?
Detailed information on all matters relating to the Grant application process will be included in the veterans & first responders Mental health grant program at http://movember.com/vfrgrants.

Q5. What do you mean by "gendered lens"?
Applying a gendered lens means developing, implementing and evaluating a program with the knowledge that men and women may respond differently to the program and content. This is important within veterans and first responders as most in these groups are men. We know that men are less likely to participate in health-related interventions, and if they do take part, are less likely to complete.   We encourage applicants to design their program using a gendered

lens, so that men are involved in the creation and implementation of the program.

Q6. We ask all our program participants to complete a satisfaction survey; does this qualify as an evaluation?
It's good that you have a process to get participant's feedback. Asking participants if they like a program however is not the same as demonstrating that the program works and is effective.

AVAILABLE FUNDING

Q7. What is the maximum amount of funding available?
$500,000 Australian Dollars in total for a proposed two-year program. (CAD $224,500/year; EUR €154,500/year; GBP £133,000/year; NZD $270,000/year; USD $171,500).

We strongly recommend that you apply for the funding required to implement your program rather than budgeting to the maximum amounts available.

Q8. How many programs will be funded under the initiative?
Movember and the Distinguished Gentleman's Ride are looking to fund 8-12 programs in total for the grant opportunity.

Q9. Is it expected to have co-funding for my program?
No. Teams are not required or expected to have co-funding in place to access funds. If there are existing relationships/partnerships in place and you are seeking partial funds to implement your program, you should indicate who the partners are with a breakdown of contributions.

Q10. Should I include GST in my budget?
If your institution is GST-registered in Australia, Movember will pay the grant amount plus GST. The budget provided in your application should be exclusive of GST.

Q11. Will you cover cost of rental space where my program will be taking place?
No. Rent is an ineligible cost as it is considered overhead. However, community organizations would be allowed to include up to 10% indirect costs. Please refer to the RFP for full details on eligible and ineligible costs.

Q12. What programs are eligible for funding?
Please see pages 6-7 of the RFP for what is and is not considered eligible for program funding under this initiative.

Q13. When will the funding be available for successful applicants?
All funding will be provided in tranches based on milestone delivery. Movember will work with the successful applicants to determine the milestones according to the full program proposal and workplan.

Subject to the full execution of a Funding Agreement the first tranche of payment will be available from 1 June 2021.

Q14. In what timeframe is our organization to complete the proposed program?
The default grant period will be from 1 June 2021 – 31 May 2023 to complete proposed activities however the period can shift.

Q15. Can this funding be used for evaluation of a program?
No. Movember is engaging an external evaluator to work directly with program teams to develop the appropriate evaluation framework for their program. Funding should be used toward direct activities related to implementation of the program.

Q16. Can my submission be over the amount specified per the country limit?
No. Funding requests must be made for up to the maximum amount specified per country on page 6 of the RFP. There is some flexibility to vary the amount of funding in either year provided the total funding does not exceed the maximum allowed. Funding can also be for less than the maximum amount per year.

Q17. Is it acceptable to request a higher funding amount in the first year and a lower amount in the second but still be within the maximum funding for the grant?
Yes. Requests to vary the amount of funding is possible. However, the reason for the request would need to be clearly demonstrated in the budget justification.

ORGANIZATIONAL STRUCTURE

Q18. Can our organization submit more than one proposal if we have multiple programs matching this opportunity?
Yes. Multiple Letters of Intent (LOI) from the same organization will be considered. Please submit a separate LOI for each of the programs. Note: there is no guarantee that any one or more than one program will be invited to submit a full proposal.

Q19. Can program teams have international members or partners?
Yes. However, the team lead or lead organization must be based in the country where you are applying. International team members/partners can be paid from grant funds, but the program must be focused on benefitting men from the country of application.

Q20. Will you consider a program that is run internationally for the same target audience?
Yes. However, the collaborative model as well as the roles and responsibilities of each participating team would need to be explained within the LOI.

Q21. What programs will be considered a priority for funding for veterans?
Funding for veterans is aimed toward vets with the most difficulty transitioning out of their military career and into civilian life. (See page 4 of the RFP for specific focal areas – Australia and Canada only).

Q22. Can I apply to Movember if I'm getting government funding for my program?
Yes. You are still eligible for Movember funding if you are receiving government funding.

Q23. Can I submit an application for a past program if my organization ran a program whose funding was cut?
Yes. You can 're-start' a program whose funding has been cut, providing it is aligned to the intent of this funding call.

Q24. While Movember's focus is on men, can my program include women?
Yes. Your program can include women. Particularly in the workplace, we do not want women to be excluded.

Q25. Is it mandatory to have a clinical psychologist (mental health specialist) on my project team?
It is up to the project lead to identify the expertise required by each member of the team and to define their respective roles and responsibilities.

Q26. If my project helps vets transition to work as a fire fighter, is it a vets application or a first responder application?
If the project benefits a vet, then it would be a Veterans Application.

SUBMISSION OF APPLICATION

Q27. What is the due date for submitting a Letter of Intent (LOI)?
LOI's must be received by 5.00 pm on Monday 23 November 2020 (EST) NOTE: Incomplete LOI's or LOI's submitted after 5:00 pm will not be considered.

Q28. If invited, how much time do I have to submit a full proposal?
Applicants will be informed during the week of 14 December 2020 whether they are being invited to Step 2 - full program proposal. Those invited will then have approximately seven weeks to prepare their submission.

Q29. How do I apply for a grant?
Applicants must register through Movember's online grants management system which can be accessed here, to submit a Letter of Intent (LOI). Mailed, faxed, emailed or late submissions will not be accepted.

You should receive an automatic confirmation of receipt of your submission. If you do not receive the confirmation, please contact vfrgrants@movember.com.

Q30. Do I have to create an account to access the online application?
Yes. In the grants management system, click on "New User?" to complete the registration process. An account is required to access and submit an online letter of intent or proposal. The account also allows you to save and return to a request. If a grant is awarded, you will also submit grant requirements via the online account.

Q31. Where can I go for more information on how to use the grants management system?
Instructions and tutorials on how to use the grants management system can be found on the applicant login page here: https://www.grantinterface.com/Home/Logon?urlkey=movember.

Q32. Why are you using a Letter of Intent (LOI) process?
Our LOI process provides a preliminary indication of whether your program is a good fit without requiring a lot of time or effort in submitting a full grant application.

Q33. How does a Letter of Intent (LOI) process work?
Following the LOI assessment process, you will receive notification of the decision. Organizations with an approved LOI will be invited to submit a full grant application. Note: An invitation to submit a full application does not guarantee that the grant application will be approved for funding.

Q34. Why is the character count so limited on some of the LOI questions?
These limits are intended to encourage you to focus on the most relevant aspects of your organization and proposed program. It also allows Movember to review the LOI's and respond in a reasonable time.

Q35. Do I need to have community partners signed up at the LOI stage?
It's not necessary to have community partners signed up for the LOI but you can identify who the partners will be and their anticipated involvement.

ASSESSEMENT OF APPLICATIONS

Q36. How will my LOI application be assessed?
LOI's will be shortlisted by a review panel convened specifically to assess submissions.

Q37. What are the assessment criteria for the LOI?
LOI's will be assessed based on the (1) alignment to the stated intent of the funding opportunity, (2) how well the program is described, (3) the supporting evidence/theory for the program; and, (4) the extent to which the program can be evaluated.

Q38. Will I receive feedback of the LOI application if unsuccessful?
Due to the expected high volume of LOI submissions, only general feedback will be provided.

Q39. How will a Full Application be assessed?
Full applications will be reviewed by an independent review panel representing subject matter experts (SME's) from veterans and first responders. SME's will not have any conflict of interest with the applicants and will have specific knowledge relevant to mental health and suicide prevention for veterans and first responders, families of veterans and first responders, lived experience, evaluation, program design and implementation.

Q40. When will I be notified about the outcome of my full application?
Applicants will receive a notification in mid April 2021.

FURTHER QUESTIONS

Q41. Is our organization required to maintain a GuideStar.org and FoundationCenter.org profile in order to be considered for funding?
All US based non-profit organizations have basic information on GuideStar.org and FoundationCenter.org, based on their past public 990s. Providing additional and current information to these platforms (Financials, People & Governance, Programs, etc.) makes the application evaluation easier for funders. While up-to-date information on these platforms is not a prerequisite for the Movember application, we strongly encourage all US based organizations to provide such additional information on these platforms. Many funders in the United States are using these sources to determine the soundness of a potential grantee.

Q42. Who owns Intellectual Property for the Program?
The recipient of funding will retain ownership of Intellectual Property. We will be asking recipients of funding to give Movember a license to use the program material (with permission and only in a way that is aligned to the intent of the funding) to share the knowledge/findings produced through our funding.

Q43. Do you accept French language applications?
Yes. Applications in either of Canada's official languages are welcome.

Q44. The person who wrote our grant application(s) is no longer with the organization, and I do not know our online account username or password. How can I access our account?
E-mail Movember at vfrgrants@movember.com and provide the name and e-mail address of the person who created the account and the name, e-mail address and title of the person the account should be transferred to. You will receive an e-mail indicating the account has been transferred, and you can update the password to suit your preference.

Q45. If we get Movember funding, do we have to grow moustaches and raise money?
While it's not a requirement to receive funding, we welcome moustaches of all shapes, sizes, colours, and degrees of patchiness that work to save men's lives.

Q46. I've never applied for a grant before, is there someone who can help me?

The online management system has easy-to-follow tutorial. If you have specific questions send them to vfrgrants@movember.com