

# Being —

Innovating for young people's wellbeing



## Request For Proposals: **FUNDING BOLD IDEAS FOR YOUTH MENTAL HEALTH IN 12 COUNTRIES**

### OVERVIEW

Being is a global mental health initiative envisioning a world where young people feel well and thrive. We work with young people to improve their mental health and wellbeing through research, innovation and ecosystem building, with a focus on prevention and promotion in 12 countries: **Colombia, Ecuador, Ghana, India, Indonesia, Morocco, Pakistan, Romania, Senegal, Sierra Leone, Tanzania, and Vietnam.**

### REQUEST FOR PROPOSALS

We are looking to fund bold prevention and promotion ideas that address the early drivers of mental health and wellbeing for the most underserved 10- to 24-year-olds, with a focus on urban and peri-urban settings.

Being's funding priorities have been guided by locally driven country analyses and consultations with youth, policymakers, local organizations, and mental health experts. **We seek Proof-of-Concept and Transition-to-Scale solutions that address the context-specific drivers of young people's mental health and wellbeing.**



**We strongly encourage applications from, and will give preference to, youth-led organizations based in the 12 countries. For full application, and eligibility details please refer to the complete Request for Proposals document.**



## AVAILABLE SEED AND TRANSITION-TO-SCALE FUNDING

01

### Proof-of-Concept (POC) Funding

We're looking to fund innovative ideas to address the prevention and promotion of mental health targeted to young people aged 10–24 in 12 priority Colombia, Ecuador, Ghana, India, Indonesia, Morocco, Pakistan, Romania, Senegal, Sierra Leone, Tanzania, and Vietnam.

POC funding up to \$250,000 CAD will be awarded to early-stage projects that can implement, test and refine solutions to country-specific personal, social, and/or environmental factors impacting young people's mental health and wellbeing in one of the 12 countries.

02

### Transition to Scale (TTS) Funding

We're looking to fund tested mental health promotion and prevention approaches targeting young people aged 10–24 in Colombia, Ecuador, Ghana, India, Indonesia, Morocco, Pakistan, Romania, Sierra Leone, Tanzania, and Vietnam, with positive results and significant potential to achieve high impact.

TTS funding between \$300,000 CAD and \$1,500,000 CAD will be awarded to support tested mental health promotion and prevention approaches that align with country-specific priorities along their scaling journey to help catalyze their sustainability and impact.

## ELIGIBILITY REQUIREMENTS

**All legally incorporated (or the equivalent) organizations based in any country can apply for funding through this RFP.**

**Please note: Only organizations implementing their project in the 12 priority countries, Colombia, Ecuador, Ghana, India, Indonesia, Morocco, Pakistan, Romania, Senegal, Sierra Leone, Tanzania, and Vietnam, will be considered.**

**Preference will be given to eligible organizations based on the following order of criteria:**

1. Youth-led organizations (50% or more of staff in key leadership roles are youth aged 35 and under) based in one of 12 priority countries;
2. Organizations based in one of the 12 priority countries;
3. Organizations based in any low- and middle-income country partnering with a local organization based in at least one of the 12 priority countries;
4. Any other eligible organizations.

## HOW TO APPLY

**Applications for Seed and Transition-to-Scale funding opportunities will be accepted until Tuesday, June 24, 2025, at 2:00 P.M. ET (6:00 P.M. GMT)**

All applications will involve a two-stage application process:

1. Completing a screening questionnaire and submitting a project summary (stage one); and
2. Submitting a full project application (stage two). **Only those applications that pass screening (stage one) will be invited to submit a full application (stage two).**



**Applications will only be accepted through our online application form** only accessible via Grand Challenges Canada's Fluxx Portal <https://gcc.fluxx.io>. **Existing users should login to their account and new users must register for an account by Tuesday, June 17, 2025 at 11:59 P.M. ET (3:59 A.M. GMT).** See Appendix D in the [full RFP document](#) for detailed information on how to access Fluxx Portal.

For questions or technical issues related to the Fluxx portal, contact Grand Challenges Canada's Fluxx Technical Support team at: <http://www.grandchallenges.ca/fluxxsupport/>.



## FOR MORE INFORMATION

For full application, and eligibility details please refer to the [complete Request for Proposals document](#).

For frequently asked questions and the most up-to-date application and reviewing timelines please refer to our FAQs on our [website](#).



For all other questions, reach out at [info@being-initiative.org](mailto:info@being-initiative.org).



## COUNTRY PRIORITIES



### Colombia:

- In Colombia, we seek bold Proof of Concept and Transition to Scale ideas to strengthen family functioning. These innovative solutions should include a focus on addressing family conflict or violence for young people and their parents/caregivers.



### Ecuador:

- In Ecuador, we seek bold Proof of Concept and Transition to Scale ideas to promote the physical and emotional safety of young people within community, school or family environments. These innovative solutions should include a focus on preventing violence against young people.



### Ghana:

- In Ghana, we seek bold Proof of Concept and Transition to Scale ideas to promote positive youth mental health and wellbeing within school environments. These innovative solutions should include a focus on anti-bullying and cyberbullying solutions for young people and school staff (teachers, counsellors, and others).



### India:

- In India, we seek bold Proof of Concept and Transition to Scale ideas to strengthen family functioning. These innovative solutions should focus on addressing parent-child communication and parents' perceptions of mental health with a goal of improving parent-youth relationships.



### Indonesia:

- In Indonesia, we seek bold Proof of Concept and Transition to Scale ideas to prevent adverse childhood experiences among young people. These innovative solutions should include a focus on addressing peer and/or family violence against young people.

## COUNTRY PRIORITIES



### Morocco:

- In Morocco, we seek bold Proof of Concept and Transition to Scale ideas that promote positive youth mental health and wellbeing within school environments. These innovative solutions should focus on addressing bullying or overuse of social media amongst young people and school staff (teachers, school counsellors, and others).



### Pakistan:

- In Pakistan, we seek bold Proof of Concept and Transition to Scale ideas to strengthen family functioning. These innovative solutions should focus on addressing strict parenting styles and a lack of parental support with a goal of improving parent-child relationships.



### Romania:

- In Romania, we seek bold Proof of Concept and Transition to Scale ideas to prevent bullying, including cyberbullying. These innovative solutions should focus on school-based anti-bullying interventions with the goal of promoting safe school environments.



### Senegal:

- In Senegal, we seek bold Proof of Concept ideas to reduce stigma related to mental health. These innovative solutions should address the lack of knowledge about mental health and dispel harmful cultural beliefs in schools and communities, with the goal of having a supportive environment that promotes youth mental health and well-being.

Please note: Being's Transition-to-Scale funding is not available in Senegal.



### Sierra Leone:

- In Sierra Leone, we seek bold Proof of Concept and Transition to Scale ideas to reduce and prevent substance use among young people. These innovative solutions should combine substance use education and alternative youth programming, with the goal of providing youth with the skills and opportunities they need to thrive.

## COUNTRY PRIORITIES



### Tanzania:

- In Tanzania, we seek bold Proof of Concept and Transition to Scale ideas to reduce stigma related to mental health. These innovative solutions should focus on addressing the lack of appropriate mental health education in schools and communities, with the goal of reducing harmful cultural norms and discrimination.



### Vietnam:

- In Vietnam, we seek bold Proof of Concept and Transition to Scale ideas to strengthen family functioning. These innovative solutions should include a focus on addressing strict parenting styles or family conflict/violence for young people and their parents/caregivers.