**Promotional Toolkit - Open Funding Opportunities**

***For use from May 16th to July 29th, 2016***

Grand Challenges Canada (funded by the Government of Canada) has launched two new Requests for Proposals: **Stars in Reproductive, Maternal, Newborn, and Child Health** and **Saving Brains.**

We encourage you to use this toolkit to share the new Requests for Proposals widely across your networks. In this toolkit, you will find the following:

* Suggested social media messages
* A draft email to include in your organization’s eBulletin or Newsletter
* Images to include in your messaging.

For more information, please visit [www.grandchallenges.ca](http://www.grandchallenges.ca). If you have questions about this toolkit or Grand Challenges Canada, please contact Liam Brown, Press Officer, at: [liam.brown@grandchallenges.ca](mailto:liam.brown@grandchallenges.ca).

**Background**

Grand Challenges Canada is dedicated to supporting Bold Ideas with Big Impact® in global health. We are funded by the Government of Canada and we fund innovators in low- and middle-income countries and Canada. The bold ideas we support integrate science and technology, social and business innovation – we call this Integrated Innovation®. We focus on bringing successful innovation to scale, catalyzing sustainability and impact. We have a determined focus on results, and on saving and improving lives.

Grand Challenges Canada has launched the following open funding opportunities, open to applicants in low- and middle-income countries and Canada:

***Stars in Reproductive, Maternal, Newborn, and Child Health:*** Grand Challenges Canada is seeking bold ideas for products, services and implementation models that could transform how persistent challenges in reproductive, maternal, newborn and child health are addressed in low- and middle-income countries. Successful proposals will be awarded seed grants of up to $100,000 CAD over a maximum of 12 to 18 months.   
*Deadline: July 19, 2016, at 15:00 ET*

***Saving Brains:*** With the ultimate goal of increasing human capital and tackling existing inequalities, Saving Brains seeks bold ideas for products, services and implementation models that protect and nurture early brain development in a sustainable manner. Successful proposals will be awarded seed grants of up to $250,000 CAD over a maximum of 24 months.   
*Deadline: July 29, 2016, at 15:00 ET*

**Social Media Platforms**

**Follow us:** [Twitter](https://twitter.com/gchallenges), [Facebook](https://www.facebook.com/grandchallengescanada), [LinkedIn](https://www.linkedin.com/company/1162852?trk=tyah&trkInfo=clickedVertical%3Acompany%2Cidx%3A1-1-1%2CtarId%3A1436210017196%2Ctas%3Agrand%20ch), [YouTube](https://www.youtube.com/user/grandchallengesca), [Flickr](https://www.flickr.com/photos/gchallenges/)

**Suggested Messages - Twitter**

**General**

* New funding opportunities from @gchallenges: #SavingBrains and #StarsInRMNCH → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) (*+Image)*
* Grand Challenges Canada launches Requests for Proposals for #SavingBrains & #StarsInRMNCH → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) (*+Image)*
* Do you have a bold idea? New funding opportunities available from @gchallenges → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) (*+Image)*
* Are you looking for #globalhealth funding? See open opportunities from @gchallenges → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) (*+Image)*
* .@gchallenges is looking for Bold Ideas with Big Impact. New funding opportunities available [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) (*+Image)*
* .@gchallenges is accepting proposals for #SavingBrains and #StarsInRMNCH. Apply now! → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) (*+Image)*

**Stars in Reproductive, Maternal, Newborn and Child Health**

* .@gchallenges is looking for transformative solutions to save & improve lives. #StarsInRMNCH [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) (*+Image)*
* Have a bold idea to improve #RMNCH in humanitarian settings? Apply to #StarsInRMNCH → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) (*+Image)*
* .@gchallenges is looking for Bold Ideas with Big Impact in #RMNCH. Apply to #StarsInRMNCH → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) *(+Image)*

**Saving Brains**

* Have an innovation to help children thrive? Open call for bold ideas from @gchallenges → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) (*+Image)*
* #SavingBrains seeks bold ideas to improve early brain & child development. Apply → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) (*+Image)*
* Help kids reach their full potential: apply to #SavingBrains by July 29th → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) (*+Image)*

**Date-Specific**

**June 19th – June 25th**

* One month left: submit your innovation to @gchallenges #StarsInRMNCH → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) *(+Image)*
* .@gchallenges RFPs still open for #SavingBrains and #StarsInRMNCH. Apply now! → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) *(+Image)*

**July 6th – July 19th**

* Last week to submit your innovation to @gchallenges #StarsInRMNCH → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) *(+Image)*
* One month left to submit your innovation to @gchallenges #SavingBrains → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) *(+Image)*

**July 20th – July 29th**

* Last week to submit your innovation to @gchallenges #SavingBrains → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) *(+Image)*

**Suggested Messages - Facebook / LinkedIn**

* Do you have a Bold Idea for improving reproductive, maternal, newborn and child health? Grand Challenges Canada has launched two new funding opportunities: Stars in Reproductive, Maternal, Newborn and Child Health and Saving Brains. Apply: [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding)
* Grand Challenges Canada has two new funding opportunities to take your innovation from Bold Idea to Big Impact. Apply to Stars in Reproductive, Maternal, Newborn and Child Health and Saving Brains: [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding)

**Suggested Message – eBulletin / Newsletter**

**New Funding Opportunities from Grand Challenges Canada**

Do you have a bold idea for improving reproductive, maternal, newborn and child health?

Grand Challenges Canada, funded by the Government of Canada, has two new open funding opportunities open to applicants in low- and middle-income countries and Canada: **Stars in Reproductive, Maternal, Newborn, and Child Health** and **Saving Brains.** Find out more at [**www.grandchallenges.ca**](http://www.grandchallenges.ca)**/funding-opportunities.**

* [**Stars in Reproductive, Maternal, Newborn and Child Health:**](http://www.grandchallenges.ca/grand-challenges/stars-phase-i/)Grand Challenges Canada is seeking bold ideas for products, services and implementation models that could transform how persistent challenges in reproductive, maternal, newborn and child health are addressed in low- and middle-income countries. Successful proposals will be awarded seed grants of up to $100,000 CAD over a maximum of 12 to 18 months.  
  **APPLICATION DEADLINE: July 19, 2016, at 15:00 ET**
* [**Saving Brains:**](http://www.grandchallenges.ca/saving-brains/)With the ultimate goal of increasing human capital and tackling existing inequalities, Saving Brains seeks bold ideas for products, services and implementation models that protect and nurture early brain development in a sustainable manner. Successful proposals will be awarded seed grants of up to $250,000 CAD over a maximum of 24 months. **APPLICATION DEADLINE: July 29, 2016, at 15:00 ET**

**Images** *(Right click> “Save as Picture”)*

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