

Community investment scheme to enable trusted community organisations to access funding to positively engage local communities in organ donation, address myths and barriers, and increase support for organ donation among black and Asian communities.

## Weighting of Criteria

All entries must demonstrate how they meet the criteria below.

Criteria	Maximum score available
<p><b>Essential Criteria</b></p> <p><b>Criteria 1</b></p> <p><b><i>How the activity will make a positive impact</i></b></p> <p>It is essential that the activity has a positive impact, and that they clearly define how their proposed activity will address the following 3 areas: engage local communities, address myths and barriers and increase support for organ donation amongst black and Asian communities. Proposals will also need to include defined objectives that are measurable and specific.</p> <p>Aspects to consider:</p> <ul style="list-style-type: none"> <li>• Does the proposal set out how it will engage local communities, help address myths and barriers and increase support for organ donation among the target community?</li> <li>• Will the intervention proposed effect positive change? Will it make a difference?</li> <li>• How broad is the project's reach? Does the proposal consider specific local needs, or does it propose generalised approaches on a larger geographical scale?</li> <li>• Are the project's milestones SMART? Is it clear what the projects seeks to achieve, and how it will reach its goals?</li> <li>• What evaluation methods is the project proposing? Are they sufficient to demonstrate progress? Are they reasonable, given the project's scope?</li> <li>• Are the proposed objectives stretching?</li> <li>• Does the proposal demonstrate experience in running successful projects?</li> <li>• Does the project address the relevant communities and geographic areas?</li> </ul>	350 points
<p><b>Criteria 2</b></p> <p><b>Understanding of the audience, local community and issues</b></p> <p>It is essential that the organisation or people leading the activity have a deep understanding of the audience and local community within which they will be carrying out the activity. Proposals will need to show the evidence of this. Evidence of clear plans on how local community organisations, community members and donor family's/transplant recipients/people waiting from specified communities will be involved in delivering the project would be valuable.</p> <p>Aspects to consider:</p> <ul style="list-style-type: none"> <li>• What audience(s) and demographic area(s) will be targeted?</li> <li>• What experience do they have working alongside these communities?</li> <li>• What knowledge can they show of this?</li> <li>• What understanding can they demonstrate of the motivations and barriers around organ donation among the target communities?</li> <li>• Why are they best to carry out this activity?</li> <li>• What added value can they provide?</li> <li>• How do they propose to engage the community?</li> </ul>	150 points

<ul style="list-style-type: none"> <li>• Which organ donation stakeholders are involved in delivering this project?</li> <li>• Which community members/organisations are involved in delivering this project?</li> </ul>	
<p><b>Criteria 3</b></p> <p><b>Ability and experience of previous community activation work for organ donation or something similar</b></p> <p>It is essential that the organisation can show proof of experience in the activity they are proposing in the targeted geographical area and with the specified community. Evidence of experience working on organ donation campaigns within the black and Asian communities or with local hospitals would be valuable.</p> <p>Aspects to consider:</p> <ul style="list-style-type: none"> <li>• Why have they proposed this specific activity?</li> <li>• What experience do they have of implementing this?</li> <li>• What activities have they carried out in this area in the past?</li> <li>• Ability to demonstrate previous success?</li> <li>• Evidence of promoting organ donation amongst black and Asian communities?</li> <li>• Evidence of experience working with staff at local hospitals?</li> </ul>	150 points
<p><b>Criteria 4</b></p> <p><b>Ability to evaluate the impact of their investment</b></p> <p>Proposals must demonstrate understanding of evaluation techniques and the ability to evaluate community work.</p> <p>Aspects to consider:</p> <ul style="list-style-type: none"> <li>• Is there mention of measurement? And how is this proposed?</li> <li>• Are the evaluation metrics proposed in line with the GCS evaluation framework?</li> <li>• Do they have the capability to evaluate and provide relevant reports?</li> <li>• Do they show an understanding of why evaluation and ROI is important?</li> <li>• Do they have experience writing regular monitoring reports</li> </ul>	150 points
<p><b>Criteria 5</b></p> <p><b>Whether the project delivers value for money.</b></p> <p>Projects will need to demonstrate value for money, and we will be looking at how organisations would make most use of the grant. Preference will be given to projects that can demonstrate innovative thinking and business acumen.</p> <p>Aspects to consider:</p> <ul style="list-style-type: none"> <li>• Is the cost breakdown detailed?</li> <li>• Does the proposal outline ways to ensure costs are kept to a minimum, and resources can be maximised?</li> <li>• Does the project demonstrate awareness of the current market (e.g.: cost of technology, etc.)?</li> <li>• Are costs proposed for each aspect of the project reasonable, proportionate, and fair?</li> <li>• Have they considered all potential costs? Does it look like there could be hidden additional costs?</li> <li>• Is there a contingency fund?</li> </ul>	200 points
<p><b>Priority:</b>  <b>Geographic and community spread.</b> There will be importance placed on having successful bids from each geographic area and community group.</p>	N/A
<p><b>Desirable criterion:</b></p> <p><b>Future planning.</b> How this activity can be built on and developed next year.  <b>Ability to adapt.</b> It is also important that applications show the ability to listen to constructive advice and are able and willing to make changes if required to deliver the agreed outcomes.</p>	N/A
<b>Maximum points available</b>	1000 points

## Assessment

All completed entries will be evaluated by a Panel against the stated criteria. The evidence put forward by each organisation in response to each criterion will be assessed against a five-point scale:

- 0 - absence of evidence / criterion not met
- 1 - meets some of the requirements of the criterion
- 2 - meets most of the requirements of the criterion
- 3 - meets all of the requirements of the criterion
- 4 - meets all of the requirements of the criterion and proposes an innovative approach that would deliver tangible results and would have a positive impact on the community

## Scoring Guide

Score	Rating	Description
0	absence of evidence / criterion not met	A proposal at this rating: <ul style="list-style-type: none"><li>• Builds very little or no confidence that the bidder can deliver the requirements due to insufficient evidence of relevant ability, understanding, skills, resources and quality measures;</li><li>• Builds very little or no confidence that the bidder's approach/solution will deliver the requirements due to insufficient evidence or an inappropriate approach/solution.</li></ul>
1	meets some of the requirements of the criterion	A proposal at this rating: <ul style="list-style-type: none"><li>• Raises reservations that the bidder can deliver the requirements due to insufficient evidence of relevant ability, understanding, skills, resources and quality measures;</li><li>• Raises reservations that the bidder's approach/solution will deliver the requirements due to insufficient evidence or an inappropriate approach/solution.</li></ul>
2	meets most of the requirements of the criterion	A proposal at this rating: <ul style="list-style-type: none"><li>• Suggests that the bidder can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures;</li><li>• Provides an acceptable approach/solution to delivering the requirements utilising standard strategies, plans, tools, methods or technologies.</li></ul>
3	meets all of the requirements of the criterion	A proposal at this rating: <ul style="list-style-type: none"><li>• Builds confidence that the bidder can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures;</li><li>• Provides a good approach/solution to delivering the requirements utilising appropriately tailored strategies, plans, tools, methods or technologies.</li></ul>
4	meets all of the requirements of the criterion and proposes an innovative approach to delivering results	<p>A proposal at this rating:</p> <ul style="list-style-type: none"><li>• Builds a high level of confidence that the bidder can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures;</li><li>• Provides an exceptional approach/solution to delivering the requirements utilising appropriately tailored and at times innovative strategies, plans, tools, methods or technologies.</li></ul> <p><u>Note:</u> A proposal at this rating will have demonstrated an innovative approach applicable to impact, financial viability and sustainability.</p>

## Award criteria

Please refer to the [awards criteria matrix](#) to support this document.

## Applications up to £2,499

All applications up to the value of £2,499 will be assessed by the NHS Blood and Transplant Organ Donation Marketing department. They will assess the applications based on the scoring criteria and put forward recommendations for funding to the judging panel based on the score that is required to be eligible for funding. The judging panel will either ratify or reject these recommendations.

## Applications of £2,500 or above

For applications for funding of £2500 or above, two scenarios may present themselves:

### Scenario 1

If there are more than 20 applications for funding of £2,500 or above, these will be pre-sifted by the NHS Blood and Transplant Organ Donation Marketing department. They will sift and score the applications based on two criteria before being put forward a maximum of 20 to the judging panel.

The sift will be scored based on the following two criteria:

- How the activity will make a positive impact (Criteria 1)
- Whether the project delivers value for money (Criteria 5)

Applications must score 3 or 4 on the above two criteria (therefore scoring at least 412.50 out of a possible 550 points for the sifting stage) in order to be assessed by the judging panel.

The judging panel will then review the scores for these two criteria and complete the scoring for the other criteria to form a total score for each application.

### Scenario 2

If there are less than 20 applications for funding over £2,500, the judging panel will review all applications and score them all against all of the criteria.

## Score needed to be eligible for funding

Regardless as to whether the applications have been subject to a pre-sift or not and the amount of money that is being requested:

- Successful applications for funding need to score at least 3 in two of the criteria (Criteria 1 and Criteria 5) and at least 2 in the other three criteria (Criteria 2, Criteria 3, and Criteria 4).
- This means only applications that score at least 637.50 out of 1000 will be eligible for funding.

## Judging panel presentations

NHS Blood and Transplant may ask some applicants to come to present their proposal to the judging panel being held on 31 October 2018 at the West End Donor Centre. The applicants asked to present are likely to be those for higher values of money, where it is felt that more exploration of the project is needed in order to accurately score it. Or where there are projects looking to achieve similar things within a similar area or target audience and more exploration is needed to compare them.

Those asked to present will be asked to provide a 10-minute presentation covering:

- Objectives
- Audience
- Strategy
- Tactics
- Timings
- Costs
- Evaluation

There will then be 10 minutes for questions.

We will endeavour to accommodate presentations over the phone.

**Funding decisions**

If the number of projects that achieve the required minimum score means that more than the allocated £115k approved budget for England or the allocated £20k for Wales would need investing, final decisions on additional funding will be made by either NHS Blood and Transplant, the Department of Health and Social care or the Welsh Government.

If there are a number of projects with the same score that have scored a high enough number of points to be eligible for funding, decisions may be made to ensure there is good breadth across the ethnic and faith communities that will be engaged through these projects.