

Scope for the Community Investment Scheme to positively engage black, Asian and minority ethnic communities in organ donation.

NHS Blood and Transplant is calling for applications for funding from community and faith-based organisations to positively engage local communities in organ donation, address myths and barriers, and increase support for organ donation among black, Asian and minority ethnic communities.

We are committed to building support for organ donation amongst hard to engage communities and are aware that local trusted organisations may be more effective at doing this due to their specialist knowledge, understanding and standing in the community.

We hope that the scheme will attract a high number of applications from community and faith-based organisations that can deliver work at a local level to engage people within their own community.

Why this work is needed

While consent rates among black, Asian and minority ethnic communities for donation after death are increasing, families from these communities are far less likely to support donation going ahead than white families.

The lower levels of support and shortage of organ donors from these communities matters because 35% of patients waiting for a kidney are from black, Asian and minority ethnic communities. Although many black, Asian and ethnic minority patients are able to receive a transplant from a white donor, patients wait longer for an organ and others may die if there is no donor from their own community.

More donors from black, Asian and minority ethnic groups are urgently needed to address an increase in patients from the same communities dying whilst waiting for an organ transplant.

One in five people who died on the Transplant Waiting List last year was from a black, Asian or ethnic minority background.

Background to the project

Around 6,000 people are waiting for an organ transplant across the UK. On average, three people a day die in need of a transplant due to the shortage of people willing to donate their organs.

There is a particular need to increase the number of people from black and Asian communities who become organ donors after death and who donate a kidney during their lifetime.

People from black and Asian communities are more likely to develop high blood pressure, diabetes and certain forms of hepatitis than white people. This makes them more likely to need a transplant.

Although many black and Asian patients are able to receive a transplant from a white donor, for many the best match will come from a donor from the same ethnic background. Unfortunately, donation rates from these communities are a lot lower than for white people.

By increasing the number of black and Asian deceased organ donors and living organ donors each year, we will narrow the waiting time gap and save and improve the lives of more black and Asian patients.

How big is the Community Investment Scheme?

NHS Blood and Transplants Community Investment Scheme for organ donation will cover projects in England and / or Wales.

NHS Blood and Transplant's total estimated investment is likely to be in the region of £115,000 for projects in England and £20,000 for projects in Wales. This is a flexible budget and could increase/decrease based on the quality of applications put forward and the number meeting [the funding criteria](#).

Organisations looking to apply for funds to cover projects in both countries can either put in separate applications or one application to cover both countries. But it is important that the organisation applying has a community footprint in the regions the application covers and can state the proportion of work that will take place in each country.

Who can apply?

The scheme is open to trusted community organisations and charities; any local community-based or faith-based organisation that works within the black, Asian or minority ethnic communities, and who wants to raise awareness of organ donation locally, and whose activity could benefit from funding. This includes applicants who are requesting funding and support from elsewhere.

Bidding organisations will be required to provide details of their organisation in the application form.

Who cannot apply?

Individuals not associated with an organisation cannot apply. All applications must be made by organisations.

We are not looking for applications from marketing, PR or advertising agencies, research bodies or market research organisations.

We are also not looking to fund research projects.

How much money can bidders apply for?

Applicants can apply for one of two options; funds up to £2,499 or £2,500 and above. The application and judging process for each level of funding will be different.

Bidders can apply for a project up to £2,499 and a project of £2,500 and above if they so wish.

However, as all projects will need to be completed by end June 2019, please only put in applications for both funding levels if you could complete both projects in the timeframes, if both were to be successfully funded. Also ensure the applications are sufficiently different to avoid duplicate funding.

Organisations applying for funds should make clear if they are applying for money from any other sources.

If applicants intend to use monies received from a successful bid to employ a post or contribute towards staffing costs, NHS Blood and Transplant will not undertake any employment liability for these posts. All liability remains with the applying organisation.

What type of donation should the projects cover?

The focus of the proposed projects needs to be on promoting organ donation after death. Other forms of donation (for example living organ donation, blood donation and stem cell donation) can be part of the initiative, but the focus needs to be on engaging communities around organ donation after death.

Applications not covering deceased organ donation will not be considered.

When does the work need to be carried out

All projects will need to be completed by end June 2019. We recommend that all applicants lay out the timeframes of their proposed project in the application form.

Support for applications

To support bidders with their applications, NHS Blood and Transplant will be holding a free workshop on **Thursday 13 September from 10am – 2pm in Herschel Conference and Meeting Room, Mary Ward House, 5 - 7 Tavistock Place London, WC1H 9SN.**

To reserve a place, please email community.funding@nhsbt.nhs.uk

It is not essential to attend the workshop to put in an application for funding. All information provided within the workshop will be made available [on the website](#) afterwards.

How applications will be assessed

The criteria for awarding the funds is based on:

- how the activity will make a positive impact
- understanding the audience and issues
- experience of previous activity for organ donation or a similar subject
- ability to evaluate activity based on Government Communication Service principles
- value for money

Additional considerations will be; geographic and community spread; future planning and the ability to adapt.

[More information on the scoring criteria and scoring matrix is available on the website.](#)

Judging process and panel

The judging panel is comprised of key stakeholders in the organ donation and transplant community. This includes a family/patient with first-hand experience of organ donation; members of the marketing and communications team at NHS Blood and Transplant; the lead diversity nurse for Organ Donation; clinicians and nurses involved in organ donation and transplantation; a representative from the Department of Health and Social Care; a representative from the Welsh Government, a representative from the National BAME Transplant Alliance, the NHS Blood and Transplant BAME Marketing Manager, the chair of the Stakeholder 2020 group.

Members of the judging panel have been vetted for potential conflicts of interest.

Presentation of applications

Organisations applying for £2,499 or below will not be expected to present their application. Organisations applying for funds of £2,500 or above may be expected to present their application in front of the judging panel.

Presentations will take place in the West End Donor Centre, 26 Margaret Street, W1W 8NB on Wednesday 31 October. Travel expenses will not be covered by NHS Blood and Transplant.

Notification of awards

Applicants will be notified of funding decisions during November 2018.

Release of funding

Successful applicants will be expected to sign a Memorandum of Understanding prior to the release of funding. Depending on the size of projects, the funds may be released by NHS Blood and Transplant on a phased basis. The phasing will be confirmed with the organisation being funded for the work.

Financial scrutiny

The funded organisation will be required to maintain records of expenditure and NHS Blood and Transplant reserves the right to have its auditors investigate that the funded activity has/is being done.

NHS Blood and Transplant reserves the right to ask for and receive funds to be returned in the case that the agreed activity has not been undertaken (partially or at all).

Evaluation of projects

All organisations receiving funding will be expected to evaluate their project in line with the Government Communication Service's Evaluation Model.

<https://gcs.civilservice.gov.uk/guidance/evaluation/tools-and-resources>

You can read some tips on measuring an organ donation campaign here:

<https://www.nhsbt.nhs.uk/get-involved/promoting-donation-hub/tips-and-guidance/measuring-your-organ-donation-campaign/>

Organisations will be required to provide quarterly reports (depending on the length and size of the project) and a final evaluation report.

All projects should be completed by end June 2019.

Final evaluation reports will need to be provided to NHS Blood and Transplant within 8 weeks of completing the project.

Information on organ donation

You can find a wealth of information about organ donation on our website

www.organdonation.nhs.uk

For example:

<https://www.organdonation.nhs.uk/about-donation/what-is-organ-donation/>

<https://www.organdonation.nhs.uk/about-donation/what-can-i-donate/>

You can also find information in our Promoting Donation Hub.

<https://www.nhsbt.nhs.uk/get-involved/promoting-donation-hub/>

You can also find information on our You Tube Channel:

<https://www.youtube.com/user/nhsorgandonation>

Information on the need for organs from people in BAME communities

There is information on our website about organ donation and faith/ethnicity, and also a number of statistical reports relating to BAME communities, organ donation and transplantation.

For example:

<https://www.organdonation.nhs.uk/about-donation/organ-donation-and-ethnicity/>

<https://www.organdonation.nhs.uk/supporting-my-decision/statistics-about-organ-donation/>

<https://nhsbt.dbe.blob.core.windows.net/umbraco-assets/1849/bame-organ-donation-and-transplantation-data-2017-18.pdf>

You can also find information about the campaigns being carried out by NHS Blood and Transplant here:

<https://www.nhsbt.nhs.uk/get-involved/promoting-donation-hub/key-messages-and-information/why-black-asian-and-minority-ethnic-donors-are-needed/>

What is GDPR?

General Data Protection Regulation (GDPR), agreed upon by the European Parliament and Council in April 2016, and replaced the Data Protection Directive 95/46/ec in Spring 2018. It is the primary law regulating how companies protect EU citizens' personal data and refers to collection, usage, storage, and destruction of that data.

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/>

Further questions

If you have any further questions about the scheme, please send them to community.funding@nhsbt.nhs.uk and we will respond as soon as we can.

You can also contact:

- Andrea Ttofa: Head of Organ Donation Marketing 07889 304 143
- Emma Avery: Senior Campaigns and Marketing Officer 07823 351 838 (works Wednesdays and Thursdays)

Please note we cannot review applications in advance of submission.