

How to Make a Successful Application for Funding

YOUR OBJECTIVE IS TO ENCOURAGE LIVING DONOR KIDNEY TRANSPLANTATION FOR PEOPLE WHO MAY BE WITHOUT MEANS OR OPPORTUNITY TO ENGAGE BECAUSE OF THEIR ETHNICITY, CULTURE OR SOCIO-ECONOMIC CIRCUMSTANCES.

1. **Use existing resources** to inform your bid and find out what is already available to support your work. A full list of resources for patients, donors and professionals is included in the on-line application pack. There is an on-going programme to develop the portfolio of educational materials available at <https://www.organdonation.nhs.uk/become-a-living-donor/> and <https://www.nhsbt.nhs.uk/how-you-can-help/get-involved/download-digital-materials/>. These are produced by donors, recipients and healthcare professionals working together and for use by the whole community.
2. **Be clear about how you plan to engage** with your key audiences and be realistic about what you can achieve within the funding period.
3. **Set SMART objectives:**
 - **Specific:** state exactly what you are going to do (e.g. create better access to living donor kidney transplantation for people from [target audience])
 - **Measurable:** be able to measure in numbers (e.g. get 5 people from the [target audience] to commit to living donor assessment)
 - **Achievable:** be ambitious but grounded (e.g. get 5 people from the [target audience] to commit to living donor assessment by using a targeted education and peer support programme)
 - **Realistic:** with your resource and funding (e.g. encourage 5 people from the [target audience] to commit to living donor assessment by improving knowledge and understanding about living donor kidney transplantation amongst their family and friends.)
 - **Time bound:** set a deadline (e.g. encourage 5 people from the [target audience] to commit to living donor assessment by 31st March 2020)
4. **Develop your strategy and workplan** so that you know what you need to achieve monthly.

5. Budgeting

Consider carefully how much you want to apply for and how it will be used. In the interests of time and money, you are encouraged to use the portfolio of educational resources that are already available but, where these do not exist, you may need to build additional costs into your project.

Outline the costs required so that the panel can clearly see why the investment is needed and understand your financial planning.

Remember that if you propose to use any monies 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.

Consider how you will measure your outcomes and benchmark them against the situation before you start. You will need to provide a quarterly report and a final report at the end of the project demonstrating the benefits delivered and performance against the expected benefits outlined in your application.

6. Judging criteria

All applications will be scored against weighting criteria and all applications must demonstrate how they meet the criteria below:

Criteria	Type	Maximum Score (weighting)
<p>1. How the activity will make a positive impact</p> <p>The proposed activity must have a positive impact and show how it will address the overall objective of the Living Transplant Initiative (LTI).</p> <p>Application must include defined objectives that are measurable and specific.</p>	Essential	350
<p>2. Understanding of the audience, local community and relevant considerations</p> <p>The organisation/s or people leading the activity show that they have an in-depth understanding of the audience and local community within which they will be carrying out the activity.</p> <p>Application to include clear plans about how organisations will work together to include relevant support from community members, patient associations and/or donor and recipient and family representatives to deliver the project.</p>	Essential	150
<p>3. Ability and experience (past or present) to deliver similar projects</p> <p>The organisation can show proof of experience in the proposed activity and/or collaborative working with similar groups on organ donation and transplantation initiatives.</p> <p>Evidence of current projects and/or experience working on organ donation projects with people from black, Asian and in lower socio-economic situations communities is desirable.</p>	Essential	150
<p>4. Ability to evaluate the impact of their investment</p> <p>Proposals must demonstrate how the project will be evaluated and outcomes measured.</p>	Essential	150
<p>5. Whether the project delivers value for money</p> <p>Projects must demonstrate value for money and how organisations would maximise use of the grant.</p>	Essential	200

<p>Preference will be given to projects that can demonstrate innovative thinking and business acumen.</p> <p>Consideration will be given to a distribution of successful bids across different geographical areas that are representative of a range of target audience groups.</p>		
<p>6. Additional weight will be given to projects that</p> <p>Are currently in place and would benefit from expansion /or can be established quickly to deliver 'in year'</p> <p>Show future sustainability and development; evidence of continuous improvement</p> <p>Are scalable/transferable to other organisations</p>	Desirable	50
Maximum Total Score		1000

7. Assessment

Completed applications will be evaluated by the LTI Project Board against the stated criteria and 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 the requirements of the criterion
- 4 - meets all 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	<p>A proposal at this rating:</p> <ul style="list-style-type: none"> • 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; • 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.
1	Meets some of the requirements of the criterion	<p>A proposal at this rating:</p> <ul style="list-style-type: none"> • Raises reservations that the bidder can deliver the requirements due to insufficient evidence of relevant ability, understanding, skills, resources and quality measures; • Raises reservations that the bidder's approach/solution will deliver the requirements due to

		insufficient evidence or an inappropriate approach/solution.
2	Meets most of the requirements of the criterion	<p>A proposal at this rating:</p> <ul style="list-style-type: none"> • Suggests that the bidder can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures; • Provides an acceptable approach/solution to delivering the requirements utilising standard strategies, plans, tools, methods or technologies.
3	Meets all the requirements of the criterion	<p>A proposal at this rating:</p> <ul style="list-style-type: none"> • Builds confidence that the bidder can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures; • Provides a good approach/solution to delivering the requirements utilising appropriately tailored strategies, plans, tools, methods or technologies.
4	Meets all 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"> • Builds a high level of confidence that the bidder can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures; • Provides an exceptional approach/solution to delivering the requirements utilising appropriately tailored and at times innovative strategies, plans, tools, methods or technologies. <p>Note: A proposal at this rating will have demonstrated an innovative approach applicable to impact, financial viability and sustainability.</p>

Up to £100K has been committed to support the LTI. If the number of eligible bids exceeds the funding available, the LTI Project Board will decide how funds are allocated between eligible applications. LTI Project Board Members who have a conflict of interest with any of the submitted applications will be excluded from the judging panel for the relevant bids.

Any questions relating to the application form or process please email lti@nhsbt.nhs.uk and we will do our best to help you.