

How to Make a Successful Application for Funding.

Your objectives

To positively engage local communities in organ donation, address myths and barriers, and increase support for organ donation among black, Asian, mixed race or minority ethnic communities.

For projects taking place in England, or in a combination of England and Wales, a key objective will be to raise awareness of the law change around organ donation in England.

Know your subject

Find out everything you can about deceased organ donation. For example:

- The need for organ donors
- When organ donation is possible
- How organ donation takes place
- What the NHS Organ Donor Register is
- Why talking to the family is so important
- The law around organ donation where your project will take place (see below)

Applicants whose projects will cover England, or a combination of England **and** Wales, should learn about the change in the law around organ donation that is coming into effect in England from Spring 2020. Those whose projects will focus exclusively on Wales should familiarise themselves with the opt-out system already in place. Take a look at our website to find out more about the law where you live <https://www.organdonation.nhs.uk/helping-you-to-decide/organ-donation-laws/>

Know your audience

It's likely you already work with black, Asian, mixed race and minority ethnic communities, so demonstrate that you know all about them. Tell us what makes you the most appropriate organisation in your area to deliver this project.

Check out our website for the latest reports on organ donation and black, Asian, mixed race and minority ethnic communities and understand what motivates or prevents them from donating their own, or their loved ones' organs.

Put your subject and audience together

Understand the issues that people from black, Asian, mixed race and minority ethnic communities face regarding organ donation. Ask why there is less knowledge in these communities and how that might be addressed. Find out why donors from the same ethnic background are important. Think about how you can present your ideas in a way that engages your target community and particularly how you can normalise donation within your target community.

Find the deeper insights

Learn about the issues that can prevent people from black, Asian, mixed race and minority ethnic communities from donating. Find out what their motivators and barriers might be. Many people think their religion prevents them from donating, but have a look at our website, is that really the case? What myths can you bust and what reassurances can you weave into your conversations?

Learn from last year's projects

This round of funding is the second of its kind managed by NHS Blood and Transplant. It is designed to engage and raise awareness among black, Asian, mixed race and minority ethnic communities. Take a look at the list of projects we funded last year to identify gaps and see if you can build on existing work. Look around and see what else others have been doing too – there are often stories in the media about people working hard to improve donation rates among black, Asian, mixed race and minority ethnic communities.

Where are your audiences

You know who to speak to, and what their questions might be, but where are they? Would a local Gurdwara, Church or Mosque (etc) be the best place to chat, or are there other venues that are used frequently by a wide range of the people you want to speak with? Do they have any online communities you could post in online, or regular groups you could visit and hold a talk with? Are there ways you can engage your audience through technology or other innovative approach?

Set your objectives - make them SMART

- Specific – state exactly what you're going to do (eg get people from the Asian community to register as organ donors)
- Measurable – be able to measure in numbers (eg get 100 people from the Asian community to register as an organ donor)
- Achievable – ambitious but grounded in reality (eg encourage 100 people from the Asian community to register as an organ donor by organising 4 events and distributing 500 leaflets)
- Realistic – with your resource and funding (eg encourage 100 people from the Asian community to register as an organ donor by talking to the community about their myths and barriers and why we need to increase support for organ donation)
- Time bound – set a deadline (eg encourage 100 people from the Asian community to register as an organ donor by March 2019)

Develop your strategy and tactics

You need to map out where you are now, where you want to get to and how you will do that. Include timescales so it's clear what you will do in month one, month two etc. For projects in England it is important that you can demonstrate what you will deliver in advance of the change in the law in spring 2020.

If you've got an innovative idea, put it forward!

When developing your strategy and tactics, think about whether you can engage any topic experts such as clinicians, or people with experience of donation such as a donor family or patient to come to an event. You may also want to work out what materials and content you need to deliver your monthly targets. Use your experience and evaluation from previous engagement with these key audiences to devise a workable strategy.

Remember you can use existing resources to avoid duplication and save time. Have a look at our YouTube channel (<https://www.youtube.com/user/nhsorgandonation>) and our Promoting Donation Hub (<https://www.nhsbt.nhs.uk/get-involved/promoting-donation-hub/>) for lots of materials you could use.

You can also see what physical materials we have available for you to use within your project at www.nhsbtleaflets.co.uk

Budgeting

Firstly, you will need to carefully consider how much you want to apply for. The ceiling for applications is £10,000.

The application form you need to use will depend on the value of money you are applying for – there is an application form for funding applications up to £2,499 and a form for applications for funding between £2,500 and £10,000.

We are also offering applicants a choice of three timescales this year (see the Scope for further details). Please consider which timescale you would like to work to when thinking about your budget.

- projects up to the end of June 2020
- projects up to the end of October 2020
- projects up to the end of March 2021

You also need to be clear about what country you are applying for money from, whether this is England, Wales or both England and Wales, so it is clear whether funds need to be allocated from the Wales or England budgets. When putting in an application that covers both countries be clear in your application what proportion of work will be happening in each country.

When working out the costs of the projects, think about the things that will require expenditure. Some of the things you might need to pay for could include training costs, volunteer expenses, equipment, event costs, transport etc. Your budget should only include any non-recoverable VAT.

We can provide standard registration leaflets and merchandise that are orderable from www.nhsbtleaflets.co.uk but if you need anything else you might need to build this in. Outline the costs required so the panel can clearly see why the investment is needed, where you are repurposing assets and finding low cost opportunities.

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 evaluate what you've done

You will need to provide quarterly reporting (depending on the size and length of the project) and a final report at the end of the project demonstrating the benefits delivered and performance against the expected benefits outlined in your application. If you track your success as you go, the final report will be easier to compile. Remember to take a snapshot of the situation before you start, so you can see how successful you've been. All Government communicators use the Government Communications Service tools for measuring success of their activity. You can find this here:

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

You can also find out some information about measuring organ donation campaigns here: <https://www.nhsbt.nhs.uk/get-involved/promoting-donation-hub/tips-and-guidance/measuring-your-organ-donation-campaign/>

Judging criteria

All applications will be scored against judging criteria.

There are different judging criteria for projects in England/ England and Wales and Wales only projects.

- Judging criteria for projects in England or England and Wales
- Judging criteria for projects being delivered exclusively in Wales

To give yourself the best chance of success it is important that you cross reference with the judging criteria throughout your application. Make sure your application covers off what we are looking for.

Application workshop

To support bidders with their funding applications for the new Community Investment Scheme, NHS Blood and Transplant will be holding a free workshop.

Date: Weds 7 August
Time: 10am (for a 10.30am start) – 2pm
Venue: Holiday Inn Bloomsbury, Coram St, Bloomsbury, London WC1N 1HT

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.

And don't forget:

- Be clear, and concise. Limit the use of abbreviations and acronyms and make sure they are defined in full at first use
- Answer every question, do not leave any sections blank
- If you need to attach appendices, make this clear in your answer to the question and ensure the appendices are clearly marked with the question they refer to
- Use evidence to back up your answers
- Demonstrate you have clearly understood what is required, and what you are bidding for
- Proof read the application for spelling and grammatical errors
- Do not assume the judging panel are familiar with your organisation, tell us about you
- Keep the judging criteria in mind when writing your application.

Please email any questions relating to the application form or process to community.funding@nhsbt.nhs.uk and we will do our best to help you.