

Criteria for projects in England, and England and Wales

Community Investment Scheme

A grant scheme funding community and faith/beliefs organisations to positively engage Black, Asian, mixed race and minority ethnic communities in organ and blood donation. Funded projects will address misinformation and barriers, share information, and increase support for donation.

All applications must demonstrate how they meet the criteria below.

The maximum points available are **1000**.

Criteria

Criteria 1a: How the activity will make a positive impact.

Maximum points: 175

It is essential that the activity has a positive impact, and that applicants clearly define how their proposed activity will address misinformation and barriers around deceased organ donation and increase support for deceased organ donation amongst their target audiences.

Aspects to consider:

- Does the proposal set out how it will engage local communities, help address misinformation and barriers and increase support for donation among the target community?
 - 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?
 - Is the project's COVID-19 contingency planning robust? Is it clear how projects would continue to deliver activity if face to face activity is restricted?
 - Does the project provide SMART objectives? Is it clear what the projects seeks to achieve, and how it will reach its goals?
 - If the project includes digital activity, do they show they have the knowledge an expertise to deliver the activity effectively?
 - Are the timescales and milestones proposed realistic?
 - What evaluation methods are the project proposing? Are they sufficient to demonstrate progress and impact? Are they reasonable, given the project's scope?
 - Are the proposed objectives stretching?
 - Does the project build on or complement any activity the organisation already does in the community around organ donation or any previous activity carried out by others?
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Criteria 1b – How the activity will raise awareness of the law change in England.

Maximum points: 175

NOTE: This criteria is only applicable to projects with an organ donation element.

It is essential that projects in England engage people and raise awareness around the change in law to organ donation, which came into place in May 2020. Applicants should define how their project will help the target community to:

Understand the choices available around organ donation

- Make and record their decision
 - Share their decision with family and friends.
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Criteria 2: Understanding of the audience, local community and issues

Maximum points: 150

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.

Aspects to consider:

- What audience(s) and demographic area(s) will be targeted?
 - What experience do they have working alongside these communities?
 - Do they show evidence of pre-existing relationships within the local community relating to key aspects of the project? E.g. existing relationship with local imams who are supportive of donation?
 - Have they demonstrated knowledge of existing attitudes/challenges in the area/target audience and put forward ideas of how they would address these?
 - What understanding can they demonstrate of the motivations and barriers around donation in their target community/communities?
 - For proposals with an organ donation element, has the proposal set out clear plans for how they will work with donor families/transplant recipients/people waiting for a transplant to address questions and build confidence and trust in organ donation?
 - Why are they best placed to carry out this activity?
 - How do they propose to engage the community? Show history of engagement or good rationale behind creating links
 - Which community members/organisations are involved in delivering this project?
 - Does the project clearly set out how it will engage the relevant communities and geographic areas?
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Criteria 3 - Ability and experience of previous community activation work for organ/blood donation or other health inequalities

Maximum points: 150

It is essential that the organisation can demonstrate experience of delivering activity in the targeted geographical area and with the specified community/communities.

Organisations applying for funding at the highest band (£10,001-£20,000) must have previous experience of working with either a [governmental department \(ministerial or non-ministerial\)](#) or a [public body](#). Applicants must be able to show the impact achieved through these partnerships.

Aspects to consider:

- Have they demonstrated experience of working on campaigns focused on organ and/or blood donation, or other health inequalities within the Black, Asian, mixed race and minority ethnic or faith/belief-based communities?
- Clear rationale around why they have proposed this specific activity?
- What experience do they have of implementing this?
- What activities have they carried out in this area in the past? How would this project build on or complement those activities?
- Ability to demonstrate previous impact.
- Evidence of experience working with staff at local hospitals and/or blood donor centres?
- Existing relationships with local organ and/or blood donation teams. For projects focusing on organ donation, evidence of relationships with transplant team members, donor families, transplant recipients, and people waiting for a transplant is desirable
- Clear understanding of support required by NHS Blood and Transplant
- Clear demonstration of how the proposed activity builds on any work the organisation has already carried out or any other work around blood and/or organ donation carried out in the community

Criteria 4 - Ability to evaluate the impact of their investment

Maximum points: 150

Proposals must demonstrate understanding of evaluation techniques and the ability to evaluate community work.

Aspects to consider:

- Is there mention of measurement? And how is this proposed?
- Has the applicant set out how they will evaluate the impact of their work to show the outcomes that result from the activity they plan to deliver? This could include how they will measure numbers of people reached, engagement levels, understanding, action taken etc.
- Has the applicant included 3 of the 5 key measures as specified in the application form?
- Where digital activity forms part of the application, does the application show an understanding of specific digital evaluation metrics e.g. reach, engagement, impressions, video views, click through rates etc.

- Are the proposed objectives SMART?
- Do they have the capability to evaluate and provide relevant reports?
- Do they show an understanding of why evaluation and ROI is important?
- Do they have experience writing regular monitoring reports

Criteria 5 - Whether the project delivers value for money.

Maximum points: 200

Projects will need to demonstrate value for money, and we will be looking at how organisations would make the most of the grant. Preference will be given to projects that can demonstrate innovative thinking and business acumen.

Aspects to consider:

- Is the cost breakdown detailed?
- Does the proposal outline ways to ensure costs are kept to a minimum, and resources can be maximised?
- Does the project demonstrate awareness of the current market (e.g. cost of technology, etc)?
- Are costs proposed for each aspect of the project reasonable, proportionate, and fair?
- Have they considered all potential costs? Does it look like there could be hidden additional costs?
- Is the digital contingency budget robust and well thought through?
- Is there a contingency fund?

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	<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 of 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 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"> • 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><u>Note:</u> A proposal at this rating will have demonstrated an innovative approach applicable to impact, financial viability and sustainability.</p>

Judging process

Process for applications between £1 and £2,499

All applications up to the value of £2,499 will be assessed by marketing colleagues at NHS Blood and Transplant. 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.

Process for applications between £2500 and £20,000 (not including Community Engagement Leads applications¹)

Applications for these funding bands will be pre-sifted by marketing colleagues at NHS Blood and Transplant. They will sift the applications based on two criteria:

- How the activity will make a positive impact (Criteria 1a)
- 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 score the applications in full.

Score needed to be eligible for funding

Successful applications for funding need to score at least 3 in two of the criteria (All of criteria 1 ie 1a and 1b 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.

Clarification questions

For any applications where the judging panel feel that further clarification from the applicant is needed before they can make a final decision, clarification questions will be asked. These questions will be asked after the judges have convened to review the applications and discussed their scores and comments on applications

Funding decisions

If the number of projects that achieve the required minimum score means that more than the allocated budget would need investing, final decisions on additional funding will be made by either NHS Blood and Transplant, the Department of Health and Social Care and 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 based on clinical need.

¹ The criteria and judging process for applications to the Community Engagement Leads Initiative is outlined in the document "Criteria for the Community Engagement Leads initiative".