

## All projects funded by Community Investment Scheme – 2019/20

Organisation and Project name	Project lead	Ethnicity/faith community focus	Brief overview
<b>ACCM (UK)</b>  Changing attitudes on Organ Donation and the Law amongst Africa and Asian communities in Bedford	Sarah McCulloch	African, Caribbean and Asian communities- Bedford	<p>ACCM is a charity and NGO looking at the wider issues that affect minority and other vulnerable communities including tackling health, social and economic inequalities at a local level in Bedford and surrounding areas. The charity has already collaborated with local figures to raise awareness of organ donation, including an event with Gurch Randhawa.</p> <p>Their project will focus on changing attitudes in African, Caribbean and Asian communities. They will organise and run presentations, talks and workshops to raise awareness of OD and the law change. Each event will be targeted to the community, addressing faith, culture and language barriers. They will also engage with community leaders to spread the word, and they'll recruit and train volunteers as community champions.</p>
<b>ACLT (African Caribbean Leukaemia Trust)</b>  Teach one, to reach One: The Power of One	Orin Lewis OBE	Black community - London	<p>ACLT has extensive experience in promoting organ donation. They have delivered projects funded by the DHSC and they were successful grant holders in last year's Community Investment fund. In their previous project for the scheme, ACLT gave presentations and talks to black audiences to break down barriers to donation.</p> <p>This year, the organisation intends to use video to engage young black people in church. To do this they'll create a BBC 3 style documentary featuring real life stories. The overall aim is to create engaging content driving organ donation awareness and recruiting new supporters.</p>
<b>Action on Blood</b>  The Barber & Hair stylist Digital Debate on Deceased Organ Donation	Abiola Okubanjo	Black African and Caribbean communities in London and Essex	<p>Action on Blood is a global community of blood donors committed to spreading the voluntary blood. For this project, they will be turning their hand to raising awareness of deceased organ donation.</p> <p>The organisation knows that hair stylists and barbers play an important role in black communities. Action on Blood will use their peer education model to train 5 hair stylists / barbers in black hair salons across London and Essex to become</p>

			knowledgeable and passionate ambassadors for deceased organ donation. They will learn how to 1) hold this difficult conversation with customers, 2) invite them to record their organ donation decision on the NHS Organ Donor Register and 3) encourage them to have the conversation with their families and friends.
<b>Black and Minority Ethnic Community Partnership (BMECP)</b>  Intergenerational Health Awareness Project	Rui Jin	Black, Afro-Caribbean, Chinese and Muslim communities - Brighton	<p>BMECP are an organisation focusing on Black and Afro-Caribbean, Chinese and Muslim communities. They have previously worked to deliver NHS funded projects including a 3 year mental health project.</p> <p>Their project aims to promote the upcoming law change and demystify organ donation through engagement and outreach. To achieve that, they'll hold events for 400 people, distribute NHSBT leaflets at their centre, and distribute 500 NHSBT leaflets at local cultural and religious events. They are also keen to spark conversations among family members, so they'll run events and engage people on social too. They hope to cement the impact of their project by compiling a digital resource on BAME organ donation.</p>
<b>Bradford College</b>  Organ Donation Awareness in Bradford	Leon Khan	BAME communities - Bradford	<p>Bradford College are a higher education provider, with a student base aged 16-24. 54% of these students are from a BAME background. The college hasn't previously engaged in organ donation work, but have been active in raising awareness of other sensitive issues in the BAME community e.g. FGM.</p> <p>In their project they aim to hold an awareness event, engage with their young people through workshops and focus groups, and encourage young people to engage with their families about organ donation. They hope that by the end of their project, they'll have 300 students willing to become organ donors.</p>
<b>Caribbean &amp; African Health Network Greater Manchester</b>  Precious Life Savers	Rev Charles Kwaku-Odoi	Black African/Caribbean communities - Manchester	<p>CAHN is an organisation based in Greater Manchester, focusing on Caribbean and African communities. They received a grant in the scheme's 2018/19 round of funding, which saw them give presentations in churches, and produce videos of Pastors to be used by SNODs (specialist nurses for organ donation) with potential donor families.</p> <p>In this project, they intend to continue and build on their previous project:</p>

			<p>deepening relations with their church networks, recruiting donors from churches and running a workshop for church leaders. They will also have a speech slot at the Festival of Praise in Manchester. They intend to use digital platforms to spread the word.</p>
<p><b>Chinese Educational Development Project (CEDP)</b></p> <p>CEDP Destigmatising Organ Donation</p>	Hui Guo	Chinese community - Brighton and Hove	<p>CEDP are an organisation serving the Chinese community in Brighton and Hove. They aim to tackle the lack of awareness in the Chinese community, raising awareness of the law and addressing myths and taboos.</p> <p>They will</p> <ul style="list-style-type: none"> <li>• Create a bilingual webpage offering info and signposting to support</li> <li>• Social media engagement on Chinese platforms.</li> <li>• Bilingual leaflets distributed at their centre</li> <li>• Bilingual newsletter feature</li> <li>• Focused events</li> <li>• Feature during Chinese wellbeing workshops</li> <li>• Online outreach work.</li> </ul>
<p><b>City Sikhs Foundation</b></p> <p>Organ Donations amongst Sikhs</p>	Mr Jasvir Singh	Sikh communities - London, Gravesend, Birmingham, Manchester and Cardiff	<p>City Sikhs were previously awarded funding in the 2018/19 round. They organised 3 events across England, as well as commissioning an academic article and talking about organ donation in the national media. They reached a total of 7 million people across the UK.</p> <p>This project will focus on both England (80%) and Wales (20%) and will consist of 5 events across England and Wales raising awareness of organ donation and the law change. They will promote these to their 7000-strong member base. They also hope to commission an article written by Sikh academics that would be published in the British Sikh Report 2020 (which are disseminated to all Gurdwaras in England and Wales. They will also collaborate with Sikh media outlets to gain support for organ donation.</p>
<p><b>Go Woman! Alliance CIC (GOAL)</b></p>	Yasmin Akhtar	South Asian communities - London	<p>GOAL are based in North Finchley and have been active in the community since 2011. They specialise in raising awareness of taboo subjects, specifically with South Asian women. They facilitate this work by holding informal workshops with</p>

Challenging the norms			<p>language support and community nurses/doctors. They remove barriers by providing creche facilities ensuring women can access the talks.</p> <p>Their project will focus on Birmingham's children's centres and nurseries. Trained facilitators will run informal sessions on organ donation through their existing programmes. Objectives are to raise awareness, start a dialogue to dispel myths and religious objections. The project will deliver 16 sessions and one community event, to engage 100 women from South Asian backgrounds who will in turn share the information with over 500 people.</p>
<b>Health Action Charity Organisation MBE (HACO)</b>  Organ Donation Awareness and the new Law	Tina Murphy	Black African communities - Medway	<p>Health Action is a community-based health project for Black Africans in Medway. They aim to reduce health inequality and have already been involved with organ donation, holding events in churches. As a result, they've concluded that a project is needed to dispel myths and address concerns. They will work with a faith-based organisation: Christ the Rock, with whom they have previously worked to raise HIV awareness. They believe pastors are the key to raising awareness amongst black African communities.</p> <p>The project itself will focus on churches and youth groups in the African community in Medway. They will train up 6 young volunteers, who can spread the word to young people in a spiritual setting and address their concerns. They also intend to hold 15 outreach sessions and use radio to disseminate the news about the change to the law. The organisation will also have stands at Black History Month events to talk about donation, and they aim to produce a leaflet especially aimed at the black community.</p>
<b>Investing in People &amp; Culture (IPC)</b>  Save a life project	Dr Sirak Hagos	Black African communities- North East	<p>IPC are an organisation based in the North East of England, focusing on black African people. They have good relationships with 12 refugee community organisations, which they will work alongside on their project. They have previously run 2 organ donation awareness projects involving members of the community.</p> <p>Their proposed project is in 3 strands.</p> <ul style="list-style-type: none"> <li>•Invite NHSBT professionals/qualified people in the community to train community</li> </ul>

			<p>champions from various black communities.</p> <ul style="list-style-type: none"> <li>•community meetings run by the trained champions at community events - the aim is to encourage discussion.</li> <li>•once a month drop-in sessions where people can come and socialise, and talk about overcoming barriers to organ donation</li> </ul>
<b>Jain Network</b>  Give a Gift - PassitOn	Dr Natubhai Shah MBE	Jain community - North London and North West London	<p>The Jain network has previously worked alongside organisations including the Vanik Council to promote organ donation. Their health and wellbeing team delivered three seminars in 2018 to raise awareness of health issues for the Asian community, where organ donation was discussed.</p> <p>They will work in partnership with Colindale Community Trust and other stakeholders to raise awareness of the change in the law. They'll work collaboratively with stakeholders in North West London to actively encourage registration through events and groups where they will facilitate conversations. They also plan on analysing beliefs after the change in the law, to see if their work has changed attitudes.</p>
<b>Jalaram Charitable Trust</b>  Hindus and Ang Daan	Mr Bharat Patel	Hindu community - Leicester	<p>Jalaram are a registered charity who have been focusing on organ donation (including increasing sign ups) since 2018 when they recognised that Asians were underrepresented on the Organ Donor Register.</p> <p>For their project will develop and perform a play to engage young Hindus in organ donation. The play will be shown at a total of 5 events, and will be held in a variety of cultural and arts spaces.</p>
<b>Malcolm X Community Centre</b>  Be a hero and Donate	Primrose Granville-McIntosh	African-Caribbean community - Bristol	<p>The Malcolm X Community Centre are based in Bristol, working with the African Caribbean community.</p> <p>Their project aims to hold 9 events in venues including churches, community centres, elders meetings and the university. The project is particularly focused on attracting youth and elders, who have the power to change opinion throughout the community. They will achieve this using real life stories, conversations and education about the law change.</p>

<p><b>New Horizons in British Islam</b></p> <p>Give a little of yourself ...literally!</p>	<p>Manish Verma</p>	<p>Muslim community - Online but targeting ads at: Muslims in London, Blackburn, Bradford, Luton, Birmingham, Leicester and Manchester amongst a few others, including Cardiff and other parts of Wales</p>	<p>New Horizons will hold an online and offline campaign targeting the UK's Muslim population.</p> <p>They will raise awareness during Ramadan, a key month for donation in the Muslim calendar, and the backbone of the campaign will be a website that lays out the theological arguments for organ donation and the changes in the law.</p>
<p><b>Oshwal Association of the UK (OAUk)</b></p> <p>Save Lives - Pass it ON</p>	<p>Oshwal Association of the UK (OAUk)</p>	<p>Jain community- Bedfordshire, Northamptonshire and the Midlands</p>	<p>Oshwal have experience of raising awareness around organ donation and are now looking to widen their work to reach more Jains.</p> <p>This project aims to raise awareness in a variety of ways, including training volunteers on messaging, holding face to face events, creating a Gujarati language play, and using their website and newsletter to spread the word.</p>
<p><b>Quran Club</b></p> <p>Let's talk organ donation in Islam - Part 2</p>	<p>Talha Ghannam</p>	<p>Muslim community - app so national focus, content focused on England and Wales</p>	<p>Quran Club are looking to grow the capabilities of the innovative app they created in round one of the scheme's funding.</p> <p>They will launch a dedicated suite for a 2 week awareness campaign - which will house the Islamic conversation on organ donation, beginning with a initial survey to gauge the thoughts of participants, and then taking them through a digest of information to consider. The new information suite will also contain info about the change in the law and will enable users to register their decision.</p>
<p><b>Retired Caribbean Nurses' Association</b></p> <p>One Careful Owner</p>	<p>Cynthia Stuart</p>	<p>African-Caribbean community - Bedford</p>	<p>Retired Caribbean Nurses' Association are an organisation made up of retired nurses who want to continue to be active in their communities. As a collective, they haven't focused on organ donation before, but many of their members have experience in the field.</p>

			<p>The group are experienced in organising events, holding activities and creating resources.</p> <p>In their project they will hold 6 organ donation conversations within Bedford's African Caribbean communities. They would clarify facts around organ donation and explore questions participants have.</p>
<p><b>Royal Free London NHS Foundation Trust/ Royal Free Hospital's Kidney Patient's Association</b></p> <p>Y-POD Young People raising awareness about Organ Donation</p>	Dr Sarah Afuwape	Black community- London and South East	<p>Royal Free completed a project as part of the first round of funding for the CIS. They raised awareness and dispelled myths by engaging young people to produce creative content e.g. spoken word, awareness videos.</p> <p>This year, the team will continue targeting young black individuals. They will educate on the change in the law by creating further creative content, and creating a web based hub for their content - this will contain information about the opt out law and a questionnaire capturing ongoing views and attitudes of users. They'll also have a presence at festivals that attract young people from the black community.</p>
<p><b>Sikh Welfare &amp; Research Trust (SWRT)</b></p> <p>550 and more (organ donors)</p>	Dhanwant Kaur	Sikh community- London	<p>SWRT are a charity focused on supporting the Sikh community. They have previously done awareness raising work on organ donation, and they are looking to widen that work.</p> <p>Their project aims to distribute leaflets, create a 3 minute awareness video, hold a session on Punjabi TV, have a presence on Punjabi radio and create a social media buzz in the Sikh community. They aim to register 550 Sikh people as organ donors by the end of their project.</p>
<p><b>Soma Healthcare Limited</b></p> <p>Organ donation opt-out law</p>	Yemisi Gibbons	Black, Asian, Mixed race communities- Southall	<p>Soma is a healthcare company providing personalised children and adults' social care services across London and the surrounding counties. Their staff include 150 people from 20 BME groups and the collectively speak 30 languages.</p> <p>Their project, targeting areas with high populations of black, Asian and mixed heritage communities, is to empower 30 care workers to become passionate organ donation ambassadors. To help start conversations, they will wear bright, thought provoking t-shirts. They will be trained, and have supporting literature so they can</p>

			tackle myths, explain the new law and show the importance of OD for their communities.
<b>University of Brighton</b>  A new law for Organ Donation is coming soon. Are you ready?	Simonne Weeks	Black and Asian communities - Brighton	<p>The University of Brighton's School of Pharmacy and Biomedical Science have been involved in organ donation awareness before, evaluating an ODT educational intervention. Those involved in the project had an increase in knowledge and were more likely to speak positively about organ donation.</p> <p>Their project is to develop an interactive education intervention that will help turn intentions into registered choices. The two hour educational event will focus on undergraduate students, and as well as educating on organ donation, aims to raise awareness of the change in the law. Brighton University hope that the successes and lessons learned from their original work will inform this project: namely the use of a teaching and learning tool called Nearpod – short bursts of quizzes and collaborative responses.</p>
<b>Vanik Council UK</b>  Give a gift, give an Organ'	Manhar Mehta	Jain community - London, North and South England and Midlands	<p>The Vanik council were successful grant holders in round one of the CIS - putting on events to raise awareness of organ donation amongst the Jain community in key locations.</p> <p>In this project, they aim to produce leaflets and organise conferences where key figures in organ donation will be invited to speak, and facilitate Q&amp;As with the Jain community. They also hope to raise awareness of the law change, making people aware of the new opt out legislation and encouraging conversations.</p>
<b>Veerayatan UK</b>  Life beyond death - passiton	Bakul Shah	Jain community - North and North West London - smaller focus on South London, Hertfordshire and Leicester	<p>Veerayatan already has experience in awareness raising for organ donation, distributing packs and leaflets at its events.</p> <p>Their project aims to raise awareness in the Jain community in a variety of ways including cultural events, distributing leaflets, recruiting young organ donation champions, and starting conversations in schools.</p>



<p><b>Yinyinola Enterprises Limited</b></p> <p>Bridging the generational divide in end of life and deceased organ donation discussions - resources to enable elders in black and Asian communities communicate their end of life, final send off and posthumous preferences to their families.</p>	<p>Janet Akinola</p>	<p>Black and Asian communities - London</p>	<p>Yinyinola are a care provider organisation for BAME elders. Their project aims to engage older people and their families in organ donation conversations when other end of life planning is occurring.</p> <p>In this way, they aim to spread the word about the law not only to elderly BAME people, but also to their wider families in a context where talking about organ donation feels appropriate and normal.</p>
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