

NHSBT's Community Investment Scheme Making a great application workshop Q&A

11th November 2020

Please can you explain the different time frames and what is expected i.e. will we have the money to start the project at the start of the 9 months. Does the 9 months include planning time?

Projects won't be expected to carry out any activity until they have received the allocated project money. Once you receive the funds you will then have your allocated amount of time to deliver your project, plans should already be in place by this point.

We are offering three timescale options in this round of funding:

- 1 April 2021- 31 December 2021 (9 months)
- 1 April 2021- 1 April 2022 (1 year)
- 1 April 2021- 1 Oct 2022 (1.5 years)

All projects will need to be completed by 1 October 2022. We would like to see all applicants lay out the timeframes of their proposed project in the application form. This is not required for those applying for Community Engagement Leads funding, as this application form does not include a project proposal.

The scheme will not fund activity retrospectively e.g. an event that falls outside the timescales of the scheme. Activity needs to be completed within the project's chosen timescale, beginning no earlier than 1 April 2021.

The Community Engagement Leads initiative sits separate to this and runs for 8 Months: 1 February 2021 – October 2021. The Community Engagement Leads Initiative is new to this year and is centred on developing a grassroots network to overcome inequalities within blood and organ donation. The grant is set at £20,000 per organisation, and applications will be assessed on skill, capacity and experience of project delivery. We are not asking applicants to the initiative to submit a project plan or a budget. These will be developed with successful applicants working alongside NHS Blood and Transplant.

For more information please visit - <https://www.nhsbt.nhs.uk/how-you-can-help/get-involved/community-investment-scheme/community-engagement-leads/>

Are the project activities meant to be driving awareness and collating pledges?

For blood-based projects, registrations are the most important metric. Conversion from signing and registering as a blood donor to then attending a blood donation session and donating is very important for us to measure. We want to see a commitment from people.

However, in communities where conversations on blood donation are currently not happening, we want to get to those conversations going and so awareness raising is critical and any projects that could deliver that would be great. What's your blood type events, where potential donors can find out their blood type, can drive awareness and get people to sign up and have those important conversations.

For organ donation we recognise that communities are at different stages in terms of organ donation conversations, so it isn't cut and dry in terms of getting people to register their decision. Ultimately, we are looking for people to share their decision with their family in order to give the family certainty and secondary to that to register their decision regardless of whether they wish to be an organ donor or not. Whilst registrations are important, they are not such a key objective and metric as they are for Blood.

Would a tried and tested method of communication be penalised as it seems like there is a large focus on innovation this year? Is it a disadvantage that we only reach into one community e.g. Muslim?

You won't be penalised for delivering something you know works and is a tried and tested method. The emphasis on innovation this year has come around due to Covid-19 and the fact that we are unable to do things face-face. We are therefore encouraging alternative routes to delivery and achieving your targets. We won't penalise you if you can show impact.

The main thing this year is contingency planning, can the tried and tested method be moved to a digital way of delivery and still be effective or would say a national lockdown be detrimental to your project? In your application if you can please demonstrate a clear contingency plan and how you would transition seamlessly to a more flexible and innovative approach if needed that would be appreciated.

Regarding the breadth of the audience we are keen that you communicate to your community and your area of specialism. You don't need to reach out to all communities instead please just bring your specialist knowledge of your community and your unique connections within it.

Is the scheme open to partnerships with other organisations?

Yes, we are very open to organisations working in partnership, so if there is an organisation you already do a lot with and has great skills and knowledge please consider applying together. We ask that someone applies as lead organisation and list partners on the application form under the "partners" section.

Is the scheme open to charities and not for profit businesses?

The scheme is open to organisations. These could include registered charities, limited companies, charitable incorporated organisations, community interest companies, or unincorporated groups.

Bidding organisations will be required to provide details of their organisation in the application form. If you are planning to work with partner organisations, this should be outlined in the application too in the “partners” section.

Can you explain co-funding e.g. from the council?

There is a section in the application form that asks about additional funding so please declare any match funding in this section.

It is ok to merge funding pots, but we ask that you make it clear in your application if you are applying for money from any other sources e.g. match funding and please think carefully about the areas that you are requesting funding for, as these grants are funded by taxpayers. For example, we could not pay fees to artists/influencers or celebrities to endorse organ donation or fund international travel. Any travel costs for people to attend events would need to be standard class travel.

If you intend to use funds 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 you as the applying organisation.

Are we allowed to give £5-10 gift vouchers to donors after they donate blood as part of the project expenses?

As an organisation we don't allow monetary incentives however you can give gifts that aren't monetary incentives e.g. biscuits, cakes, tea, cultural snacks etc.

Can an 'individual' apply for the community engagement lead project?

No as we cannot put Department of Health money into an individual's account. So if you are an individual we suggest partnering with an organisation to use their infrastructure and then you are the project lead.

What is the target number of donors for registrations/attending blood donation sessions?

There is no target number as such, it varies by project. Individuals may go away and register and donate following your project work or alternately you can make a group booking for up to 10 individuals, this option often works very well and especially during Covid-19 times when we must socially distance.

If you can deliver 50+ individuals to donate we can discuss running a bespoke session for you. We would need a significant amount of notice as this would need a full NHSBT

assessment. Ultimately it depends on realistically how many individual registrations and blood donation bookings you can deliver over the period your project is running for.

Where can we get hold of more data/information on the need of blood donation for the BAME communities?

There is a wealth of information available at: <https://www.blood.co.uk/why-give-blood/demand-for-different-blood-types/>

You can also find stats around blood donation at: <https://www.nhsbt.nhs.uk/how-you-can-help/get-involved/share-statistics/blood-donation-statistics/>

Can we apply as a consortium in the application?

Yes, for both the projects and the Community Engagement Leads initiative. One lead organisation will need to submit the application and receive the funding, with other members listed in the partners section of the application forms.

What is the difference between organ projects, blood projects and Community Engagement Leads?

This year, the Community Investment Scheme is looking to fund 2 types of work: projects and organisations looking to deliver the Community Engagement Leads initiative

Projects

Projects covering deceased organ donation

We encourage applications from all ethnic minority communities to raise awareness of, and participation in deceased donation. Other forms of organ donation may be referenced in applications, but the focus must be on deceased organ donation.

Projects covering blood donation

Due to clinical need, we will only be funding applications for projects focusing on the Black African and/or Black Caribbean communities.

Projects covering a combination of organ and blood donation

We will be accepting applications jointly covering deceased organ donation and blood donation from all ethnic minority communities, but the blood element of any project must focus on engaging the Black African and/or the Black Caribbean communities and must be carried out in England.

Applicants can apply for the following funding bands. Please note the restrictions associated with the highest band.

Funds between £1 and £2,499

Organisations looking to deliver a project focusing on blood and/or organ donation can apply for this funding band.

Funds between £2,500 - £10,000

Organisations looking to deliver a project focusing on blood and/or organ donation can apply for this funding band.

Funds between £10,001 and £20,000

Organisations looking to deliver the following can apply within this funding band

- A project focused on blood donation
- A project focused on both blood and organ donation

Organisations applying for funding at this band must have previous experience of working with either a [government department \(ministerial or non-ministerial\) or a public body](#) e.g. NHS Blood and Transplant, NHS England etc. Applicants must be able to show the impact achieved through these partnerships.

Community Engagement Leads Initiative

Funds of £20,000 (set amount)

The Community Engagement Leads initiative is new for this year and runs differently to the projects, NHSBT will allocate set grants of £20,000 to organisations that can create grassroots networks to promote organ and blood donation in partnership with NHSBT.

Organisations applying for funding at this band must have previous experience of working with either a [government department \(ministerial or non-ministerial\) or a public body](#) e.g. NHS Blood and Transplant, NHS England etc. Applicants must be able to show the impact achieved through these partnerships.

Additional information relevant for projects and the Community Engagement Leads Initiative

Please note that all activity around blood donation must be aimed at the Black African and Black Caribbean communities and must be carried out in England.

If you have any further questions about the scheme please email - community.funding@nhsbt.nhs.uk

For more information please visit - <https://www.nhsbt.nhs.uk/how-you-can-help/get-involved/community-investment-scheme/>