

# Marking Criteria for Living Kidney Donation Community Investment Scheme projects

## Expression of Interest form

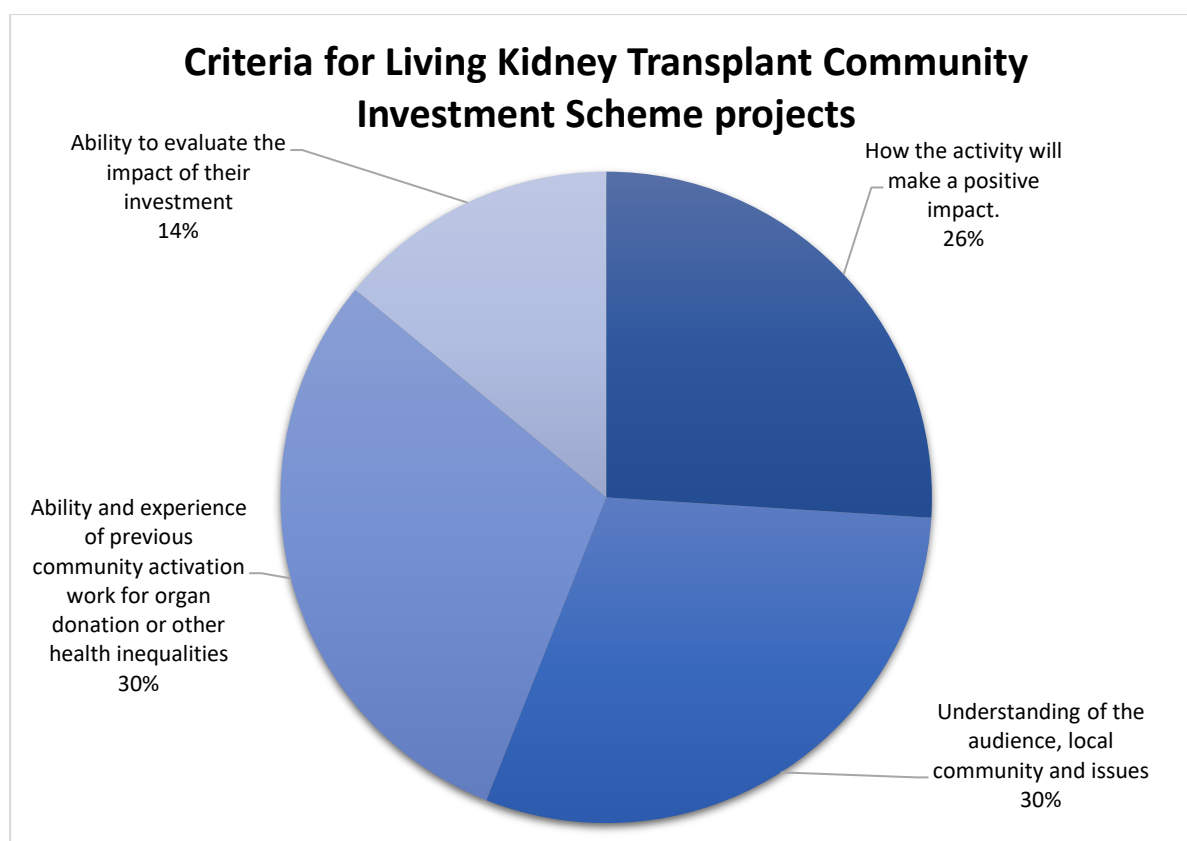
A grant scheme funding community and faith and beliefs organisations to positively engage Black, Asian, Mixed Race and minority ethnic communities in living kidney donation. We are also looking for applicants that are focused on addressing health literacy and other capability barriers across the general population, therefore moving towards greater health equity for all. Funded projects will drive awareness of living donation, address misinformation and barriers, share information, and drive behaviour change therefore increasing support for living donation.

A reminder that applicants must be part of an organisation, unfortunately we cannot accept applications from individuals.

All applications must demonstrate how they meet the criteria below.

The maximum points available are **1000**.

We have broken down below how you can score maximum points.



## **Marking Criteria**

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

**Maximum points: 260**

<b>Mark</b>	<b>Detail</b>	<b>Points Score</b>
<b>0</b>	Absence of evidence / criterion not met	<b>0</b>
<b>1</b>	Meets some of the requirements of the criterion	<b>65</b>
<b>2</b>	Meets most of the requirements of the criterion	<b>130</b>
<b>3</b>	Meets all of the requirements of the criterion	<b>195</b>
<b>4</b>	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	<b>260</b>

**Applies to questions 3a and 3i**

**3a. Summary of your key objective, what you are planning to do and why, highlighting which geographic area and target audiences.**

**3i. Due to COVID-19, we ask that projects apply with a digital contingency plan in place should you need to move from delivering events and workshop activities in person to online e.g. over Zoom, using digital tools**

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

Aspects to consider:

- Is the project idea clear and easy to understand?
- Are the proposed objectives stretching?
- Does the project provide a clear objective? Is it clear what the projects seeks to achieve, and how it will reach its goals?
- Have they clearly explained the supportive rational for this project idea?
- Have they clearly identified their target audience and how they align with the project idea?
- 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?

- What evaluation methods are the project proposing? Are they sufficient to demonstrate progress and impact? Are they reasonable, given the project's scope?
- 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?
- Is the project's COVID-19 contingency planning robust? i.e. clear contingency objectives, plans and budgets.
- Is it clear how projects would continue to deliver activity if face to face activity is restricted?
- Have they considered how COVID-19 could impact events, metrics and content creation and planned for any eventuality?
- Do they show they have the knowledge and expertise to deliver digital activity effectively if needed?

## Criteria 2: Understanding of the audience, local community and issues

Maximum points: 300

Mark	Detail	Points Score
0	Absence of evidence / criterion not met	0
1	Meets some of the requirements of the criterion	75
2	Meets most of the requirements of the criterion	150
3	Meets all of the requirements of the criterion	225
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	300

Applies to questions 3b and 3c

**3b. Demonstrate an understanding of your target audience and the barriers they face**

**3c. How will you promote your project? What skills does your project team have in this area?**

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?
- 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 living kidney donation in their target community/communities?
- Why are they best placed to carry out this activity?
- What experience do they have working alongside these communities?
- How do they propose to engage the community? Show history of engagement or good rationale behind creating links
- 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?
- Has the proposal set out clear plans for how they will work with living kidney donors /transplant recipients/people waiting for a transplant to address questions and build confidence and trust in living kidney donation?
- 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 and make them aware of the project's activity?
- Do they have links with your local paper or radio station that would help promote the projects activity in their community?
- Have they demonstrated knowledge of using social media platforms to promote activity?

### **Criteria 3 - Ability and experience of previous community activation work for organ donation or other health inequalities**

**Maximum points: 300**

<b>Mark</b>	<b>Detail</b>	<b>Points Score</b>
<b>0</b>	Absence of evidence / criterion not met	<b>0</b>
<b>1</b>	Meets some of the requirements of the criterion	<b>75</b>
<b>2</b>	Meets most of the requirements of the criterion	<b>150</b>
<b>3</b>	Meets all of the requirements of the criterion	<b>225</b>
<b>4</b>	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	<b>300</b>

**Applies to 3e and 3f**

**3e. What is your previous experience of addressing health literacy and other capability barriers in the general population or of raising awareness of living kidney donation or any other health inequality amongst Black, Asian, Mixed Race or minority ethnic communities include examples of some of your biggest achievements?**

**3f. We are looking for applications from organisations with established, reputable links to their target audience. Please provide details on why your organisation is best placed to deliver this work**

It is essential that the organisation can demonstrate experience of delivering activity in the targeted geographical area and with the specified community/communities. They must demonstrate why they are the most appropriate organisation in the area to deliver this project.

Organisations applying for funding at the highest band (£7,500 - £15,000) 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 a clear understanding of their target community’s attitude to living donation?
- Have they demonstrated skills and experience of tackling misinformation, building trust, and changing behavior to achieve a positive outcome?
- Clear rationale around why they have proposed this specific activity?
- Have they demonstrated experience of working on campaigns focused on organ donation, or other health inequalities within the Black, Asian, Mixed Race and minority ethnic or faith/belief-based communities?
- Or, does the organisation have experience in delivering activity that addresses any health inequality in their target audience?
- 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.
- Has the organisation got established, proven and reputable links to their target audience as well as key community figures and/or leaders?
- Existing relationships with local organ donation teams, living kidney donors, transplant recipients, and people waiting for a transplant is desirable
- Evidence of experience working with staff at local hospitals?
- Have they included knowledge of footfall in their community centre/place of worship/charity HQ
- Does the organisation have representation of people from their target community on their staff team or board?
- Is the size and demographic of their mailing list (either email or direct mail) sufficient?
- What is the organisations digital reach and engagement e.g. online following on social media platforms?
- Clear understanding of support required by NHS Blood and Transplant.

**Criteria 4 - Ability to evaluate the impact of their investment**

**Maximum points: 140**

<b>Mark</b>	<b>Detail</b>	<b>Points Score</b>
<b>0</b>	Absence of evidence / criterion not met	<b>0</b>

<b>1</b>	Meets some of the requirements of the criterion	<b>35</b>
<b>2</b>	Meets most of the requirements of the criterion	<b>70</b>
<b>3</b>	Meets all of the requirements of the criterion	<b>105</b>
<b>4</b>	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	<b>140</b>

### Applies to 3d

#### **3d. How will you monitor and evaluate your key objective and the project outcomes? What skills does your project team have in this area?**

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 three of the five key measures as specified in the application form?

We are asking that organisations pick at least three measures from the list below, along with any other measures needed to track impact:

- NHSBT tracked link data to Living Donation webpage
- Attitude change measures e.g. pre and post event questions, surveys, polls
- Event attendance (online or in person)
- Resource distribution (via email/social media or hard copy)
- Online engagement figures e.g. website visits, social engagement.
- 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.
- Do they have the capability to evaluate and provide relevant reports?
- Do they show an understanding of why evaluation is important?
- Do they have experience writing regular monitoring reports?

### **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

## **Judging process**

### **Process for Expression of interest forms**

- All Expression of interest forms 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 applicants will then be invited to stage two which involves a video call with members of the judging panel who will go into more detail and ask clarification questions depending on the information given in the expression of interest form.

### **Score needed to be eligible to progress to stage 2**

Applications must score at least two or above in all four of the criteria, therefore scoring a possible 500 out of a possible 1000 points for this stage. This means only applications that score at least 500 out of 1000 will be eligible for the next stage.

### **Stage two video interview - clarification questions**

Successful stage one applicants will be invited to a video call with members of the judging panel. Clarification 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 devolved governments.

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.

If you have any questions, please email [LivingDonation.Funding@nhsbt.nhs.uk](mailto:LivingDonation.Funding@nhsbt.nhs.uk) . The inbox is monitored Monday – Friday.

We would like to thank you for applying to the scheme, we look forward to reading your application.