NHSBT Community Grants Programme

NHS Blood and Transplant

Guidance for applications

1- What we're trying to achieve

We fund community organisations because you can reach people, build relationships and create opportunities for conversations in ways we often can't manage on our own. We know trust takes time to build, and that community organisations play a unique part in building it.

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

We are funding projects for a 2-year period. We have allocated £600,000 per year, for funding projects focusing blood, organ and living kidney donation. The second-year funding is subject to terms being met and funding amounts confirmation.

The funding will be spilt per year as follows:

£300,000 for Blood

Further split into the following:

4 x £50,000 = £200,000

5-10 x £10,000 - £20,000 = £100,000

£150,000 for Deceased organ donation

Further split into the following:

2 x £40,000 = £80,000

3-7 x £10,000 - £20,000 = £70,000

£150,000 for Living Kidney donation

Further split into the following:

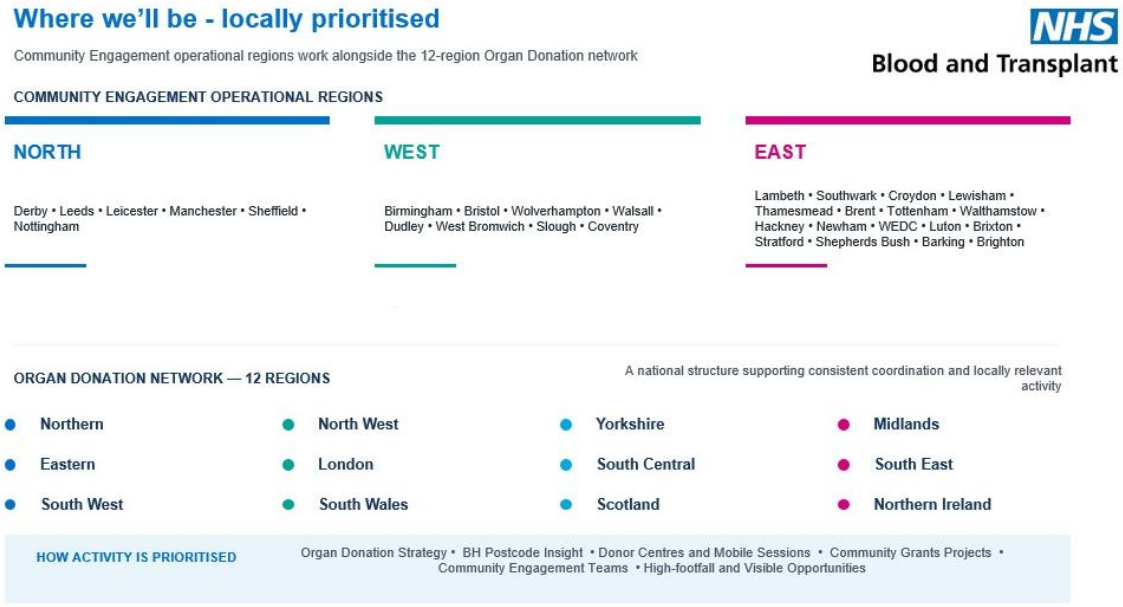
3 x £40,000 = £120,000

2-3 x £10,000 - £20,000 = £30,000

Combination of deceased organ and blood donation

We accept 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.

We have identified key target areas where support is best placed to support, blood donation, Organ donation and Kidney Living donation. Please see below the representation of where we need support, please use this as a structure for where your project will focus on:



Depending on your funding stream and the type of activity you're planning, the change you contribute to might be about raising awareness, building confidence and trust, encouraging conversations, or helping people take a next step, such as making a booking, seeking further information or taking another relevant action.

When you apply, we want to understand not just what you'll do, but what you think could be different for the people you work with as a result.

Need → Activity → People engaged → Change → Contribution to longer-term NHSBT goals

Different projects will contribute at different points along this pathway, and that's fine. You don't need to show every stage.

Applications must show how the activity is proposed in year one and how that activity will continue to develop in year two.

2- What difference could your project make?

Blood donation

Blood donation funding is particularly focused on reaching people of Black heritage. This is because of sickle cell disease, which is more common within Black communities and often requires closely matched blood, known as Ro blood. People of Black heritage are significantly more likely to have this blood type than the general population, which is why growing the number of donors from Black heritage communities makes such a difference to saving and improving lives.

Projects can contribute in different ways, for example by:

- Raising awareness of the need for blood donation in our identified key target areas.
- Helping people understand who can donate and what donating involves.
- Increasing confidence or motivation to donate.
- Encouraging people who have never donated to consider becoming a donor.
- Myth busting and information sharing.
- We would particularly welcome applications from projects that help us to urgently increase Ro blood stocks by using awareness and engagement to secure blood donation bookings, for example by:
    - Creating opportunities for people to make a booking.
    - Supporting groups or communities to organise blood donation bookings.
    - Encouraging previous donors to make another booking.

There are different options for how this can work in practice. See section 5 for more detail.

Deceased organ donation

Deceased organ donation funding is about helping Black and Asian people understand organ donation, overcome myths and misconceptions, build trust, and help people have conversations with their families, so they feel more informed and confident about making and sharing their wishes.

Your project might contribute by:

- Raising awareness of deceased organ donation, particularly where people may not know much about it.
- Improving understanding and addressing misconceptions.
- Building trust and confidence in the donation system.
- Encouraging people to seek further information

- Increasing people's willingness and confidence to talk about organ donation with family and friends.
- Increasing how likely people say they are to join the Organ Donor Register.
- Helping people understand the importance of making their wishes known to their family.
- Supporting people to have conversations to share their wishes.
- Work with donor families, transplant recipients, those waiting for a transplant, or others with lived experience to address questions and build confidence.
- Increasing people's willingness to consent to donation for a family member.

Living Kidney Donation

Living kidney donation funding is about helping to raise awareness for the need among Black and Asian people for kidneys, educating on who can become a donor, and how the process works, overcoming myths and misconceptions, and building trust and confidence,

Your project might contribute by:

- Raising awareness of the need for living kidney donors
- Increasing understanding of what living donation involves
- Encouraging people to seek reliable information
- Addressing concerns or misconceptions
- Increasing confidence to ask questions or discuss living donation
- Encouraging people to consider whether living donation could be relevant to them or someone they know
- Supporting people who want to find out more about becoming a living kidney donor
- Training others in the community to talk about living kidney donation
- Raising awareness of the need for living kidney donors
- Increasing understanding of what living donation involves
- Encouraging people to seek reliable information
- Addressing concerns or misconceptions
- Increasing confidence to ask questions or discuss living donation
- Encouraging people to consider whether living donation could be relevant to them or someone they know
- Supporting people who want to find out more about becoming a living kidney donor
- Training others in the community to talk about living kidney donation

Combination of blood and deceased organ

We accept 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.

The information above about blood donation and deceased organ donation can be used to help shape the information about your project in your application.

Your project can use any priority information or insight provided by NHSBT (for the national activity or other funding streams) or draw on your own knowledge and relationships to identify where the need and opportunity is greatest.

3- What do we mean by outcomes?

Here's how we use a few key terms:

Activity is what your project does.

Output is what your project delivers as a result of that activity.

Outcome is the change that happens for the people, groups or organisations you work with.

For example:
Activity: A community organisation runs a series of information sessions.
Output: example - Four sessions are delivered and 120 people attend.
Outcome: Participants have a better understanding of organ donation and are more confident discussing their wishes with their families.
Reach and activity matter, but they're not outcomes on their own. They tell us what happened and who took part. Outcomes tell us what changed as a result.

4- How will you capture progress, success and learning?

At application stage, you don't need a full evaluation methodology, but we do want you to have a realistic plan for how you'll capture progress, success and learning during your project.

Your approach should reflect the type of activity you're delivering and the change you hope to contribute to. Different approaches suit different projects, and there's no single right way to do this.

You might use simple quantitative measures

For example:

- a short survey rating knowledge, confidence or understanding before and after an activity
- the number of people who take a particular next step following an activity
- the number of people returning to a subsequent activity, such as signing up for another workshop or event
- digital engagement, such as comments, shares or click-throughs, where your activity is delivered online or through social media

Quantitative measures like these work best when a reasonable number of people are involved. If your activity reaches a small number of people, a survey or rating scale may not tell you very much on its own, and qualitative evidence is likely to be more useful.

You might use qualitative evidence

For example:

- participant feedback
- stories about conversations or changes in confidence
- interviews
- open-ended survey questions
- reflections from community organisations

To help you, in Appendix A is an explanation of the Most Significant Change approach which might be useful for you to capture feedback and stories, with examples and questions to help you write your own story.

You might want to use both

In many cases, the strongest evidence combines numbers with people's experiences. A number can show the scale of a change, while a story can help explain what changed, why it mattered and how your project contributed.

We don't expect you to promise a specific level of change when there isn't yet comparable evidence to measure against. Being realistic about what your project can influence is far more valuable than an ambitious target that can't be evidenced.

5- Blood donation: how can your activity lead to bookings?

As set out in section 2, we particularly welcome blood donation applications that can help lead to bookings, not just awareness or confidence. Your project may do this by creating opportunities for people to book into dedicated group sessions as a community or encouraging people to book individually as a result of your activity.

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We have outlined two ways that your organisation may help with engaging the community and leading to bookings:

Group Bookings

Group bookings are a key mechanism for encouraging people to donate blood together, often through community groups or networks. A community organisation arranges a group donation session. The session is dedicated to the organisation and the people from the community it has recruited, so that they can all attend together, and support (and celebrate) each other.

What this would mean for a grant project

At application stage, a project would set out:

- who it intends to engage
- how it will reach and encourage potential donors to join a session
- how it will support people to commit to a particular session
- how it will encourage people who express an interest to attend, so that the booking is well used
- what support it expects to provide before and around the donation session

If the project is successful:

- the project identifies a group of potential donors and works with NHSBT to confirm a donation session
- NHSBT creates a private booking link for the group
- the project shares the link with the people it has recruited and supports them to book
- the group attends the donation session
- following the session, NHSBT and the organiser review how the booking went, capturing feedback, learning and opportunities for future activity

QR Codes/links to register and book

NHSBT provides a community organisation with a QR code and link that can be used as a part of its activity to encourage people to register and book to donate.

This allows projects to turn interest generated through community activity into a clear next step, without requiring everyone to commit to a particular group booking. The booking is made around the individual depending on the information they put on the form regarding their availability for an appointment.

The QR code or link that can be displayed for the public to scan/copy on their own phone, or the form can be pre-loaded onto an iPad or laptop for people to complete.

The code/link takes people to a Microsoft Form, which typically takes around five minutes to complete.

- Registrant needs to provide the following, so that their registration can be processed:
    - Full home address (including flat number/house name if necessary)
    - Mobile telephone number
    - Email address
    - Date of birth

NHSBT then registers the person and follows up with them to book a blood donation session.

What this would mean for a grant project

At application stage, a project would set out:

- Where and how it will engage potential donors and encourage them to use the QR code/link
- How it will encourage people to complete the form
- What support it will provide to help people complete the form accurately

If the project is successful and is awarded funding:

- NHSBT provides the project with a recruitment code, QR code and link to use in its activity:
    - The project uses the code as part of its community engagement activity
    - People engaged by the project scan the QR code, or complete the form on a shared device (no data should be stored - ensure auto-populate is turned off on the device)
    - NHSBT registers the person and arranges an appointment based on the availability they have indicated
    - NHSBT Call Centre/Direct Marketing can then start to engage the donor

Results tracking:

NHSBT will be able to track the donor journey for those who have been identified and registered under the successful project's recruitment code, during the MS form registration completion.

Tracked information will include, donor's registration date, donor's appointment booked at DC or at a mobile session, if the donor has gone on to donate on session after the registration.

You won't be expected to design your own system for tracking this. We'll provide guidance/training on the available mechanisms.

6- Where we know there is a particular need

Depending on the campaign period or needs and demands of the organisation, we will ensure that the funded projects are aware of the need for specific blood type or donor requirements.

This will be communicated via email or depending on the need a call will be set up to ensure that the projects are aware of any needs or changes.

7- Information that may help you develop your application

The following information may be available to help you build a strong application:

- relevant national campaign insights. - we provide updated message house information, when they are updated.
- information about current awareness or engagement.
- existing NHSBT resources and materials can be found by visiting - How you can help , What we do , Why give blood, Organ donation, Give blood for the black community, Transplantation services
- blood donation booking information and mechanisms – as mentioned above we have MS forms and Group bookings.
- examples or learning from previous funded projects -Examples of previously funded projects, we will also have a few projects give a talk on their great work.
- a list of funded projects will be published on the funding webpage.
- We will provide you with a project objectives and budget breakdown template documents that you complete and submit with your application.
- Please reach out to the community funding team if you need specific information via the email address community.funding@nhsbt.nhs.uk

8- What happens if your project is funded?

If we fund your project, we'll work with you to agree how progress, outcomes and learning will be captured. You won't be expected to build a completely separate evaluation system on your own. As a part of the funding, interim and final reporting will be required. There will also be other points of contact outside of interim and final reporting period to ensure that we are aware of the details of your project and to check if support is needed from NHSBT.

Your application should still give us a clear starting point, though. We want to understand:

- What are you trying to change?
- Why are you best placed to carry out this activity?
- What activities have you carried out in the key target areas in the past, mention any previous NHS or NHSBT experience of funding received?

- Will your activity be unique to the work that is already carried out by NHSBT?
- Confirm that your staff will be DBS checked when delivering events and working with the public?
- What experience do you have with delivering at a large scale?
- For blood projects - Will the project gain registrations that lead to appointments booked and donations donated?
- How broad is the projects reach?
- Is the cost breakdown detailed?
- Does the application outline the ways that your project will ensure costs are minimal and resources are maximized?
- Who do you expect to experience that change?
- How will you recognise progress and success?
- Does the project have the right skills and tools to be able to engage the public and report back the necessary information to NHSBT? For example, we use Microsoft office suite (Word, Excel, PowerPoint), Microsoft Teams and SharePoint.
- What existing relationships do you have that will strengthen your projects success?
- What will you learn along the way?

Reporting:

Onboarding: if you are successful and secure funding, we'll agree the measures and approach together before your activity starts

Interim: we'll review progress, emerging outcomes and learning, and offer support if needed.

Final: we'll assess outcomes together, bringing together quantitative and qualitative evidence, and capture the learning.

We look forward to receiving your application. If you have any questions, please contact us via email - community.funding@nhsbt.nhs.uk

Appendix A: Most Significant Change: using stories to demonstrate change

Most Significant Change is a way of collecting and understanding stories about the change your project has contributed to, rather than relying only on numbers. It works by asking people engaged by your project to describe a change that mattered to them, and why.

You don't need to use this approach. It's simply one option that can be a helpful way to capture rich, qualitative evidence, particularly where the most meaningful change is hard to reduce to a number. It's an evaluation approach, not a type of outcome in itself, and what counts as a significant change will look different depending on what you are doing.

The examples below show what that can look like in practice and are examples of the type of change your activity could realistically produce, and the timeframe in which that change could reasonably happen.

A one-off experience

Someone attends a photography exhibition about living kidney donation. Their story might be:

"I had never really thought I could be a kidney donor before. Seeing the exhibition made me want to find out more."

The important outcome isn't necessarily that they immediately join the register. The story captures a change in awareness and intention following a one-off activity.

This story becomes even more powerful if your organisation knows that it received more web traffic or enquiries after the event, as it shows both sides of the change.

A group blood donation

A group of 15 people make a booking to donate blood at a dedicated session organised by your organisation. Their stories might describe what helped them feel ready to book, and what they expected from the donation experience. This captures a possible shift from engagement to a booking.

This story becomes even more powerful, if NHSBT can provide information on how many who booked went on to attend the session.

A regular community activity

Someone attends a regularly weekly course at their local church that helps them to have difficult conversations about organ donation. The change might develop gradually: at first, they were uncertain about the subject, and over several conversations they became more comfortable discussing it and eventually raised it with their family and friends. The change doesn't have to happen immediately after one activity.

Questions to help you write a Most Significant Change story

- What was the situation before? (how did they feel, what did they know etc)
- What happened?
- What changed?
- Why is that change significant?
- How do you know?
- What does this tell you about the project?