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23<sup>rd</sup> October 2020

FAO the Press Office of Croydon Health Services NHS Trust

### **The Community Investment Scheme in and around Croydon**

I am writing to you to ask for Croydon Health Services NHS Trust's assistance in publicising NHS Blood and Transplant's [Community Investment Scheme](#) in Croydon which during this round has an estimated £600,000 available for local groups.

We hope that you will support the scheme as we seek to build support for organ and blood donation amongst Black, Asian, mixed heritage and minority ethnic communities. The scheme funds community and faith/beliefs organisations to drive awareness, understanding and behaviour change. We know that trusted local organisations can be effective at achieving these goals due to their specialist knowledge, understanding and footprint in the community.

Now in its third round, the scheme is broadening its scope to cover a range of health inequalities. Having previously focused solely on organ donation after death, we are now also offering funding to organisations looking to engage Black African and Black Caribbean communities in blood donation. The funding available through the scheme has increased to reflect this.

In previous rounds, the scheme has supported organisations to deliver 50 community-led projects, organising a wide range of innovative activities to engage diverse audiences with donation. Now more than ever, we are looking to fund innovative approaches to community delivery. Applicants will need to consider the current uncertainty around COVID-19 and the possibility of further periods of lockdown in any applications. For this reason, we will be encouraging applications that focus on digital delivery, and projects will need to have a digital contingency plan for any face to face work.

### **How The Croydon Health Services NHS Trust Can Help**

There will be small organisations in Croydon who will miss the launch of the scheme on the 30<sup>th</sup> October and won't be ready for the application window opening on the 2<sup>nd</sup> November.

It is our hope that you will be able to share news of the launch in your own channels, we will be able to provide you with a press release, social media messaging and images to use both internally and in your external channels. I will send these through, under embargo, prior to the launch. If you could please reach out to community groups that you currently or have recently worked with where appropriate that would be appreciated.

We will be running two workshop sessions via Zoom for those thinking of applying. The first workshop will provide an 'Introduction to the scheme' and will take place on the 6<sup>th</sup> November, 4:00pm – 5:30pm and the second workshop on 'Making a great application' will take place on 11<sup>th</sup> November 4:00pm – 5:30pm. Applicants will be able to sign up to these via Eventbrite, the links to which will be shared on our [organ donation homepage](#).

If you have any questions in the meantime please just let me know through the address below.

Yours sincerely,



Wayne Lawley

**Head of Corporate Communications**

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