



Strategy 2024 - 2028



Introduction

Jain and Hindu Organ Donation Alliance is a charity which raises awareness and promotes organ, stem cell and blood donation amongst the South Asian communities in the UK, mainly within the Hindu and Jain communities.

Our work is supported by an eminent group of Patrons, a strong Trustee board and Steering group and volunteers across the UK. We work in partnership with NHS Blood & Transplant, community groups and other stakeholders. We are a trusted voice for the community and we will continue to build stronger partnerships with communities on the ground at its heart.

With the profound effects of the Covid-19 pandemic and three years on from the organ donation law change in England and its limited impact, much needs to be done to encourage more people from South Asian communities to agree to donating organs. The Hindu community in the UK numbers around 1 million and the Jain community between 60,000 and 80,000.



We have a bold vision, dynamic strategic goals and an ambitious strategy for the next four years, which we will deliver through stronger community and corporate partnerships, thought provoking campaigns, outreach work, lived experience, case studies and research. We look forward to working with all our partners to deliver this and seek help and support from all to get involved. This Strategy will be implemented by the Trustee Board with support from our Steering Group with a costed action plan which will be regularly monitored.

Board of Trustees Jain and Hindu Organ Donation Alliance

www.jhod.org.uk



Our Vision:

No one dies waiting for a transplant in the UK

Our Mission:

To significantly increase the number of organ, stem cell and blood donors from diverse communities in the UK

Our Values:

Inclusive: actively encouraging participation from all sections of our communities and encourage a culture of inclusion.

Collaborative: working with others with complementary skills to ensure effective delivery, sharing resources as relevant and encouraging joint responsibility.

Ambitious: with a desire to learn, grow and achieve our goals. We are committed to our Vision with a strong volunteering ethic and a drive to ensure we are successful.

Empowering: Empowering our team and volunteers by clearly explaining our Vision, Mission and Strategy and ensure they understand their contribution in delivering this with delegated authority.

Trusted: (Our Golden Thread): by our communities, our partners and others to deliver our goals with integrity, honesty and a trusted voice for the benefit of our communities.



Our Strategic Goals:

1: Strengthening Partnerships

Expand reach to organisations/umbrella bodies/corporates and across four UK nations

- South Asian organisations including community/charities, temples and others
- Public Sector (NHS England and four nations, local authorities, hospitals and others)
- Corporates (Companies, charities and pharmacies)

2: Increase our profile nationally by building closer working relationships with:

Our Patrons

Media partners including social media

Influencers

Testimonials

Politicians

Mainstream Media: Print and broadcast

3. Continue to develop our work/outcomes to better champion the needs of our communities.

Building on trust and insight and adding value

- Publish latest statistics and encourage commentary via peer groups
- Commission trusted academic institutions to carry out research on attitudes/behaviours towards organ donation among the Hindu and Jain communities







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