

GSK Community Health Programme

supporting small charities tackling health inequalities

in partnership with The King's Fund

Application Questions

This is a list of the questions you will be asked in the online application form, which are given to help you decide if you want to apply. All applications must be submitted on our online form.

When you log in to the application portal for the first time, you will need to register your organisation and contact details. Once you have registered, you can start an application.

Section A: Applicant Details

Your charity: At the start, you will be asked to search for your charity by entering the name in the search bar. Once you have found your charity, click on the name. The system will display the charity name and its registered UK charity number. The list is updated regularly, but if you cannot find your charity name and number here, it can be entered manually.

A1 Is your charity known by another name other than its registered name (Yes / No)

If yes, please give the details.

A2 Organisation's registered address

A3 Name of your most senior staff member

Job title

Telephone number

Email address

Is this your work email address?

Organisation's website (if it has one)

A4 Name of contact person for this application

This is the name of the person who is completing the form and registered on the application site. We will contact them if we have any queries. Please complete all fields, even if it is the same information given in question A3.

Job title

Telephone number

Email address

Is this your work email address?

A5 Confirm your registered charity number (Number box)

You must be a registered charity to be eligible to apply for this programme. Please make sure that the charity number you give is for an independently constituted organisation and not for an umbrella charity.

When was your organisation registered as a charity? (Please give date)

A6 When was your organisation founded? (Please give date)

Your organisation must have existed for at least one year on Monday 10 August 2026 and have registered charity status by that date. We may ask to see a copy of your constitution or other documents to confirm this.

A7 Recent organisational changes

Has your organisation merged with another charity or changed its legal status in the last three years? (Yes / No)

If yes, please give details and your old charity number here. (Maximum 100 words)

A8 Please tell us the number of people in your organisation

(full time, part time and volunteers)

Section B: Who You Support

The information you provide in Section B will not be used to assess your application. It is for our own evaluation of the GSK Community Health programme. When choosing your answers, please select the category that reflects the majority of your work, even if it does not cover your whole range of activities.

B1 What is your organisation's remit

Please select your organisation's remit. (select from a list)

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B2 Where you work

In which geographical area does your work take place? (select from a list)

B3 Your beneficiaries

Which option best describes the people that benefit from your organisation's work? (select from a list). If other, please give details: *(700 characters max including spaces)*

B4 Health conditions

Please choose the option that best describes the health condition that the people your organisation supports are most concerned with (select from a list).

Please describe other specific health conditions here: *(700 characters max including spaces)*

B5 Age range

Which age category best describes the majority of people accessing your organisation's services? (select from a list)

Section C: Organisational Finance and Governance

C1a Previous year's total income

What was your organisation's total annual income for the last financial year (2025/26)?
(Number box)

To be eligible to apply your charity's total annual income must be between £20,000 and £150,000 as shown in your most recent accounts. If your income is over £150,000 you may be eligible to apply for the [GSK IMPACT Awards](#).

C1b Current year's total income

Please give an estimate of your organisation's total annual income for this financial year (2026/27). (select from a list)

C2 Charging for services

Please tell us if you charge service users or request a donation for any of your services?
(Yes / No)

If yes, please tell us how much you charge and how services are made accessible to those who could find it difficult to pay? *(Maximum 50 words)*

C3a Trustee relationships

Please confirm you have a Board of at least three unrelated trustees in place (Yes / No)

C3b Conflict of interest

Are any of your trustees or staff related? (Yes / No)

If yes, please describe the relationships and how any conflict of interests are managed.
(Maximum 100 words)

C3c Trustee payments

Do any trustees receive payment (excluding expenses) for work they do for the charity or for any related services? (Yes / No)

If yes, please provide further details. For example, what is the payment for, how much do they receive and how is the arrangement managed? *(Maximum 100 words)*

C4 Organisational policies

Please list your organisation's main policies, such as safeguarding, equality diversity and inclusion, recruitment, finance and complaints. We may ask to see these as part of the assessment process. *(Maximum 100 words)*

C5 The GSK Community Health programme is funded by GSK.

Please confirm your organisation can accept funding from this company (Yes / No)

Section D: Your Work

D When you are completing this application form, please remember to:

- include references for any data you use
- say if any services or initiatives mentioned are current or have finished

We are interested in your whole charity, so please tell us about the work you do across your organisation. We will not shortlist an application that only focuses on a particular project.

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D1 What is the need you are working to address

Please give a brief description of the community your organisation serves - what are its main health needs and how have you identified them? *(Maximum 200 words)*

D2 Your organisation's track record

Describe how your organisation has responded to these health needs. How does this work demonstrate your ability to meet community health care needs and address health inequalities, for example by improving access, supporting healthy lives, or improving quality and experience of services? *(Maximum 300 words)*

D3 Reaching and working with communities - supporting people experiencing the greatest health disadvantage

How do you ensure that a wide range of people use your services? What have you done to make your services more accessible and reach people who experience disadvantage? Who are you finding it difficult to connect with and how might you address this? *(Maximum 150 words)*

How is the local community, either individuals or groups, involved in your organisation's work? *(Maximum 100 words)*

How is the community that you serve represented within your organisation (trustees, senior management team, staff and volunteers)? Is your organisation led by the people from the communities it serves (please describe)? *(Maximum 150 words)*

D4 Collaboration with other organisations

Has your organisation built close partnerships with other organisations? If yes, explain how they developed, how they help meet your objectives, your role, and how you work with and complement health and care services or share learning with others. *(Maximum 150 words)*

D5a How you will know if your work has been successful

Please give an overview of your organisation's main achievements in your last financial year. In particular, please identify your achievements addressing health inequalities. *(Maximum 200 words)*

D5b Please give examples of the data you have collected on your organisation's work.

This might include collated outcomes of sessions you have delivered showing the changes which have taken place; the results of service user evaluations; the impact of training, exercise or wellbeing programmes; or contributions to wider changes to tackle health inequalities. *(Maximum 150 words)*

D6 How much are you applying for and how would you use a donation?

Donations of up to £10,000 are available to successful organisations, funded by GSK. This can include core funding and you do not need to present a budget. *(Maximum 100 words)*

D7 The leadership programme

Up to 10 places are available on the online GSK Community Health Leadership programme, valued at an additional £5,000 per place. The programme is designed to help leaders of small charities build the confidence, skills and relationships needed to lead effectively in challenging contexts. It will support participants to strengthen their leadership practice, build resilience, lead people and partnerships well, and take a more strategic and sustainable approach to increasing their organisation's impact. Participants will be expected to bring openness, curiosity and a willingness to challenge their thinking, reflect on and develop their leadership practice, and collaborate with others to build a supportive learning community. In return, they will gain practical tools, fresh perspectives and the support of a trusted peer learning community.

What are your aspirations for your organisation? For example, how would you like to develop your services, reach, influence and impact? *(Maximum 100 words)*

What does it mean to you to be a leader in the voluntary and community sector? *(Maximum 150 words)*

How could attending the GSK Community Health Leadership programme support your organisation and your leadership? *(Maximum 100 words)*

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- D8** Where did you hear about the GSK Community Health programme?
(Please select from a list)

Section E: Your Accounts

Your application must include a copy of your most recent annual accounts. There are two ways they can be submitted:

- upload your accounts with this form or
- confirm your accounts are available online at the Charity Commission

You can send accounts with or without a scanned signature. If you send them without a scanned signature you will be asked for a signed copy if your charity is shortlisted. Please note, we must receive your accounts by the deadline for applications, **Monday 10 August at 5pm**.

- E1** Submit your accounts

- E2** Are your accounts available online at the Charity Commission? (Yes / No)

Section F: Declaration

Rules and conditions for applicants

- No application will be accepted after the closing date which is 5pm on Monday 10 August 2026.
- All decisions of the panel are final. No further information will be provided beyond the guidelines to the scheme.
- GSK / The King's Fund may ask to use information provided in your application for publicity purposes connected with the GSK IMPACT Awards and GSK Community Health Programme if you are successful.
- GSK / The King's Fund may share some of your data in order to process and manage your application to the GSK Community Health Programme.
- Successful charities may be asked to complete a brief questionnaire at the end of the programme.
- I confirm to the best of my knowledge the information provided in this application is correct and I have the appropriate authority to provide it.
- The King's Fund may use AI to help summarise and review applications, to improve efficiency and consistency. All application decisions will be made by people, and not AI.

The King's Fund will manage your personal data in accordance with its [Privacy Notice](#).

I confirm the following:

- I have read and understand the rules and conditions for applicants. (Yes / No)
- I confirm to the best of my knowledge the information provided in this application is correct and I have the appropriate authority to provide it. (Yes / No)
- I also confirm that any content assisted by AI has been checked and verified as correct. (Yes / No)

END OF QUESTIONS

June 2026