

2027 GSK IMPACT Awards

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. Please note the 2027 GSK IMPACT Awards has a two-stage application process.

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.

Stage one application form

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 details.

A2 Organisation's registered address

A3 Name of your most senior member of staff

Job title

Telephone number

Email address

Is this your work email address?

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)

Your organisation must be a registered charity to be eligible to apply for this award. 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 the date)

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

Your organisation must have existed for at least three years on Wednesday 19 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)

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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 IMPACT Awards. 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)

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 you selected 'other' or would like to provide more information, please give details here. (Maximum 700 characters including spaces)

B4 Health condition

Please choose the option from the list which best describes the health condition that the people your organisation supports are most concerned with (select from a list). If you choose 'other specific health condition' in the first part of this question, please describe here. (Maximum 700 characters 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: Organisation's Finance

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 £150,000 and £3 million, as shown in your most recent annual accounts produced within ten months of your year-end.

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)

Section D: Previous GSK IMPACT Award

D1 Previous GSK IMPACT Award

Has your organisation previously won, or been highly commended, or a runner up for a GSK IMPACT Award? (Yes / No) (If yes, please complete question D2 and D3)

D2 Most recent Award

What was the most recent year that you won, were highly commended or a runner up for a GSK IMPACT Award? (Please add year)

Organisations that have previously won a GSK IMPACT Award can re-apply five years after winning. If your organisation applied in 2021 (receiving the award in 2022) or before, you are eligible. Other shortlisted organisations can re-apply for any year.

D3 Achievements since your last Award

Please give details of your organisation's achievements since its last GSK IMPACT Awards assessment, including new services or work, collaborations, community reach or new partnerships,

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growth in income or number of people supported, and any changes in the complexity of your work. *(Maximum 300 words)*

If you have previously won an award what would be the additional benefit to your organisation of being considered for a second award? *(Maximum 100 words)*

Section E: Your Work

E1a Your purpose

Please briefly describe the purpose of your organisation. *(Maximum 50 words)*

E1b Main services

Please list the main services / areas of work across your organisation (this should be work you are currently delivering or listed in your most recent annual report). *(Maximum 50 words)*

E1c What percentage of your current work would you consider to be:

Direct health services/support (% number box); Broader health and wellbeing (% number box); Not health specific (% number box).

This question is designed to help us understand your organisation's impact on your community's health. Some organisations (including some of our previous GSK IMPACT Award winners) may offer a range of support to their communities, which includes health specific work. Examples of areas which would come under direct health are: services or events designed to help people access health services, to give health advice, to help people be healthy, to support physical or mental health, or to influence how health services are provided. Broader health and wellbeing could include areas like exercise classes, activities to combat loneliness and housing advice. We would not consider general advice work, language classes and community events as health specific. Please note, this is not an exhaustive list and we are looking for estimated percentages.

E2 Your community

Please describe the health and wellbeing needs of the communities your organisation serves, your key achievements in this field over the last two years, and the impact this has had on the people you support. *(Maximum 300 words)*

E3 Scale of your work - please tell us about the scale of your work in your last reporting year.

E3a

How many people did you work with directly? Please only include those you supported through one to one and group work, telephone advice/helplines and direct services delivered online, such as online counselling. (Number box)

Please provide a breakdown of your answer to E3a across your main services. For example, how many people accessed a particular service or attended sessions. *(Maximum 100 words)*

E3b

Please estimate the number of people you reached through awareness raising activities, events or campaigns. (Number box)

Please add any comments to help us understand the numbers provided in your answers to E3a and E3b (such as where your services are one-off light touch, or longer-term interventions for those with complex needs). *(Maximum 100 words)*

E4 Using data and evidence - please tell us how your organisation uses data and evidence to understand and improve its work and impact.

Please provide one or two examples, to include: how you have evaluated the effectiveness of your approach or the outcomes of your work? What did this tell you (please provide specific examples and data)? How has this information been used within your organisation? *(Maximum 200 words)*

E5 Partnerships - please provide **one** example of a health-related partnership your organisation has been involved in, for example with the NHS, a local authority or another charity? What was your organisation's role in the partnership, what did it set out to do and what was the outcome? *(Maximum 100 words)*

E6a Community involvement

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

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E6b Community representation

How is the community that you serve represented in your organisation (trustees, senior management team, staff, volunteers)? *(Maximum 100 words)*

E6c Access to services

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 are least privileged? Who are you finding it difficult to connect with and how might you address this? *(Maximum 150 words)*

E7 What makes you stand out? The GSK IMPACT Awards are an award for excellence and recognise charities whose work has had a demonstrable impact on the health and wellbeing of the community it serves. Looking at the criteria, why do you think your organisation should be considered for this award? Is there one aspect of your work you are particularly proud of that makes your organisation stand out for this award? *(Maximum 100 words)*

E8a Trustee relationships

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

E8b 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)

E8c 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 details. For example, what the payment is for, how much do they receive and how is the arrangement managed? *(Maximum 100 words)*

E9 Where did you hear about the GSK IMPACT Awards? (Select from list)

E10 The GSK IMPACT Awards are funded by GSK.

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

Section F: Declaration

Rules and conditions for applicants

- No application will be accepted after the closing date which is 5pm on Wednesday 19 August 2026.
- All decisions of the judges are final. No further information will be provided beyond the guidelines to the scheme.
- All shortlisted applicants must supply references from two independent referees. GSK/The King's Fund reserves the right to contact referees of shortlisted organisations.
- GSK/The King's Fund may ask to use information provided in your application for publicity purposes connected with the GSK IMPACT Awards.
- GSK/The King's Fund may produce publicity material/film assets highlighting the work of the winning organisations. For this purpose, a film crew will visit winning organisations in February/March 2027.
- GSK IMPACT Award winners will be encouraged to supply case studies for media activity to promote their win and may be asked to take part in media interviews.
- GSK/The King's Fund may share some of your data in order to process and manage your application to the GSK IMPACT Awards.
- GSK IMPACT Award winners may be asked to complete a brief questionnaire outlining how they have used their donation.
- 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 stage one 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](#).

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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)

Stage two application form

Welcome back!

The application form for stage two of the 2027 GSK IMPACT Awards asks you to provide more detail on specific areas that you have already told us about in stage one. Please provide as much additional information as you can within the word counts.

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

- **include references for data that you quote**
- **say if any services or initiatives mentioned are current or historical**
- **make clear your contribution to activities which also involve other organisations**

If you are shortlisted for an award, the assessor will ask about all areas covered in this application and request full references. Please note that we refer to health throughout in the questions. We understand that health also includes the wider determinants of health including community wellbeing. Please make sure your answers describe the health benefits of any activities you undertake.

A note about the use of AI

We recognise that you may wish to use AI to support your research when preparing your application. However, for stage two, we ask that you describe your work in your own words so we can fully understand your organisation and its impact. If you do use AI to assist you, you will be asked to confirm that you have checked and verified all information before submitting your application.

Applicant Details

Name of contact person for this application

(These contact fields will be automatically filled with the details given in your stage one application.)

Job title

Telephone number

Email address

Section G: Your Work

G1 Community health needs

Building on your stage one application, please give further details of the health related needs of the community your organisation serves. How have you identified these needs and what is their scale and severity? *(Maximum 250 words)*

G2 How has your organisation responded to the health needs that you have identified

How does this work exemplify your organisation's commitment to excellence and ability to give an innovative response to health care needs in your community? How have you tried to find new ways of promoting health or improving access to health services? Please provide examples of specific projects and their outcomes within your answer. *(Maximum 350 words)*

G3a Key achievements

Please give an overview of your key achievements in the health field in the last two years, with examples of the scale of your work. *(Maximum 200 words)*

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- G3b Main activities** - please provide information on the **main activities** that have taken place during your last reporting year (much of this information will be in your annual report).
For example, tell us what services you provided and how many sessions you ran; how many people contacted you and what support did they receive? If you provided information, what methods did you use and what was your reach? If training is part of your work, tell us who you train and what it's for. *(Maximum 200 words)*
- G4 Your impact** - please tell us about the **changes** that have taken place as a result of your work and provide examples of recent data you have collected across your main services.
This might include outcomes of counselling, service user evaluations, impact of training, wellbeing programmes or policy changes. Also describe the tools used to gather this information (e.g. external evaluation, self-reported or recognised measures) and the scale (numbers and the time period). *(Maximum 250 words)*
- G5 Using your data**
Please provide one or two examples which demonstrate how you use your data or learning to help shape your organisation's practice or influence others, for example commissioners or policy makers. *(Maximum 100 words)*
- G6 Partnerships**
Please provide examples of close partnerships (building on E5). How did they come about, how do they help meet your objectives, and how do you work with and complement health and care services or share learning with other organisations? *(Maximum 200 words)*
- G7 Training, development and networking**
Organisations that win an award will be offered two free places on the GSK IMPACT Awards training and development programme and are then invited to join the GSK IMPACT Awards Network. How do you think your organisation would benefit from this training and networking opportunity? *(Maximum 100 words)*
[Help text] The GSK IMPACT Awards training and development programme is an intensive three-day programme for senior leaders (usually CEO and deputy CEO) and focuses on developing leadership skills and gaining knowledge across a wide range of specialist areas. Organisations are then invited to take part in the GSK IMPACT Awards Network. It connects past GSK IMPACT Award winners both online and at meetings, to get and give support, share best practice and continue their professional development. The Development Programme and Network, valued at an average of £13,500 for each organisation, is funded by GSK and hosted by The King's Fund.

Section H: References

- H** We ask for details of two referees – only name, job title and organisation. If your organisation is shortlisted, we will contact you and request their email and telephone number. Referees will be asked to complete a two-page reference form.
- H1** Name of Referee 1
Position of Referee 1
Organisation Name
- H2** Name of Referee 2
Position of Referee 2
Organisation Name
- Referees should be independent and not a volunteer, current Trustee, a family member, or in receipt of a grant from your organisation. The standing of referees, as well as the amount of detail within their references will be taken into account when the awards are judged. For example, a strong referee could be a commissioner of your services or a statutory partner. If you are not sure about your choice of referee, please get in touch.*

Section I: Accounts

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

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- 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 5 October 2026 at 5pm**.

I1 Submit your accounts

I2 Are your accounts available online at Charity Commission? (Yes / No)

End of questions

June 2026