

GSK Community Health Programme

supporting small charities tackling health inequalities

in partnership with The King's Fund

Guidelines

Funding

Up to 10 organisations will receive **up to £10,000**

The leadership programme

Up to 10 places are available on an online leadership programme, valued at **£5,000** a place.

Who can apply?

To be eligible, organisations must be:

- within the income band for the programme – **the charity must have a total annual income between £20,000 and £150,000, as shown in its most recent accounts.** If your organisation's income is above £150,000 you may be eligible to apply for the [GSK IMPACT Awards](#).
- able to demonstrate how they are tackling health inequalities in their community (this can be defined as a geographical community or a community of interest).
- a registered charity by the deadline for applications 5.00pm on Monday 11 August 2025 – the organisation must also have existed for a minimum of one year by this date
- working, located and registered in the UK
- independently constituted from any national umbrella organisation.

About the Programme

Health inequalities are avoidable and systematic differences that include access to care, quality and experience of care, life expectancy, and wider factors such as environment and housing. There are stark gaps in health between the least and most deprived areas in the UK, with the cost-of-living squeeze and rising poverty impacting many people's health.

We know that a huge amount of work tackling health inequalities is carried out by very small charities working closely with their communities. We also know it can be hard for these organisations to access unrestricted funding as well as support for their leaders to do this essential work. Organisations led by and supporting the most disadvantaged communities such as those supporting ethnic minority communities, people with disabilities, people from the LGBTQ+ community and others – are particularly encouraged to apply for this programme.

The GSK Community Health programme will support aspirational leaders who want to develop their organisations to tackle health inequalities. It is designed to run alongside the GSK IMPACT Awards and support the next generation of award winners. We know from our long history with the GSK IMPACT Awards that the combination of funding and leadership support can make a real difference and help a charity realise its ambitions.

The leadership programme

The charities offered funding will be invited to attend an online leadership programme. Up to 10 places are available, valued at **£5,000** a place. The programme will be delivered by The King's Fund and provide participants with the opportunity to develop their capability and confidence to lead both operationally and strategically. Taking part in the programme will require time and commitment, and it may not be right for everyone.

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This is what small charities said about a recent leadership programme and funding from GSK/The King's Fund:

'It's been transformational. I've been able to strategise more effectively, develop my leadership style, delegate more, and make big, bold decisions.'

'I found it thought provoking and incredibly reassuring to know my challenges are shared by other charities nationally. I feel more confident to follow my intuition and also more confident to ask for help.'

'The programme has significantly increased my confidence in addressing the challenges that small charities often face.'

'This training gave me practical tools, fresh confidence, and a safe space to reflect, challenge myself, and grow as a leader. It's not just theory—it's about real challenges we face in the charity sector, and how to lead with purpose, clarity, and resilience.'

'If you're thinking about joining, I would say: go for it without hesitation. It's a rare opportunity to grow, reflect, and connect with others who truly understand your journey.'

The focus of the leadership programme will be on supporting participants to reflect on and pay attention to how they see themselves as a leader, and what supports and gets in the way of them being effective and successful in their role. Emphasis will be placed on the importance of developing the skills, qualities and practices that enable leaders to develop their resilience, build the relationships and hold the quality of conversations that enable them to achieve their personal and organisational aspirations and goals in a sustainable way

There is an expectation that participants will come with an openness, curiosity and willingness to challenge their thinking, reflect on and develop their leadership practice, and collaborate together to build a supportive learning community.

How to apply

Answer [four questions](#) to check your organisation is eligible.

Complete a short online application form. This will ask about:

1. the need your organisation is working to address
2. your organisation's track record
3. how your organisation ensures it is supporting people experiencing the greatest health disadvantage and how they help shape your work
4. how your organisation collaborates with other organisations
5. how you know if your organisation's work has been successful
6. how much your organisation is applying for and how do you plan to use the funding? (this can include core funding)
7. your organisation's aspirations
8. how you could benefit from the leadership offer

You will also be asked about the management and governance of your organisation; and to confirm that its most recent accounts are available online or to send us this document.

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We are interested in your whole charity, so please tell us about the work you do across your organisation. Applications that only focus on a particular project will not be shortlisted.

GSK and The King's Fund encourage organisations to apply that are led by and support people from under-represented backgrounds, people from ethnic minority communities, people with disabilities, and people from the LGBTQ+ community. We want people to bring their unique blend of experiences, backgrounds, perspectives and knowledge as we recognise that diversity makes us stronger.

The selection process

A panel from GSK and The King's Fund will select the successful charities. We anticipate more eligible organisations applying than we can fund and will use the application form questions and an analysis of your Trustees' report and accounts to make decisions. On occasion we may ask for further information or want to speak to someone from your organisation to find out more about your work and how we could help. Successful charities may be asked to complete a short report (less than one page) at the end of the programme.

Timetable

- Deadline for online applications: Monday 11 August 2025 at 5.00pm
- Decisions by mid-October 2025
- Leadership programme: individual conversations with programme facilitators (November/December 2025)
- Leadership programme: January to spring 2026 (programme dates TBC)

The panel's decisions are final. Unfortunately, we will not be able to give feedback on individual applications.

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

June 2025