



# IMPACT

2010 GlaxoSmithKline **IMPACT** Awards

IN PARTNERSHIP WITH THE KING'S FUND



TheKing'sFund >



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## GLAXOSMITHKLINE IN THE COMMUNITY

- **GlaxoSmithKline (GSK)**, as one of the leading pharmaceutical and healthcare companies, has a challenging mission to improve the quality of human life by enabling people to do more, feel better and live longer.
- **GSK's community investment** aims to make a positive contribution to communities around the world by investing in sustainable health and education partnership programmes.
- **The annual GlaxoSmithKline IMPACT Awards** are run in partnership with The King's Fund to recognise and promote excellence in community healthcare.

### The GlaxoSmithKline IMPACT Awards

This is the 13th year of the awards and so far over 260 UK community healthcare charities have received almost £3 million in acknowledgement of their outstanding work in dealing with some of the most difficult social issues.

Advice, generated through the GlaxoSmithKline IMPACT Awards assessments, helps strengthen the charities' current management plans and even shape their future aspirations, ensuring they continue to make an invaluable contribution to community healthcare.

To be eligible for an award, organisations must have a total annual income of under £1 million and have been operating for at least three years. Ten awards of £25,000 are made to each winning organisation, with one overall winner being awarded an additional £10,000. Up to five highly commended organisations are awarded £5,000 and up to five runners-up receive £3,000.

The GlaxoSmithKline IMPACT Awards bring together a wide range of community charities, all embodying the individual traits that together exemplify good practice in community healthcare.

STRONG LEADERSHIP • CREATIVITY • INITIATIVE

EFFICIENCY • QUALITY • CLEAR OBJECTIVES • MEASURABLE PERFORMANCE

WORKING EFFECTIVELY WITH OTHERS • SHARING 'BEST PRACTICE'

MEASURABLE RESULTS • IMPACT

INVOLVEMENT • RESPONSE • INFORMATION SHARE • ADAPTABILITY

PRIORITY AWARENESS • NEEDS FOCUSED



## JUDGING PANEL



**Dr Justine Frain – Chair**  
**Vice President, Corporate Responsibility & Community Partnerships, GSK**

Justine leads GSK's global programme of community investment, a key element in the company's corporate responsibility. She has chaired the judging of the awards for the last eight years.



**Gary Belfield**  
**Acting Director General for NHS Commissioning and Systems Management, Department of Health**

Gary has over 25 years experience in the NHS and the Department of Health (DH). His previous roles include Head of Primary Care in the DH and Chief Executive of an NHS Trust. Gary led the development of 'World Class Commissioning' which has set the standard for future policy development between DH and NHS.



**Chitra Bharucha MBE**  
**Vice Chair, BBC Trust**

Chitra started her career in medicine before moving to various regulatory roles related to medicine, broadcasting and advertising. She now serves as Vice Chairman of the BBC Trust, which ensures that the BBC delivers high quality and distinctive programmes and services.



**Simon Bicknell**  
**Senior Vice President, Company Secretary and Corporate Compliance Officer, GSK**

Simon has been Company Secretary of GlaxoSmithKline plc since 2000, when the Company was formed by the merger of Glaxo Wellcome plc and SmithKline Beecham. Qualifying as a Barrister in 1983 he joined Glaxo Wellcome in 1984.



**Sir Cyril Chantler**  
**Chairman, The King's Fund**

Sir Cyril is Chairman of The King's Fund and serves on a number of boards, including University College London Partners, and is an advisor to the Associate Parliamentary Health Group. He is a Professor in Paediatric Nephrology and previously was Principal of UMDS of Guy's and St Thomas's Hospitals, Chairman of Great Ormond Street Hospital for Children and of the Clinical Advisory Group for NHS London.



**Susan Gibson**  
**General Manager, Derry Well Woman (2009 IMPACT Award Winner)**

A qualified teacher with extensive experience in Youth and Community Work, Susan is a founder member and Manager of Derry Well Woman, which provides a comprehensive range of health and social care services to women in North West Ireland.



**Gilly Green OBE**  
**Head of UK Grants, Comic Relief**

Gilly has been Head of UK Grants at Comic Relief for 11 years and was awarded an OBE for services to domestic violence in 2007. A trained social worker, Gilly also spent 13 years working in the voluntary sector before joining Comic Relief.



**Mark Jennings**  
**Director of Health Care Improvement, The King's Fund**

Originally qualifying as a Chartered Engineer, Mark has over 25 years experience with the NHS working at National, Health Authority and Trust levels. He joined The King's Fund in 2009 to lead its Health Care Improvement Directorate.



**Peter Wanless CB**  
**Chief Executive, Big Lottery Fund**

Peter joined the Big Lottery Fund in 2008 from the Department for Children, Schools and Families, where he was Director of the Families Group. Before that he had a notable civil service career with two key appointments at the Treasury.



# ARTS FOR HEALTH CORNWALL AND ISLES OF SCILLY CORNWALL

[www.artsforhealthcornwall.org.uk](http://www.artsforhealthcornwall.org.uk)

Arts for Health Cornwall (AFHC), exists to promote the role of all the arts in improving health and well-being. It provides advice, support and training as well as delivering a range of specific projects.

Arts for Health was the UK's first countywide arts for health organisation. It is the only body of its kind in Cornwall where it has been promoting the role of creativity in improving health and wellbeing since 2001.

Creative activity has been shown to have tangible effects on physical and mental health, and its application can also dramatically improve the environments within which health and social care are delivered, bringing wide ranging benefits to those that use them.

AFHC promotes the role of every aspect of the arts including music, dance, design, crafts, visual arts, theatre, writing, singing and many other art forms.

Increased recognition for its work has resulted in heavier demand for its services. From 10 clients in 2001 it now works with over 1,250. Last year alone AFHC ran 46 projects in 27 locations including projects working with homeless people and NHS staff on long term sick leave.

In one particular project, working with older people, it commissioned a voice artist and a filmmaker to work with staff in a care home to facilitate a series of singing sessions from which a training DVD and toolkit were produced and subsequently used in other homes. The benefits to those involved included an increase in self-esteem and confidence as well as an improvement in mobility, socialisation and communication. These were particularly apparent in those clients with dementia.



### Judges' Comments

**For an organisation of its size Arts for Health Cornwall has a large number of service users and its outputs are all of a very high standard. It is a dynamic organisation with strong leadership and its work is innovative, particularly with older people in care, dementia sufferers and homeless people.**

.....  
"We are very proud and delighted to have received this national award for our work in improving health, and for the recognition both for our work as an organisation, and for the powerful effects that creativity has on health and well-being"

Jayne Howard, Director, AFHC  
.....





## AUDITORY VERBAL<sup>UK</sup> UK

[www.avuk.org](http://www.avuk.org)

Auditory Verbal<sup>UK</sup> (AVUK) is a national charity which teaches deaf babies and children to listen and speak using Auditory Verbal Therapy, so that they can achieve their potential in the hearing world.

Two babies are born deaf every day in the UK and over 90% of these are born to hearing parents who would usually choose for their child to listen and speak. In early years, children with a hearing impairment are given access to sound through hearing aids and cochlear implants, but to really make a difference these children need to be taught during infancy how to listen and communicate.

Auditory Verbal Therapy is a parent-centered approach which enables deaf children to learn to talk through listening. It shows parents how to create and enhance listening and spoken language opportunities for their deaf children. The children learn through play that sound is meaningful and become motivated to 'switch on' their voices to communicate.

AVUK works with a wide range of partners, including local health and education services across the UK, to improve provision for deaf children. Through delivering a menu of bespoke and university-validated professional training, AVUK is ensuring that more deaf children are able to access specialist early intervention and expertise closer to home.

Over 80% of the children seen by AVUK close the language gap with their hearing peers and enter mainstream schools.



### Judges' Comments

**Auditory Verbal's work has a life-changing impact on people. It helps a large and diverse number of families and, as a result, hundreds of deaf children are able to live in a hearing world without the need for constant intervention. It has an impressive track record and is a worthy winner.**



**"It is immensely valuable to be given a 'quality mark' by such prestigious independent organisations in the field of healthcare. Our grant of £25,000 will go towards our Family Bursary Fund to ensure there is equity of access for all families of deaf children who choose Auditory Verbal Therapy"**

**Jacqueline Stokes, Director, AVUK**



## HALE PROJECT WEST YORKSHIRE

[www.haleproject.org.uk](http://www.haleproject.org.uk)

HALE is a healthy living project working in areas of significant health deprivation in West Yorkshire. It aims to improve and sustain the health and wellbeing of local people and communities.

Working with people of all ages and from all backgrounds HALE, (Health Action Local Engagement), has a skilled team of community health workers who understand that to make a difference to people's health and wellbeing, local people themselves need to be involved in developing projects right from the outset.

Based in Shipley, Bradford, HALE currently has over 20 projects dedicated to addressing health inequalities around nutrition, oral health, sexual health and mental health. Its work is closely aligned to NHS priorities and as an organisation it has gained the confidence of the local medical community, along with social workers and other voluntary organisations and, as a result, has developed many close working partnerships.

HALE recognises the importance of giving people confidence in themselves, enabling them to make changes, and improve their health. This confidence enables groups to form and in time to become self sustaining. By adopting a flexible approach and listening to the needs of the community, HALE is able to reach out to people who may not otherwise access traditional health services.

All of HALE's work is designed to be fun and creative and enable people to make positive life changing choices.

### Judges' Comments

**HALE is a model of good practice, actively engaging with the local community in innovative ways, and reaching out to the most marginalised people.**



**It regularly seeks the opinions of service users and, as a result, it recently received an NHS Inspiration Award for its luncheon clubs which encourage older people to come together and cook for themselves. By empowering the groups it works with to become self sufficient HALE is leaving a lasting legacy.**

.....  
"It's wonderful to gain recognition from such prestigious organisations as The King's Fund and GSK, and it has undoubtedly reinforced the motivation within the team. We intend to use this opportunity to enhance our work around young people, sexual health and alcohol misuse"  
.....

Natasha Thomas, Project Manager, HALE



## MIDLOTHIAN YOUNG PEOPLE'S ADVICE SERVICE DALKEITH

[www.mypas.co.uk](http://www.mypas.co.uk)

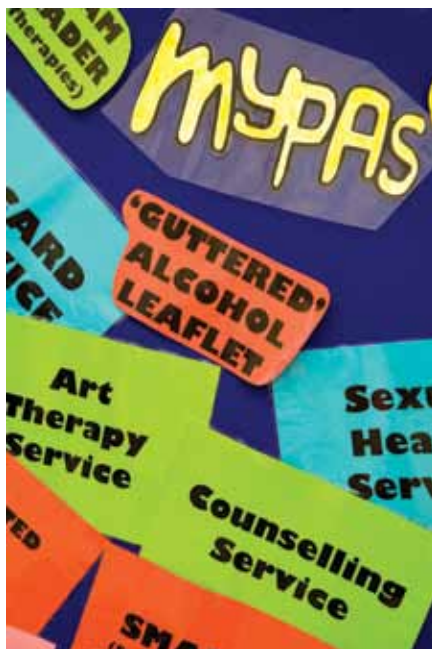
Midlothian Young People's Advice Service (MYPAS) is a free and confidential community based service providing support, information and advice on a wide range of issues to young people aged 12-25 across Midlothian.

Based in Dalkeith, MYPAS has vastly expanded its services in the 11 years since it first opened its doors. It helps young people tackle issues in many different areas including sexual health, mental health and substance use.

Often working with those most 'hard to reach', MYPAS is creative in the way it provides many points of access for young people. It holds drop-ins, provides outreach services, delivers street work as well as holding educational sessions at local schools. It reaches far into the community and has proven itself to be both accessible and popular. It is seen by young people as independent and confidential, which has been the key to its success.

It has developed excellent working relationships with a range of statutory services and grown into an organisation which is well respected locally and valued in the community. It has contributed to helping the local NHS achieve its objectives, especially regarding reductions in teenage pregnancies and STI's.

MYPAS has taken an innovative approach to meeting the health needs of its community and, as a result, has made an incredible difference to the health and wellbeing of the young people of Midlothian.



### Judges' Comments

**MYPAS is creative in the way it engages young people by providing well designed youth-friendly services which have a strong community focus and are underpinned by good partnership working. It is very well managed, achieves a huge amount for its size and is very well respected and valued by statutory bodies.**

.....  
"The recognition of excellence that an IMPACT Award gives will aid MYPAS in negotiating with current and potential funders, allowing the organisation to build on its innovative approaches to working with young people, including strengthening our street work and outreach programmes"

Dave Evans, Manager, MYPAS  
.....



## NEW HORIZON YOUTH CENTRE LONDON

[www.nhyouthcentre.org.uk](http://www.nhyouthcentre.org.uk)

New Horizon Youth Centre is a day centre open seven days a week giving help, advice and practical support to young people aged 16-21 who are vulnerable, homeless or at risk.

Based in the Kings Cross area of London, New Horizon aims to enable young people to gain skills and knowledge to improve their life chances as they move from adolescence into adulthood.

Many of the young people it helps are involved with drugs and the sex industry, most are homeless and some are sleeping rough on the streets, enduring chaotic and risky lifestyles. Without help and support these young peoples' futures are bleak.

While the needs of each young person varies, they all share common histories of abuse, deprivation, rejection, discrimination and are living in poverty.

The centre sees up to 2,500 young people a year and offers a wide range of services from advice and support on accommodation and drug issues to providing hot food, showers and clothes. It has a full time nurse who provides clinical appointments, runs health workshops and supports young people in accessing other health services.

New Horizon has a strong volunteer support programme offering peer mentoring and street outreach, and also offers young people the chance to gain accredited education and training.

New Horizon Youth Centre works to turn negative experiences around by offering a supportive environment whilst channelling young people towards meaningful lifestyles and occupations.



### Judges' Comments

**New Horizon's commitment to working with marginalised members of society, and bringing about lasting change in their lives, is impressive. The enthusiasm of its staff and their willingness to go the extra mile is commendable. It recently moved into a new purpose-built centre and, from the outset, involved its young service users in the development and design. It is working at a very difficult end of the market and fulfilling a need in a very innovative way.**



**"This award has been a great boost, not only from a financial point of view but also as wider recognition of the life transforming work we carry out with vulnerable young people, specifically those 'hard to reach' clients we assist in our outreach work"**

**Shelagh O'Connor, Director, New Horizon Youth Centre**





## ONE25 BRISTOL

[www.one25.org.uk](http://www.one25.org.uk)

One25 reaches out to women in Bristol who are trapped in street sex work, supporting them to break free and build new lives away from violence, poverty and addiction.

The majority of the women One25 helps are homeless, malnourished and suffering from chronic ill-health. Many have friends who have tragically died young as a result of their high risk lifestyle.

In 2009 its outreach team made contact with these women over 3,000 times, lending practical support giving food, first aid and STI tests and also providing emotional support; listening to their stories when very often no-one has listened before. This is the key to breaking through the cycle and, with its caring approach, One25 is giving these vulnerable women the support and motivation they need to start looking after themselves.

One25 encourages them to step away from the streets, whether it's for a brief respite in its outreach van, an afternoon at its drop-in centre, or permanently, with the help of one-to-one caseworkers.

At its drop-in centre, women can use the washing facilities, see a GP or talk to caseworkers who can connect them with other services including counselling, complementary health therapies, education, training and addiction treatment. They also have a dedicated mother and baby home, 'Naomi House', which provides intensive support for women who have escaped the cycle of sex-work and substance misuse in order to give their babies a better start in life.



**"It's such a boost for the whole team and the vulnerable women we support. One25 is under funded and yet more and more women are asking for our help. This award helps us to maintain our proactive health outreach and support more vulnerable women to take control over their health"**

**Helen Hill, Income Generation Manager, One25**

### Judges' Comments

**One25 is an outstanding organisation. It provides more than a 'package' of care, offering integrated health and holistic support services to get vulnerable women off the streets. It walks women through the journey from street sex work and substance misuse into a more stable lifestyle with improved physical health and well-being. The dedication of its staff and volunteers is impressive.**





Living with HIV  
changing lives



## POSITIVELY WOMEN LONDON

[www.positivelywomen.org.uk](http://www.positivelywomen.org.uk)

Positively Women is the only national charity providing support for women living with HIV by women living with HIV. It challenges stigma and discrimination enabling women to make informed choices about their lives.

Positively Women was established in 1987 by two women who had contracted HIV through intravenous drug use and who were determined to set up services specifically for women's needs. At that time, there was no appropriate support service available for women living with HIV.

Today as a national charity based in Islington, Positively Women reaches over 1,000 women across the UK living with HIV every year. Its services are free and provide a range of support, helping women and their families to come to terms with a new diagnosis, manage their physical and mental health and move forward – positively. Still strongly committed to the ethos of peer support and empowerment the charity established PozFem UK in 2005, a national network of women living with HIV, and has recently developed a range of new media tools including Facebook, Twitter and PosWomenUK to interact with the people it supports.

The organisation is a confident force in the HIV field. Offering a wide range of services to support women with HIV to enable them to realise their full potential.



### Judges' Comments

**Positively Women has developed a model that empowers women to take an active part in their own health and social care. Its work has demonstrated positive impact in changing behaviour. It has a strong record of collaboration with other agencies and its reach into some of the most marginalised communities is particularly impressive.**

**“This award is recognition of Positively Women’s success in challenging the stigma of HIV and providing a basis for women to advocate for themselves. The money will be used to extend the opening hours of the Helpline and enable the development of new support mechanisms via e-platforms to reach out to more women living with HIV”**

**Elisabeth Crafer, Director, Positively Women**





## PROSTATE SCOTLAND SCOTLAND

[www.prostatescotland.org.uk](http://www.prostatescotland.org.uk)

Prostate Scotland aims to inform and educate the public about prostate health. It raises awareness of, and provides information on all prostatic diseases, encouraging men with symptoms to get checked and helping to improve patient treatments.

Nearly one in two men in Scotland is likely to get prostate disease at some stage in their lives, and one in twelve prostate cancer – the most common form of cancer amongst men in Scotland. Prostate Scotland aims to reach out across Scotland to create greater awareness amongst men, their families and partners about prostate disease and how to seek treatment.

Established in 2006, Prostate Scotland runs many creative campaigns. It raises awareness of a complex problem and the action that men need to take.

It often uses humour to get its message across, but the health information it delivers conveys a serious yet simple message; the more men are aware of prostate disease, what to look out for and how to seek help, the greater the number who can be treated.

It communicates to a wide range of people providing a comprehensive range of information about all prostate diseases and detailing treatments. Its website has been hugely successful attracting more than 1,000 new visitors each month with over 40,000 page views.



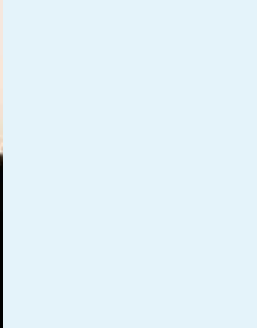
### Judges' Comments

**Prostate Scotland is unique in that it is raising the profile of all prostate diseases, not just prostate cancer. It has developed creative and innovative ways of raising awareness of prostate diseases, and reaches a wide population of men. As an organisation it has only been operating since 2006 but the impact it has made in such a short space of time is particularly impressive.**



**“This award is great news and to have the charity independently recognised will enable us to take our work further. We plan to utilise the funding to help our awareness campaign as the incidence of prostate cancer is projected to grow by more than a third over the coming ten years”**

**Robert Wilson, Chairman, Prostate Scotland**



## THE HAVEN CENTRE SOUTH LANARKSHIRE

[www.thehavencentre.com](http://www.thehavencentre.com)

The Haven Centre, based in Blantyre, South Lanarkshire, is a drop-in centre providing holistic support to people affected by a range of life-limiting illnesses such as multiple sclerosis, motor neurone disease, Parkinson's, Huntington's Disease and cancer.

In the UK, 90% of palliative support is for those with a cancer diagnosis. The Haven provides integrated healthcare to people affected by a range of life-limiting conditions. It aims to help people cope with the complex emotional and practical effects of illness, supporting them to live on positively.

A key strength of The Haven is that it provides continuity of care, with services available at all stages of an illness. Patients, carers, their families and friends can go to the drop-in centre and receive advice, information and support, in a relaxed and welcoming environment. For those whose illness is at an advanced stage, 'Haven @ Home' also offers complementary therapies and support for clients in their own home.

The Haven's 'integrated model of care' is delivered by a team of specialist nurses and therapists supported by 72 volunteers. Over 30 services are available. Information and advice helps people understand their illness and treatment, complementary therapies ease physical and emotional symptoms and volunteers provide invaluable emotional and social support. There are workshops, walking groups and support for children coping with bereavement or a parent's illness.

The Haven is dedicated to community involvement. Such is the success of the centre, its work is being replicated elsewhere in Scotland.



### Judges' Comments

**Most of the palliative support in the UK is for cancer and The Haven is one of the few centres offering support for all life-limiting conditions. It is an impressive organisation and is well respected locally.**

**It has strong links to its community and in August 2009 it was recognised nationally, winning the Queen's Award for Voluntary Services for its outstanding work in the community.**

**"We are delighted to be an IMPACT Award winner and for our work to be acknowledged at a national level. It has highlighted the value of our service and the dedication of our staff and volunteers, providing inspiration and vital funds to enable us to reach out to even more communities across Lanarkshire"**

**Janice Williams, Manager, The Haven Centre**



## WOMEN & GIRLS NETWORK LONDON

[www.wgn.org.uk](http://www.wgn.org.uk)

Women and Girls Network (WGN) is a London-wide service supporting women and girls who have experienced historic or recent gendered violence, whether physical, sexual or emotional, and facilitates healing and long term recovery.

Childhood sexual abuse, domestic violence, female genital mutilation, forced marriage, prostitution, rape, torture and trafficking are just some of the atrocious acts committed against women, and the violation of both mind and body can have a devastating, long lasting and deeply traumatic impact.

Established in 1987, Women & Girls Network (WGN) provides a comprehensive range of therapeutic services. Its techniques in dealing with trauma are seen as unique and innovative in helping women with complex mental and physical health needs. The service is referred into by voluntary and statutory organisations such as social services, police, general practitioners and other violence against women organisations. It has also recently been awarded the contract to deliver a Rape Crisis service covering west London.

All of its services, which include a helpline, one to one counselling and group work, as well as body therapies such as shiatsu and yoga, are delivered by a highly-competent, multi-cultural team.

Where lives may have been shattered, WGN enables them to heal within a framework of empowerment, providing them with choices to ensure they are proactive participants in their recovery.

Women & Girls Network provides a holistic, integrated route to healing the mind, body and spirit, giving its service users the time, space and support to enable them to rebuild their lives.



### Judges' Comments

**Women & Girls Network is well established with a reputation for excellence in its field. It works with an extremely vulnerable and marginalised group of women where the need for support is often unmet. Some organisations only deal with the symptoms of trauma but WGN has led the way in pioneering a model of intervention to cover mind, body and spirit.**

.....  
"This award is recognition and an affirmation of the dedication, passion and vision of the women in this organisation: the volunteers, the paid staff and the Management Committee who, by working together, make a difference to women's lives, supporting them to move from survivor to thriver"  
.....

Akima Thomas, Clinical Director, WGN

## THE DIFFERENCE A GLAXOSMITHKLINE IMPACT AWARD CAN MAKE

**GlaxoSmithKline and The King's Fund** have been working in partnership to run the IMPACT Awards for 13 years. Our reviews of previous winners showed that winning had a huge effect on organisations, and that the improved status they received affected the way funders and commissioners viewed them.

The award also gave an important morale boost and motivated people. Many organisations received additional funding and expanded soon after winning. The assessment and feedback, professional photographs, films and help with publicity were also extremely valuable.

Growth and success for an organisation also brings with it many challenges, particularly around management, leadership and infrastructure. Many winners told us that they would benefit from further support to help them manage this important stage in their development.

### The IMPACT Awards Development Network

**The IMPACT Awards Development Network started in 2008 and has been an exciting new development for the IMPACT Awards. It provides a five day free tailored programme of support to meet organisations' training and development needs, which is in addition to the award money.**

The Network is funded by GlaxoSmithKline and hosted by The King's Fund, which has over 30 years' experience of providing leadership and skills development to senior staff in the health sector.

Previous participants have been overwhelmingly positive about the programme. They commented on the high quality of the training and its relevance to their work. They also placed enormous value on working with other organisations facing similar challenges.

The 2010 training programme runs in March and April and two places are offered to organisations that win or are highly commended for an IMPACT Award. The training includes sessions on financial management and governance, evaluation, human resource management, leadership skills, presentation skills and fundraising.



**"The facilitators were excellent and the training gave space and time for reflection"**

**"This training is going to have a very positive effect on how we work and should be instrumental in taking us forward as a charity"**

**"The presentation workshop was excellent – it really challenged my understanding of how I presented myself"**

**"The best person I have heard on financial management"**



## HIGHLY COMMENDED AND RUNNERS-UP

### HIGHLY COMMENDED

Each organisation receives a £5,000 unrestricted donation and access to the GSK IMPACT Awards Development Network, hosted by The King's Fund.

#### Antenatal Results and Choices (ARC)

[www.arc-uk.org](http://www.arc-uk.org)

A UK-wide charity based in London, which provides non-directive support and information to expectant and bereaved parents before, during and after the antenatal screening and testing process.

#### Jo's Trust

[www.jotrust.co.uk](http://www.jotrust.co.uk)

A national charity based in London, which aims to ensure that women with cervical cancer are never alone in their cancer journey, providing information, support and confidential medical advice.

#### Mothertongue Counselling and Listening Service (MTCLS)

[www.mothertongue.org.uk](http://www.mothertongue.org.uk)

Based in Reading MTCLS provides a counselling and listening service which is culturally sensitive and available in other languages, targeting Black and Minority Ethnic (BME) communities, including refugees and asylum seekers.

#### The Mulberry Centre

[www.themulberrycentre.co.uk](http://www.themulberrycentre.co.uk)

A walk in cancer care centre situated in the grounds of West Middlesex University Hospital, which provides support and information for anyone affected by cancer, taking a holistic approach within a non-medical and welcoming environment.

#### Tiny Life

[www.tinylife.org.uk](http://www.tinylife.org.uk)

The only premature and vulnerable baby charity in Northern Ireland providing a range of support services for parents of premature babies and, through its research, aims to reduce illness, disability and death in babies.

### RUNNERS-UP

Each of these organisations receives a donation of £3,000 of unrestricted funding.

#### Doncaster Rape and Sexual Abuse Counselling Service

[www.drasacs.org](http://www.drasacs.org)

The only service of its kind in Doncaster which offers free confidential counselling and support to the victims of rape and sexual abuse, either via its helpline or face-to-face. It also provides its service in a local prison.

#### Manic Depression Fellowship (The BiPolar Organisation)

[www.mdf.org.uk](http://www.mdf.org.uk)

A national user-led organisation which aims to enable people affected by bipolar disorder to take control of their lives, as well as working to combat the stigma and prejudice experienced by those affected.

#### Saheliya

[www.saheliya.org.uk](http://www.saheliya.org.uk)

A specialist mental health organisation, based in Edinburgh, which targets Black and Minority Ethnic (BME) women and girls and provides a safe and confidential service to support their mental health and well-being.

#### Wales Epilepsy Association

[www.epilepsy-wales.co.uk](http://www.epilepsy-wales.co.uk)

Dedicated to improving the lives of people with epilepsy, their families and carers by providing information, advice and support via their helpline or direct to individuals via their network of fieldworkers.



## How to apply for an IMPACT Award

The 2011 IMPACT Awards will be launched on **1st July 2010**. Please go to [www.kingsfund.org.uk/gskimpactawards](http://www.kingsfund.org.uk/gskimpactawards) for guidelines and an application form.

### About GlaxoSmithKline

GSK is one of the world's leading pharmaceutical and healthcare companies and is committed to improving the quality of human life by enabling people to do more, feel better and live longer. We pursue this through the medicines and vaccines we develop and make available and also through our Global Community Partnership programmes.

We partner with non-profit organisations to help improve the health and education of under-served communities in the developed and developing world. We provide funding, product donations, expertise and we build strategic partnerships that bring mutual benefit for those involved. In the UK, our community investment focuses primarily on four areas – Healthcare, Science Education, the Arts and the Environment.

The GSK IMPACT Awards are part of our charitable programme of support in the UK. The IMPACT Awards also operate in the USA, in North Carolina and Philadelphia.

For more information please visit:  
[www.gsk.com/community](http://www.gsk.com/community)

### Contact

Global Community Partnerships  
GlaxoSmithKline  
980 Great West Road  
Brentford  
Middlesex TW8 9GS  
United Kingdom

### Email

[community.partnerships@gsk.com](mailto:community.partnerships@gsk.com)  
(with 'GSK IMPACT Awards – UK'  
in the title field)

### Website

[www.gsk.com/community](http://www.gsk.com/community)

### About The King's Fund

The King's Fund is a charity that seeks to understand how the health system in England can be improved. Using that insight, it helps to shape policy, transform services and bring about behaviour change. The King's Fund's work includes research, analysis, leadership development and service improvement. It also offers a wide range of resources to help everyone working in health to share knowledge, learning and ideas.

For more information please visit:  
[www.kingsfund.org.uk](http://www.kingsfund.org.uk)

Charity registration number: 1126980

TheKing'sFund

