

2025 GSK IMPACT Awards

in partnership with The King's Fund



Charity number 1126980

Guidelines

The GSK IMPACT Awards are an annual programme, funded by GSK as part of the company's commitment to promote health and wellbeing in communities.

The awards have been running since 1997, and are managed in partnership with The King's Fund, a leading independent health charity working to improve health and care. The GSK IMPACT Awards recognise and reward charities that are doing excellent work to improve people's health and wellbeing.

The GSK IMPACT Awards

- Up to **ten winners** will receive **£40,000**, with **one overall winner** receiving an additional **£10,000**
- Up to **five runners-up** will receive **£4,000**
- The awards are designed to recognise success and achievements for existing work – you do not need to present a new project
- Award winners will also be offered:
 - **training and development** valued at an average of **£13,500 per organisation**
 - support with press and publicity
 - a range of resources to help promote their work, such as short films and photography
 - pro bono offers from GSK including 12 months of legal support.

Winning a GSK IMPACT Award

The funding is only part of the benefit.

As part of the award, the winning charities are given the opportunity to take part in a training and development programme. Funded by GSK and delivered by The King's Fund, the intensive three-day programme focuses on developing leadership skills and gaining knowledge across a wide range of specialist areas, such as financial management and governance, evaluation, and the health policy context.

Award winners are then invited to take part in the GSK IMPACT Awards Network. It connects past winners both online and at meetings to get and give support, share best practice and continue their professional development. The Network currently has over 130 member organisations representing some of the best of the charitable health sector in the UK.

Previous participants commented on the excellent training and facilitation; its relevance to their work; how it motivated and supported them, and the unique value of the Network.

Publicity, films and national recognition

The winning organisations will be visited by a photographer and film crew and receive support with press and publicity. Previous winners' films can be viewed at www.kingsfund.org.uk/gskimpactawards.

The GSK IMPACT Awards Ceremony

GSK IMPACT Award winners will be presented with their awards at a high profile ceremony in London in May 2025, which provides an excellent opportunity to showcase work and raise profile.

To apply go to: www.kingsfund.org.uk/gskimpactawards

Please note there is a two-stage application process: **Closing date 30 August 2024 to complete a short stage one expression of interest.** You can download the questions for both stage one and two applications from The King's Fund's website, to help you decide if you want to apply.

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Who can apply for a GSK IMPACT Award?

Applicants must be:

- A registered charity by the deadline 30 August 2024. The organisation must also have existed for a minimum of three years by this date. We will ask for your charity registration number at the start of your application and may ask for a copy of the charity's constitution to confirm this. Community Interest Companies, or any other organisations that are not registered charities are not eligible to apply.
- Located and registered in the UK.
- Targeting community health needs in the UK. Community can be defined as a geographical community or a community of interest.
- Able to point to a track record of achievement in community health issues.
- Within the award's income band, with total annual income between £150,000 and £3 million as shown in your most recent accounts. If your income is below £150,000 you may be eligible for the GSK Community Health Programme (deadline 12 August 2024).
- Independently constituted from any national umbrella organisation.
- Organisations registered in the UK but working in both Northern Ireland and the Republic of Ireland can apply.

Previous GSK IMPACT Award winners can re-apply five years after winning. If the organisation applied in 2019 (receiving the award in 2020), or before, it is eligible. Other shortlisted organisations can re-apply for any year.

If the organisation was shortlisted for a GSK IMPACT Award and visited by an assessor, there will be a particular focus on achievements since the last application.

GSK and The King's Fund actively 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.

In addition, the following organisations are NOT eligible:

- Organisations principally concerned with broad social welfare work. The organisation must be able to demonstrate its impact on the health of communities.
- Research bodies
- Advice agencies
- Organisations with paid staff who are also members of the Board of Trustees.

Please note, applicants will be asked to confirm that their Board of Trustees has at least three unrelated trustees in place. If trustees or staff are related, we will ask how any conflict of interests are managed.

Criteria used to assess applications

A unique feature of the GSK IMPACT Awards is that they recognise excellence in existing work.

They do not seek to fund new projects, **and applications which only focus on a particular project will not be shortlisted.** The assessment is based on the work of the whole organisation and will focus on excellence in the six areas of IMPACT.

The judges will be looking for evidence of:

Innovation

Leadership, creativity and vision in addressing current challenges in health care access and delivery.

Management

Clear objectives and plans; approach to diversity and inclusion; efficient use of resources; quality of management processes; financial effectiveness of the organisation.

Partnership

Working effectively with others (the community, voluntary, private and public sector partners); willingness to share practice and to learn from others.

Achievement

Scale and impact of work relative to the size of the organisation; a reflective approach to evaluation; able to articulate activity, outcomes and impact.

Community Focus

Involving and responding to people and communities; adaptability to changing circumstances and needs; working with others to improve services for the community.

Targeting Need

Ensuring services are accessible to all, including people who experience the most disadvantage or marginalisation; awareness of community issues and priorities; having a detailed understanding of the community the organisation serves and who it is reaching.

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The selection process

Applications will be assessed using a two-stage process, with a short initial application for stage one. Those invited to stage two will complete a more detailed form. For both stages a shortlisting panel will review applications against the IMPACT criteria. At the completion of stage two, up to 15 organisations will be shortlisted, who will go on to meet an independent assessor. The assessors are managed by The King's Fund, and all have extensive experience in community health and organisational development. Shortlisted organisations will be notified of documents needed for the assessment meeting, and key people (usually the CEO and Chair of Trustees) should be available for the whole meeting.

The assessor will work with each organisation for at least half a day, providing an in-depth review. They will provide feedback at the end of the meeting and may ask for additional follow up information. **The GSK IMPACT Awards is an award for excellence, and this is reflected in the rigour of the assessment process.** Previous applicants have commented on the considerable value of this mini-consultancy and how the process helped them reflect on their organisation. See what last year's winners said about the awards [here](#).

The assessor will write a report for the award's judging panel based on the original application, the meeting and reports from independent referees.

Final judging takes place in January 2025 by a panel consisting of experts in community health and health related issues, to select the GSK IMPACT Award winners.

All shortlisted organisations will be notified in February 2025.

GSK IMPACT Awards winners

The winning organisations will be visited by a film crew and a photographer in late February/March 2025, and a press release will be produced. Applicants are reminded that any programme or activity described in the application should be current and ongoing as it may be required for press / filming.

If appropriate, award winners will be encouraged to supply case studies for media activity to promote their win. Winners may also be asked to take part in media interviews.

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

How to apply

If you meet the criteria for the awards, please apply using our online application form available on [The King's Fund's website](#)

Award timetable:

- Deadline for stage one applications: Friday 30 August 2024 at 5pm
- Successful stage one applicants will be contacted by 18 September 2024 and invited to apply for stage two.
- Deadline for stage two applications: Monday 7 October 2024 at 5pm
- 15 shortlisted organisations will be visited by an assessor in November 2024
- Judging takes place in January 2025
- Notification by February 2025
- Filming and press work - February – April 2025
- Awards ceremony and Training and Development Programme – May 2025

If you are invited to complete a stage two application, you will be asked for further information including:

- The names of two referees. The referees will only be contacted if you reach the final shortlist and will be asked to complete a short reference form (questions can be downloaded from [The King's Fund's website](#)). Referees should be independent and not a volunteer, current Committee member/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 considered in the judging. For example, a strong referee could be a commissioner of your services or a statutory partner.
- Your most recent annual report and accounts which we must receive by **Monday 7 October at 5pm**. You can either attach your accounts electronically to the application form, email them, or confirm they are available online at the Charity Commission for England and Wales or Northern Ireland or the Office of Scottish Charity Regulator. Instructions on submitting accounts will be given in the application form.

To find out more about the GSK IMPACT Awards go to:

www.kingsfund.org.uk/gskimpactawards

Deadline: 5pm on 30 August 2024

Unfortunately, due to the high volume of applications, we are unable to provide feedback on unsuccessful applications or answer telephone enquiries.