

# GSK Community Health Programme

supporting small charities tackling health inequalities

in partnership with The King's Fund

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## Application Questions

- A1** Organisation name
- A2** Organisation's registered address
- A3** Name of your most senior staff member
- A4** Job title  
Telephone number  
Email address  
Organisation's website (if it has one)
- A5** Address (if not as above)
- A6** Name of contact person for this application.
- A7** Position in the organisation  
Contact telephone number  
Contact email address  
*We will use this email address to send you a copy of your organisation's completed application form.*
- A8** Charity number  
*You 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.*  
In which year was your organisation registered as a charity?
- A9** In which year was your organisation founded?  
*Your organisation must have existed for at least one year on Monday 11 August 2025 and have registered charity status by that date.*
- A10** If your organisation has merged with another charity or changed its legal status in the last three years, please give details and your old charity number here. *Approximately 100 words (700 characters max including spaces)*
- A11** Please tell us the number of people in your organisation (full time, part time and volunteers)
- B1** What is your organisation's remit? (select from a list)
- B2** In which geographical area does your work take place? (select from a list)
- B3** Which option best describes the people that benefit from your organisation's work? (select from a list). If you have selected 'other' or would like to add more information, please add details here *Approximately 100 words (700 characters max including spaces)*
- B4** Please choose the option from the list which best describes the health condition that your organisation is most concerned with (select from a list).  
If you choose 'other specific health conditions' in the first part of this question, please state which here.
- B5** Which age category best describes the majority of people accessing your organisation's services?
- C1** Please give an estimate of your organisation's total annual income for this financial year (2025/26).
- C2** What was your organisation's total annual income for the last financial year (2024/25)?  
*To be eligible to apply your 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](#).*
- C3a** Please tell us if you charge service users or request a donation for any of your services? (Yes / No)
- C3b** If you answered yes, please tell us how much you charge and how services are made accessible to those who could find it difficult to pay? *Approximately 50 words (350 characters max including spaces)*
- C4a** Please confirm you have a Board of at least three unrelated trustees in place (Yes / No)

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- C4b** If any of your trustees or staff are related, please describe how any conflict of interests are managed. *Approximately 100 words (700 characters max including spaces)*
- C4c** I confirm that no paid staff are also members of our Board of Trustees (Yes / No).
- C5** Please list your organisation's main policies, such as safeguarding, recruitment, finance and complaints. We may ask to see these as part of the assessment process. *Approximately 100 words (700 characters max including spaces)*
- C6** The GSK Community Health programme is funded by GSK. Please confirm your organisation can accept funding from a pharmaceutical company (Yes / No)
- 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.
- 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?  
*Approximately 200 words (1,400 characters max including spaces)*
- D2** **Your organisation's track record**  
Describe how your organisation has responded to these health needs:
- How does this work demonstrate your organisation's ability to respond to health care needs in your community?
  - How have you been able to address health inequalities for people experiencing health disadvantage? For example, by improving access to health services, supporting people to be healthy, improving people's quality or experience of services, or by wider factors which improve health.
- Approximately 300 words (2,100 characters max including spaces)*
- D3** **Reaching and working with communities: supporting people experiencing the greatest health disadvantage**
- D3a** 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? *Approximately 150 words (1,050 characters max including spaces)*
- D3b** How is the local community, either individuals or groups, involved in your organisation's work? *Approximately 100 words (700 characters max including spaces)*
- D3c** 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)?  
*Approximately 150 words (1,050 characters max including spaces)*
- D4** **Collaboration with other organisations**  
Has your organisation developed any close partnerships with other organisations? If yes, please describe how these came about and how they help you meet your objectives. For example, how do you work with and complement health and care services? What is your organisation's role in the partnership? How do you share the lessons from your work with other organisations? *Approximately 150 words (1,050 characters max including spaces)*
- D5** **How you will know if your work has been successful**
- D5a** Please give an overview of your organisation's main achievements in your last financial year. In particular, please identify your achievements addressing health inequalities.  
*Approximately 200 words (1,400 characters max including spaces)*
- 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

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programmes; or contributions to wider changes to tackle health inequalities. *Approximately 150 words (1,050 characters max including spaces)*

**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. *Approximately 100 words (700 characters max including spaces)*

**D7 The leadership programme**

Up to 10 places are available on the online GSK Community Health Leadership programme, valued at an additional £5,000 a place. The leadership programme will provide participants with the opportunity to develop their capability and confidence to lead both operationally and strategically. 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, including what enables or prevents them from being effective. 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 to achieve their organisational and personal 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.

**D7a** What are your aspirations for your organisation? For example, how would you like to develop your services, reach, influence and impact? *Approximately 100 words (700 characters max including spaces)*

**D7b** What does it mean to you to be a leader in the voluntary and community sector? *Approximately 150 words (1,050 characters max including spaces)*

**D7c** How could attending the GSK Community Health Leadership programme support your organisation and your leadership? *Approximately 100 words (700 characters max including spaces)*

**E1** Where did you hear about the GSK Community Health programme?

**F1** Submit your accounts

**F2** Are your accounts available online at the Charity Commission?

END OF QUESTIONS

June 2025