

# 2025 GSK IMPACT Awards

## in partnership with The King's Fund

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### 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 2025 GSK IMPACT Awards application process has a two-stage process.

#### Stage one application form

- A1** Organisation name
- A2** Organisation address
- A3** Name of your most senior staff member
- A4** Job title  
Telephone number  
Email address  
Is this your work email address?
- 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.*  
Is this your work email address?
- 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.*
- A9** In which year was your organisation founded?  
*Your organisation must have existed for at least three years on Friday 30 August 2024 and have registered charity status by that date. We may ask to see a copy of your constitution or other documents to confirm when your charity started operating.*
- 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 (*maximum 700 characters*)
- 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 selected 'other' or would like to provide more information please give details here. (*maximum 700 characters*)
- B4** 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*)
- B5** Which age category best describes the majority of people accessing your organisation's services? (select from a list)
- C1** Please give an estimate of your organisation's total annual income for this financial year (2024/25). (Select from a list)
- C2** What was your organisation's total annual income for the last financial year (2023/24)? (Number box)  
*To be eligible to apply your total annual income must be between £150,000 and £3 million, as shown in your most recent accounts produced within ten months of your year-end.*
- C3** For the current year (2024/25), please supply details of financial support, estimated where necessary. (Please complete a table)

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- D1** Has your organisation previously won, or been highly commended, or a runner up for a GSK IMPACT Award? *(If your answer is 'yes' you will be asked to complete question D2)*
- D2** What was the most recent year that you won, were highly commended or a runner up for a GSK IMPACT Award?  
*Organisations that have previously won a GSK IMPACT Award can re-apply five years after winning. If your organisation applied in 2019 (receiving the award in 2020) or before, you are eligible. Other shortlisted organisations can re-apply for any year.*
- D3** Please give details of your organisation's achievements since its last GSK IMPACT Awards assessment. Please tell us about any new services or other work in your organisation; collaborations; reach into communities or new partnerships; growth in income and/or number of people you worked with when you won the award and now; changes in the complexity of your work. **If you have previously won an award what would be the additional benefit to your organisation of being considered for a second award?**  
*Approximately 300 words (2,100 characters max including spaces)*
- E1a** Please briefly describe the purpose of your organisation.  
*Approximately 50 words (350 characters max including spaces)*
- E1b** 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) *Approximately 50 words (350 characters max including spaces)*
- 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** 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. *Approximately 300 words (2,100 characters max including spaces)*
- E3** What is the scale of your work in your last reporting year. Please tell us:  
a) How many people you worked with directly? (Number box) *(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).*  
b) Please estimate the numbers of people you reached through awareness raising activities, events or campaigns. (Number box)  
Please add any comments to help us understand the numbers provided (such as where your services are one-off light touch, or longer-term interventions for those with complex needs).  
*Approximately 100 words (700 characters max including spaces)*
- E4** Please describe how your organisation works in partnership with others and the value this brings. Can you provide **one** example of a health-related partnership your organisation has been involved in for example, with the local authority, NHS or another charity? What was your organisation's role in the partnership, what did it set out to do and what was the outcome?  
*Approximately 100 words (700 characters max including spaces)*
- E5a** How is the local community, either individuals or groups, involved in your organisation's work? *Approximately 100 words (700 characters max including spaces)*
- E5b** How is the community that you serve represented in your organisation (trustees, senior management team, staff, volunteers)? *Approximately 100 words (700 characters max including spaces)*

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- E5c** 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?  
*Approximately 150 words (1,050 characters max including spaces)*
- E6** 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/data)?
  - how has this information been used within your organisation?
- Approximately 200 words (1,400 characters max including spaces)*
- E7** 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 or programme you are particularly proud of that makes your organisation stand out for this award? *Approximately 100 words (700 characters max including spaces)*
- E8a** Please confirm you have a Board of at least three unrelated trustees in place. (Yes / No)
- E8b** 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)*
- E8c** I confirm our organisation has no paid staff who are also members of our Board of Trustees. (Yes / No)
- E9** Where did you hear about the GSK IMPACT Awards? (select from list)

### Stage two application form

Welcome back!

The application form for stage two of the 2025 GSK IMPACT Awards asks you to provide more detail on specific areas that you have already told us a bit about in stage one. For ease of reference and to help you build on your earlier answers you can view and print off your stage one answers. To do this, click **View** on the Application List to see your stage one answers and **Continue** to start stage two. Please provide as much additional information as you can within the word counts and do not rely on your answers in stage one.

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 will ask for 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.

- F1** Please give further details of the health related needs of the community your organisation serves. How have you identified these needs and what is the scale of severity of them?  
*Approximately 250 words (1,750 max characters including spaces)*
- F2** 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.

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- Approximately 350 words (2,450 characters max including spaces)*
- F3a** 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.
- Approximately 200 words (1,400 characters max including spaces)*
- F3b** 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 others is part of your remit, who did you train and for what purpose?
- Approximately 200 words (1,400 characters max including spaces)*
- F4** How do you evaluate the effectiveness of your interventions? What outcome measurements do you use to help you know you have made a difference? Please give examples of recent data you have collected across your **main services** – this might include collated outcomes of counselling sessions showing changes which have taken place; the results of service user evaluations; the impact of training, exercise or wellbeing programmes; or contributions to policy changes. *Approximately 200 words (1,400 characters max including spaces)*
- F5** 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. *Approximately 150 words max (1,050 characters including spaces)*
- F6** Please provide some further examples to question E4 of close partnerships you have developed with other organisations. Please describe how these came about and how they help you to meet your objectives. For example, how do you work with and complement health and care services? How do you share the lessons from your work with other organisations? *Approximately 200 words (1,400 characters max including spaces)*
- F7** Organisations that win an award will be offered two free places on the GSK IMPACT Awards training and development programme. The intensive three-day programme is 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.
- How do you think your organisation would benefit from this training and networking opportunity? *Approximately 100 words (700 characters max including spaces)*
- G** 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.
- G1** Name of Referee 1
- G2** Position of Referee 1
- G3** Organisation Name
- G4** Name of Referee 2
- G5** Position of Referee 2
- G6** Organisation Name
- Referees should be independent and not a volunteer, current management committee member, 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.*
- The reference form questions can be viewed from the login page of the online application form.
- H1** Submit your accounts
- H2** Are your accounts available online at Charity Commission?
- End of questions