

## Guidelines for GSK Grow Programme

We recognise the challenges that smaller charities can have accessing funding to support the health and wellbeing of their communities. We also know that many of the people leading these charities have been working under huge pressure, particularly during the Covid-19 pandemic.

This year is the 25th anniversary of the GSK IMPACT Awards, and to mark this milestone we have launched the new GSK Grow Programme to run alongside the awards. Funded by GSK and delivered in partnership with The King's Fund, this unique programme will fund charities with annual income under £120,000 who support the least privileged and diverse communities in the UK.

Successful charities will receive £10,000 in unrestricted funding from GSK to help with the day to day operation of their organisation. They will also receive a leadership programme delivered by The King's Fund, to support leaders to realise their ambitions for their organisation valued at a further £3,200.

## Funding

- Up to 10 organisations will receive £10,000 in unrestricted funding from GSK plus up to two free places on the GSK Grow Leadership Programme starting in November 2021 and running over six months.
- Up to five runners up will receive £1,000 in unrestricted funding.

## Who can apply?

The GSK Grow Programme is designed to support aspirational leaders who want to develop their charities. To be eligible applicants must be:

- a registered charity by the deadline for applications 5.00pm on Monday 20 September 2021 - the organisation must also have existed for a minimum of one year by this date
- located and registered in the UK
- within the income band for the programme - the charity must have a total annual income between £20,000 and £120,000 (as shown in its most recent accounts)
- independently constituted from any national umbrella organisation
- targeting community health needs in the UK - community can be defined as a geographical community or community of interest
- able to demonstrate its impact on its community's health and wellbeing in the UK.

## How we will assess your application

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.

We will be looking for evidence of:

- how you improve the health and wellbeing of your community
- robust management and governance processes
- financial stability and sustainability
- how your organisation has responded to Covid-19
- how you work effectively with your community, including reaching the people who are most vulnerable or disadvantaged, and ensuring people with lived experience lead or help shape your work

- good partnership working – sharing what you know, learning from others and complementing other's work
- aspirational leaders who want to develop their leadership and their organisation.

If you use figures and statistics in your application, please ensure they are referenced. If you talk about a programme or activity, please make sure it is current and ongoing work.

*GSK and The King's Fund actively encourage organisations to apply who are led by and support people from underrepresented backgrounds, people from ethnic minority communities, those with disabilities and those 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.*

## Selection process

A shortlisting panel will review applications and look for evidence as mentioned above. Up to 15 organisations will be shortlisted, who will then have a virtual meeting with an independent assessor in October 2021 to learn more about your organisation's work, your leadership journey, and how we could help. The assessors are managed by The King's Fund and have extensive experience in community health and organisational development. Shortlisted organisations will receive a letter outlining any documents to have available for the meeting and key people (usually the Director and Chair of Trustees) should be available for the whole meeting.

The assessors will write a report for the Decision Panel based on the original application and virtual meeting. The Decision Panel will meet at the end of October and all shortlisted organisations will be notified in early November. Winning organisations will be offered up to two places on the GSK Grow Leadership Programme which will start in November 2021 and run until April 2022. The programme dates will be given in advance.

## How to apply

1. Read these guidelines to check that your organisation is eligible for the GSK Grow Programme.
2. Complete the online application form which is available on The King's Fund's website ([www.kingsfund.org.uk/gskimpactawards](http://www.kingsfund.org.uk/gskimpactawards)). The online form starts with a short eligibility quiz. If successful you will be able to proceed directly to the application form.

Your application cannot be considered unless you also send us your most recent annual report and accounts (this is a different document to your Annual Review which we do not need to see). You can either attach your accounts electronically to the application form, or confirm they are available online at the relevant Charity Commission or you can email them to [gskenquiries@kingsfund.org.uk](mailto:gskenquiries@kingsfund.org.uk). This document must be received by the application deadline. Full details on how to send accounts are given in the online application form.

To find out more about the GSK Grow Programme go to: [www.kingsfund.org.uk/gskimpactawards](http://www.kingsfund.org.uk/gskimpactawards)

## Deadline for applications is 5.00pm on Monday 20 September 2021

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

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