



GSK IMPACT Awards
in partnership with
The King's Fund

2018 Guidelines

Guidelines

The GSK IMPACT Awards are an annual scheme, funded by GSK as part of the company's commitment to promote community health and well-being. The awards have been running since 1997, and are organised and managed in partnership with The King's Fund, a leading independent health charity working to improve health and social care.

The GSK IMPACT Awards recognise and reward charities that are doing excellent work to improve people's health.

The GSK IMPACT Awards

- Up to ten winners will receive £30,000, with one overall winner receiving £40,000
- Up to ten runners-up will receive £3,000
- The awards are designed to recognise success and achievements for existing work so you don't have to present a new project
- Each winning organisation is offered leadership training and invited to take part in a programme of development activities

Winning a GSK IMPACT Award

The funding is only part of the benefit of winning an award

Training and development valued at up to £6,000 for each organisation

As part of the award the winning charities are given the opportunity to take part in a training and development programme and join a Network of GSK IMPACT Award winners.

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 using digital media. Each year, the programme is adapted to respond to the needs of the current group of award winners and reflect the external environment in which they are working.

Organisations are then invited to take part in the GSK IMPACT Awards Development Network. It connects past GSK IMPACT Award winners both online and at meetings held across the UK, to get and give support, share best practice and continue their professional development. The Network currently has over 70 member organisations representing the best of the community health sector in the UK.

The training programme and Development Network, valued at up to £6,000 for each organisation, is funded by GSK and hosted by The King's Fund.

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

Publicity, films and national recognition

The winning organisations will be visited by a photographer, have a professional film made and will receive support with press and publicity.

The 2017 winners' films can be viewed at www.kingsfund.org.uk/gskimpactawards, where you can also download the winners' brochure. This gives details of the 2017 GSK IMPACT Award winners and the prestigious judging panel. Winning organisations receive brochures to promote their work.

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The GSK IMPACT Awards Ceremony

GSK IMPACT Award winners will be presented with their awards at a high profile ceremony in London in May 2018, which provides an excellent opportunity to showcase their work and raise their profile.

Who can apply for a GSK IMPACT Award?

Applicants must be:

- A registered charity by the deadline for applications. The organisation must also have existed for a minimum of three years by this date. We may ask for a copy of the charity's constitution to confirm this.
 - 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.
 - Organisations with a total annual income between £80,000 and £2.5 million as shown in the most recent accounts (produced within ten months of your year end).
 - 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 2012 (receiving the award in 2013), 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 was visited by an assessor, there will be a particular focus on achievements since the last application.

In addition, the following organisations are NOT eligible:

- Organisations principally concerned with broad social welfare work. The organisation must be able to demonstrate clearly the impact on its target community's health.
- Research bodies
- Advice agencies

Criteria used to assess applications

A unique feature of the GSK IMPACT Awards is that they recognise excellence in existing work. We do not seek to fund new projects and we will not shortlist an application which only focuses on a particular project. The assessment is based on the work of the whole organisation and the assessment will focus on excellence in the six areas of IMPACT. The judges will be looking for evidence of:



Innovation

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



Management

Efficient use of resources; quality of management processes; equality of opportunity; clear objectives and plans; strength and financial effectiveness of the organisation.



Partnership

Working effectively with others (members, users, voluntary, private and public sector partners etc); willingness to share 'best practice' and to learn from others.



Achievement

Measurable results achieved; numbers of people benefitting; impact on access to healthcare; a reflective approach to evaluation of the work; measurement and monitoring of performance, being able to report on outcomes and impact.



Community Focus

Involving and responding to users and the community; openness and provision of information; adaptability to changing circumstances and needs.



Targeting Need

Awareness of community issues and priorities; having a detailed understanding of the target community; ensuring services are accessible to and focus on people in need.

Applicants are reminded that all figures and statistics used to support their application should be referenced and dated.

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The selection process

A shortlisting panel will review all the applications and mark them against the IMPACT criteria. Up to 20 organisations will be shortlisted. In November 2017, all shortlisted organisations will be visited by 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 receive a letter outlining the documents to have available for the assessment meeting, and key people (usually the Director and Chair of Management Committee) should be available for the whole meeting.

The assessor will work with each organisation for at least half a day and provide feedback and advice at the end of the meeting. Previous shortlisted organisations have commented on the considerable value of this mini-consultancy.

The assessor will write a report for the judging panel based on the original application, site visit and reports from referees.

Final judging takes place in January 2018 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 by early February 2018.

The winning organisations will be visited by a film crew and a photographer in February/March 2018, in addition a press release and brochure will be produced. Applicants are reminded that any programme or activity stated in the application should be current and ongoing as this may be required for filming.

The winners' ceremony will take place in London in May 2018.

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.

How to apply

1. Study these guidelines to check that your organisation is eligible to apply for a GSK IMPACT Award and can meet the IMPACT criteria.
2. Complete the online application form available from The King's Fund's website (see below).
 - In the application form you will be asked to nominate two referees to support your application. The referees will only be contacted if you are shortlisted and they will be asked to complete a two page reference form (the reference form questions can be downloaded from The King's Fund website). Referees should be independent and should not be a volunteer, current Management Committee member/Trustee, a family member or in receipt of a grant from your organisation. You can nominate a user of the services provided by your organisation to be one of your referees if you wish. The standing of referees, as well as the amount of detail within their references will be taken into account in the judging.
 - 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, post them, or charities registered in England and Wales can confirm that their most recent accounts are available online at the Charity Commission. This document must be received by the application deadline. Full details on how to send accounts are given in the application form.

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

www.kingsfund.org.uk/gskimpactawards

Deadline 5pm Friday 22 September 2017

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