

2014 | GSK IMPACT Awards

in partnership with The King's Fund

Guidelines

The GlaxoSmithKline IMPACT Awards are an annual scheme, funded by GlaxoSmithKline 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 GlaxoSmithKline IMPACT Awards recognise and reward small to medium sized 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

Winning organisations decide how to use the award money

Winning a GSK IMPACT Award

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

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 2013 winners' films can be viewed at www.kingsfund.org.uk/gskimpactawards where you can also download the winners' brochure. This gives details of the 2013 GSK IMPACT Award winners and our prestigious judging panel. Winning organisations will be sent brochures to send to their supporters.

The GSK IMPACT Awards Ceremony

GSK IMPACT Award winners will be presented with their awards at a high profile ceremony at the Science Museum in London in May 2014. With up to 400 guests in attendance, it provides an excellent opportunity to showcase work and raise profile.

Free training valued at £4,000

As part of their prize the ten winning charities are given the opportunity to take part in a training programme and join our network of GSK IMPACT Award winners.

The intensive three-day training 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.

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 training and Development Network, valued at £4,000 for each organisation, is funded by GSK and hosted by GSK IMPACT Awards partner, The King's Fund.

Previous participants commented on the high quality of the training, its relevance to their work, how it motivated them and the value of working with other organisations facing similar challenges.

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 your 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.
- Small or medium sized organisations with total annual income between £25,000 and £2 million as shown in your 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 three years after winning. If your organisation applied in 2010 (receiving the award in 2011), or before, you are eligible. Other shortlisted organisations can re-apply for any year. If you were shortlisted for a GSK IMPACT Award and were visited by an assessor there will be a particular focus on your achievements since your last application.

In addition the following organisations are NOT eligible:

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

To apply go to:

www.kingsfund.org.uk/gskimpactawards

Closing date 20 September 2013

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The King's Fund

Charity number 1126980

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.

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 2013 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 2014 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 2014.

A professional photographer and film crew will visit the winning organisations in February / March 2014 and a press release will be produced. The winners' ceremony will take place in London in May 2014.

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. Carefully 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 or to download an application form go to:

www.kingsfund.org.uk/gskimpactawards

Deadline

5pm Friday 20 September 2013

Unfortunately because of the volume of applications we are unable to answer telephone enquiries either before or after judging.