



## **CATEGORIES OF SUPPORT AND SELECTION CRITERIA FOR UK CORPORATE CONTRIBUTIONS**

GlaxoSmithKline's global mission is to improve the quality of human life by enabling people to do more, feel better and live longer. The company pursues this mission not only through the medicines and vaccines it develops and makes available, but also through a wide variety of community programmes.

The company's programmes are tailored to the needs of the communities they support. GlaxoSmithKline supports community initiatives in both the developed and the developing world, but the needs can be very different. We are committed to promoting health and well-being in the communities in which we work and charitable and community partnership is one of the ways through which we invest in society.

Identifying the right projects is an important responsibility; that's why the company takes a strategic, proactive approach and does not generally support unsolicited requests for funding.

GlaxoSmithKline grant recipients are identified on the basis of need, not for their potential to assist sales of GlaxoSmithKline products.

We strive to be consistent in our selection of charities to support. We challenge them to be innovative, dynamic and cost effective with our grant. We expect to see something more – we try to see where we can add value in a creative way.

We require charities to use any contribution from GlaxoSmithKline for the purpose for which it was given and to report effectively to the company on the progress of the initiatives which our funding has supported.

It is inevitably the case that many more charities meet our criteria than can be supported; we would ask all potential partners to bear this in mind when seeking support from GlaxoSmithKline.

The UK Corporate Contributions Committee agrees charitable support for the UK. Support is considered under four headings: Healthcare (including Medical Research), Scientific Education, the Arts and the Environment. The criteria used by the UK Corporate Contributions Committee are outlined below.

### **HEALTHCARE**

Healthcare is at the heart of the company's business, and we aim to support a broad range of organisations working in this area. As part of the company's support for healthcare initiatives we also fund medical research and the continuing education of healthcare professionals.

Healthcare infrastructure projects and/or items of equipment needed by centres not necessarily within the NHS will also be considered. In selecting candidates for consideration the following criteria are used:

- (a) GlaxoSmithKline's donation should not be in substitution of government funding;
- (b) the project should have a long life and be seen to actively improve healthcare for NHS patients. Unusual, pioneering, or unique projects should be favoured;
- (c) each recipient must be prepared to affix the GlaxoSmithKline name exclusively to the facility, or part of the facility financed by the donation and to give suitable public recognition;
- (d) the projects supported should be spread geographically across the UK, with reasonable regard to GlaxoSmithKline sites;
- (e) the selection of projects should constitute a varied but coherent programme.

### **Medical Research**

Over the past twelve years over £6 million has been awarded to over 55 medical research projects through the company's programme of charitable support for medical research. Through this scheme a small number of charities are invited to apply each year, the qualification for entry being that the charity needs to be a member of the Association for Medical Research Charities. Once the charities have been selected by the Committee each one is required to select a research project which have been peer reviewed. These are then submitted to the Committee for consideration. This is a competitive process and more charities are invited to submit applications than will end up being funded.

The criteria used for the initial selection of the charities to be invited are:

- (a) the Charity's research spend should be between £0.25 - 25 million;
- (b) the Charity should not have received an invitation to participate in this programme during the past three years; and,
- (c) it is preferable that the Charity should seek proposals from a wide source, rather than restricting its search to one institution or hospital

The Committee relies on advice from GlaxoSmithKline Research and Development (GSKR&D) in the selection of around four successful candidates each year. Projects are funded up to £150,000 each and, in assessing these proposals for the Committee; GSKR&D applies the following criteria:

- (a) The overall quality and originality of the science and design of experiments;
- (b) The understanding of the methodological problems and the solutions proposed to overcome them;
- (c) the feasibility of the research and the likelihood of its completion;
- (d) the appropriateness of the budget proposed, staffing and equipment; and
- (e) the relevance of the research and its implications for future developments.

## Continuing education of healthcare professionals

The criteria used in the selection of proposals under this category are:

- (i) the project should display an innovative approach to the continuing education of healthcare professionals within the NHS; and
- (ii) the curriculum or contents of any new education project should be arrived at in consultation within the organisations that currently have responsibility for the delivery of such education.

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The Committee also operates a programme of small donations, most of which fall within the category of healthcare.

### **Small Donations**

To facilitate the day to day management of the programme of corporate donations the Committee delegates authority to the Secretary to approve contributions of up to £10,000. These contributions are made across the whole range of the committee's categories of support, although a higher percentage falls within the 'healthcare' category.

The following criteria are applied to this element of the programme:

- (a) Where a modest contribution can achieve an effect which is out of proportion to its size, typically to a small charity or one working in an unusual disease area affecting a relatively small proportion of the population.
- (b) Where a national charity has a history of receiving support from the GlaxoSmithKline, modest support will be considered from time to time.
- (c) Where a GlaxoSmithKline site recommends support for an appropriate organisation a donation is considered if the site's own local budget for such donations is not sufficient to meet the request. In cases such as this the site is expected to contribute some element from its own budget to make up the sum sought by the charity.

Small donations are considered against the following criteria:

- (i) Only proposals falling within the Committee's headings of support are considered and where appropriate the Committee's established criteria are applied.

- (ii) The charities must be well managed irrespective of their size and be capable of achieving tangible results within an agreed timescale.
- (iii) Support is usually to be given to specific projects, such as the purchase of individual items of equipment, or the publication of information, rather than to support an organisation's revenue funding.
- (iv) Innovative and/or replicable projects are sought.

### **IMPACT Awards**

Working in partnership with the King's Fund, a leading independent health charity, the IMPACT awards recognise and promote the work of voluntary organisations with a proven track record in the challenging and demanding area of community healthcare. Awards are made on an annual basis, applications are made directly to the King's Fund and in contrast to all other areas of the company's programme of charitable support, awards can be used for core funding.

Organisations applying for funding via the IMPACT Awards will be measured using the following criteria:

- **Innovation** - Leadership, creativity and initiative in addressing current challenges in healthcare access and delivery.
- **Management** – Efficient use of resources; quality of management processes; clear objectives and plans; measurement and monitoring of performance; strength and financial effectiveness of the organisation.
- **Partnership** – Working effectively with others (members, users, private and public sector partners, etc); willingness to share 'best practice' and to learn from others.
- **Achievement** – Measurable results achieved; numbers of people benefited, impact on access to healthcare; difference made.
- **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; focus on people in need.

### **SCIENTIFIC EDUCATION**

Through leadership, proactive involvement and sponsorship, we aim to contribute to the development of a community that is enthusiastic about science and science careers, that believes that learning about science is important and that develops the knowledge, understanding and skills that are needed to make sound decisions about the science-related issues we face everyday. It is important to the company that children receive a high quality science education. Preference is given to those projects that 'Give Science Context' and 'Enhance Science Teaching'. Projects currently being supported are: Phase II, Darwin Centre, The Natural History Museum; the Bio-Bubble, Edinburgh Science Festival; Science Across the World, Association for Science Education.

### **Giving Science Context**

These projects aim to engage scientists, bringing together scientists with students and teachers to develop students' understanding and interest in science and careers in science and the pharmaceutical industry. Student participation programmes should aim to support and develop the students' understanding of science and its relevance in every day life.

### **Enhancing Science Teaching**

These projects support programmes that provide high quality professional development for teachers, enhance teachers' understanding of science and science processes techniques and develop good practices of science teaching

### **THE ARTS**

The objective of the arts support programme is to enable or facilitate the performance, display or establishment of worthy arts projects and thereby enhance the corporate reputation and create goodwill for the company.

Projects should fulfil one or more of the following criteria:

- (a) be innovative;
- (b) be of a high quality and prestigious;
- (c) provide opportunities to young people; and
- (d) show evidence of being well managed.

In addition, each proposal is evaluated for its compatibility with the arts support programme as a whole, taking account of:

- (i) the overall need to achieve a good balance between the performing and visual arts;
- (ii) the need to achieve a geographically diverse programme, which also places emphasis on the locality of GlaxoSmithKline's sites;
- (iii) the "added value" of the project; does it provide a link with other parts of the charitable programme and thus enhance interest and broaden appeal?
- (iv) the size of monetary commitment, to ensure that we include a range of scale and cost; and
- (v) the timing of the project, so that, as far as possible, events are evenly spaced throughout the year.

## **ENVIRONMENT**

In keeping with the Committee's emphasis on education and healthcare, projects in this category should either aim to educate the public on environmental matters or have a bearing on human health. Such projects are assessed in the following areas:

- (a) Research and investigation - to assess the gravity or otherwise of environmental problems with a human health implication and to identify technological remedies.
- (b) General educational and information activities, conveying valid information to the general public to increase their awareness and/or to allow them to appreciate local features (nature reserves etc).
- (c) Initiatives seeking to bring about direct environmental improvements. This includes projects that are of direct benefit to people (e.g. health, water purity and pollution projects).

In addition to such projects the Committee will also consider initiatives which have relevance to GlaxoSmithKline's business. For instance biodiversity initiatives, where they might link to the work of natural products in GSK R&D

GlaxoSmithKline supports those organisations that our staff in the UK are directly involved with through an initiative entitled 'Making a Difference'.

**Requests for support should be sent to:**

**UK Corporate Contributions  
GlaxoSmithKline plc  
980 Great West Road  
Brentford  
Middlesex TW8 9GS**

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