



The difference we're making...

2022 Aviva Foundation
Impact Summary

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About the Aviva Foundation

The Foundation was originally set up to increase financial capability and inclusion, strengthen community resilience, and drive climate action.

Recognising the growing need to build more secure financial futures for people and communities, our focus has evolved.

The legacy of the Foundation's focus on community resilience and climate action remain core elements of [Aviva's Sustainability Ambition](#). However, from 2023 onwards, the Foundation's funding priorities will focus on helping people become more financially secure.

Our ambition is to tackle difficult problems in new ways. We aim to provide organisations with support and stability so they can use their expertise to innovate and transform the lives of those who need it the most.

The Aviva Foundation is administered by Charities Trust under charity registration number 327489.

A summary of 2022 achievements



14,519
people

directly benefited from programmes supported by the Foundation.

96,498
people

indirectly benefited from programmes supported by the Foundation.



“We really appreciate the efforts you are making to be a flexible, supportive, collaborative funder – it really shows, and it really makes a difference to us working at a local level.”

Kerry Bell, Talking Money

We were able to provide support of over three-quarters of a million pounds to 19 organisations focussing on a broad range of areas including directly supporting individuals and communities, research and innovation.

This impact report shares some of the stories from the organisations we have supported: what they achieved, what they learned and how they are using this insight to influence others.

It explores how our partners are building the financial resilience of people in UK, developing inclusive communities and preparing for climate change; and closes with reflections on what we've learned as a Foundation and how this will inform our approach in the future.

Our partners





Strengthening Financial Resilience

Building financial inclusion and capability

Talking Money, in partnership with St Pauls Centre and Advice UK

Developing a ‘whole person’ approach to provide advice to communities facing financial challenges. The Foundation’s support has enabled the consortium to test, develop and scale up new ways of better understanding the needs of their clients, and how to meet them. Consortium partners have seen increases in the number of people coming to them who are struggling to get by: “I don’t have enough money to live off”. The Foundation’s funding has helped consortium partners take the time to understand a

person’s full situation and the wider context around them; as a result, they are now seeing more of their clients leave with a manageable budget. Insights have been shared with 1,100 organisations through AdviceUK.

Coventry and District Credit Union

Financial inclusion of communities that face inequalities and discrimination. The Foundation supported the credit union to build the financial capabilities of their members and attract future members – this includes rolling out budgeting and digital awareness courses. The credit union has engaged with 104 people who have been financially excluded, establishing 47 new credit union accounts.

Spotlight on Suzy*

Coventry and District Credit Union

Suzy came to the credit union looking for an instant loan. However, there was something about her demeanour that concerned us. She seemed timid, anxious, and was close to tears.

Suzy confided that she was in debt and could see no way out of it. Her most pressing debt was energy, where she had a bill for £18k.

We made time to listen to Suzy. We discovered she had mental health issues, severe anxiety, and border line personality disorder. She was in arrears for water, energy, council tax and water, and had apparently overclaimed benefits. She had fallen off the radar during covid – losing contact with family and rejecting their support.

We referred her to a debt councillor, set up a basic bank account and encouraged her to visit her GP. She agreed but asked for us to support her throughout the process.

We worked alongside Suzy to support her calls with different agencies and helped her navigate and understand what different agencies needed and how she could provide it.

She had a medication review and counselling and is now beginning to attend hospital on her own. Suzy has also started to build relationships with her family, much to their relief.

Suzy now receives her correct entitlements. The energy bill was reduced to £1k and the DWP have adjusted her benefits. A Debt Relief Order (DRO) has been prepared for all outstanding overpayments – the fee was paid by a local charity. Going forward, the credit union has helped Suzy with budgeting and a basic bank account.

“The credit union has changed my life. I can function again thanks to the correct medication. I used to dread getting up in the morning and I was on the verge of doing something silly when I approached the credit union – I literally has nothing to live for, it just goes to show there are people who care about me and want me to have a good life.”

(*Name changed)

Transave Credit Union

Strengthening the journey a customer takes to access savings and affordable loans. The Foundation's support enabled Transave to better understand its customers' motivations, experiences and needs, in order to drive better member experiences and outcomes. The research provided insights for the credit union to build into its engagement with members, including: reducing the length and complexity of journeys, providing guidance on 'what to do next' once new members have joined, and identifying a segment of their members that could benefit from a product that would consolidate multiple debts into one loan. This has the potential to improve services for their 20,000 existing members and 150,000 potential members working for partner companies.

Aldingbourne Trust

Designing a financial education programme to help strengthen the independence and financial resilience of adults with learning disabilities and/or autism. The Foundation's support has helped to create financial education sessions and 'how to' guides on areas such as benefits, savings and online safety for adults with learning disabilities and/or autism. All workshop participants reported that their knowledge of budgeting and saving money has improved.

Future Projects

Preventing people falling into financial crisis and supporting their transition to financial independence. The Foundation's support has helped Future Projects deliver a range of community-based services, ranging from 1-to-1 financial guidance and support, to regular 'Money Matters' radio shows and podcasts. An estimated 12,218 residents in Greater Norwich have benefited from the information covered in their radio show.

Ascension Ventures

Supporting and investing in the social innovation sector to improve the financial resilience of people in the UK. The Foundation is working with Ascension Ventures – an early-stage seed fund in the UK – to identify and invest in early-stage start-ups with a clear social benefit in order to build financial resilience. This financial innovation pilot currently supports three start-ups [We Are Digital](#), [Debtstream](#) and [GuardianAngel](#) and aims to identify and strengthen the companies social impact strategies, with a particular focus on supporting those excluded or poorly served by the financial service sector.

Supporting younger people to build money management skills

MyBnk

Equipping 16–25-year-olds with the skills and confidence to transition into independent living and build financial resilience. The Foundation's support has enabled MyBnk to run 24 'money works' sessions, attended by over 200 young people. After attending courses, 76% of participants intend to start new savings habits immediately after the programme – with an increase of 17.5 percentage points in those who have savings three months after the programme.

Young Enterprise

Piloting new ways to help young people earn and look after their money. The RAISE app (<https://raise.y-e.org.uk/>) was created and piloted through support from the Foundation. Using real-life scenarios, the interactive digital resource helps young people better understand the risks, benefits and impact of investments and long-term savings, building knowledge, skills and confidence to manage money well. Over 2023-25, Young Enterprise will be scaling the RAISE app – aiming to build the financial resilience of 10,000 to 15,000 young people aged 14-18.

Young Lives Foundation

Mentoring to help build young people's knowledge and confidence in managing money. The Foundation supports a mentoring scheme, aiming to reach 60 young people in need of support. Mentors are positive role models, who inspire, encourage and guide young people to achieve their potential. The scheme covers areas such as budgeting skills and understanding the role of financial products.



Identifying and breaking down the barriers to financial inclusion

Surviving Economic Abuse - SEA

Using evidence from victim-survivors' lived experience of economic abuse to influence industries. The Foundation's support has enabled SEA to collate, analyse, evaluate and communicate the evidence it gathers from victim-survivors to influence industries that have the potential to transform responses to economic abuse, and deliver positive outcomes for victim-survivors. Using this insight, SEA is launching industry briefings about what the financial sector can do to better support victim-survivors. Their briefing on the impact of the [insurance industry](#) utilised anonymised data from Aviva to inform recommendations.



Source: <https://twitter.com/SEAResource/status/1630858578343993345>

Do you want to take a stand against scams?

A lot of us worry about, or have been affected by, fraud and scams. At Re-engage, we've teamed up with Friends Against Scams to share helpful tips so that you can feel safer.

We also want to offer you the opportunity to take a stand against scams and become a Scam Marshal.

How much do you know about scams and fraud?

- 1** Scam mail will often use your first name throughout to make it seem more personal.

TRUE
Even if they know your name, don't disclose personal information to people or companies you do not know. Catalogue and postal scams can look very attractive, however, there's always a catch – often you have to pay up front to get what's on offer.
- 2** Doorstep criminals normally charge a fair price and give the proper paperwork.

FALSE
Criminals will usually charge an extortionate rate for work or goods, and will often not explain any cancellation rights or provide any paperwork. They can pose as legitimate businesspeople, selling goods or services that are faulty, unnecessary, overpriced, poor quality or non-existent. Ask a trusted friend or family member for advice on reputable traders.
- 3** You can report suspected scams to Action Fraud on 0300 123 20 40.

TRUE
You can also visit actionfraud.police.uk. Or, you can call the Citizens Advice Consumer Helpline on 0800 223 1133 for advice and support about scams and fraud. We also want to offer you the opportunity to take a stand against scams and become a Scam Marshal.



Source: https://www.reengage.org.uk/site/assets/files/7138/time-together_exclusion_autumn_22_digital.pdf

Re-engage

Understanding how to protect vulnerable older people from scams and fraud and grow understanding of how fear of scams and fraud contributes to loneliness. Through the Foundation's support, 7,094 people over 75 have increased their awareness of scams and fraud so that they can better protect themselves and report when they suspect they are being targeted. Approximately two-thirds of volunteers have spoken to an older person about scams and fraud in the last year.



Developing inclusive communities

Understanding, preventing and responding to the challenges young people face

[The William Templeton Foundation for Young People's Mental Health and the University of Cambridge](#)

Undertaking a 'game-changing' approach to depression in young people. The Foundation supported the University to engage researchers, clinicians, businesses, schools and families to identify how different actors can work together to prevent and achieve better outcomes for young people experiencing depression.

[BEAT](#)

Supporting schools to help pupils suffering from an eating disorder. The Foundation supported BEAT to create an online training platform to support practitioners working with children to help better understand the signs and symptoms of an eating disorder, what can be done in these situations and how to access support or treatment. Through the Foundation's support, BEAT has collaborated with the charity Autistica to develop new content for a training module focussed on autism and eating disorders.

Supporting innovative ways to improve wellbeing and bring communities together

[Wellbeing being platform: 87%](#)

Supporting the mental wellbeing of frontline health and social care professionals and small and medium enterprises. The Foundation's funding helped 87% provide support to communities at high risk of poor mental wellbeing, including those frontline of the global pandemic – such as the London Ambulance Service and the Royal College of Nursing, and SMEs (small and medium enterprises). 87% built wellbeing platforms tailored to the specific needs of different workforces. In their programme supporting the workforce on the frontline of the global pandemic, they delivered 17,718 resilience programmes. Around a quarter (24%) of those who undertook a resilience programme, saw an improvement in their level of anxiety.

[York Cares](#)

Bridging the intergenerational divide by bringing younger and older people together to reduce loneliness and isolation. York Cares piloted social clubs to bring together older people and their younger neighbours, providing a wide variety of activities such as bowls and printmaking to bring generations together. They delivered 19 'Tea and Technology' sessions supported by 34 employee-volunteers to help tackle the digital exclusion of older people: "I've learnt to do so many new things on my phone and Ipad I couldn't do before."



Preparing for climate change

The University of Hull carried out an extensive programme to investigate the **provision of post-flood recovery, in the Humber region**, supported by the Foundation. The project developed and tested a suite of tools capable of deployment across different areas and regions. Once implemented widely, these tools have the capacity to identify gaps in post-flood recovery, support action to close gaps and improve confidence and wellbeing in communities at risk of flooding. The report and recommendations can be found [here](#).



[View video](#)

What we learned and how it's informing our approach

The Foundation hosted a series of ‘cost of living’ workshops with partners across 2022 to understand their experiences, gaps in provision and the implications. In conjunction with the regular feedback we receive from partners, the following key insights emerged, which have informed our future grant making approach:

“ Although we are clearly in challenging times, it also felt like a really positive experience, and I enjoyed getting some insight into the work that so many others are doing and having a sense of collective effort! ”

Cost of living workshop participant

What we heard...	What we are doing about it...
<p>While many charities are in crisis mode, focussing on short-term immediate support to service users, they maintain their aspiration to build the long-term resilience of the communities they serve.</p>	<p>The Foundation’s 2023 Funding Guidelines will focus on supporting partners to challenge the status quo; with support targeted at experimentation and innovation to build the financial resilience of those who need it the most. The Foundation will be increasing funding levels and moving to multi-year funding to provide stability to partners.</p>
<p>There are opportunities to develop collective, local approaches to provide more in-depth and long-term support. Critical to this element, is the need to strengthen the capacity and resilience of civil society organisations.</p>	<p>The Foundation’s funding will actively encourage collaborations between different sectors e.g., service delivery and academia. The Foundation aims to increase collaboration with other funders to identify opportunities for joint and follow-on funding.</p>
<p>Some partners want to know more about, and connect with, other projects funded by the Foundation.</p>	<p>The Foundation aims to bring to together partners more regularly and share insights internally and externally.</p>
<p>Some funders lose touch with the communities that they are trying to support, which can lead to projects being ‘done to’ communities, rather than involving them.</p>	<p>Across 2023, the Foundation aims to build in the involvement of those with ‘living experience’ of financial hardship into our grant- and decision- making structures.</p>

Find out more about the Aviva Foundation

To learn more about the Foundations work, please visit our [web page](#). If you are interested in applying to the Foundation, please read our Funding Guidelines, which are downloadable from our web page. They provide an overview of what we fund, how we fund, who we fund and why.

For further queries, please contact avivafoundation@aviva.com.

