



 | Community  
Fund

| Retirement | Investments | Insurance | Health |



At the heart of your community





# Introducing the Aviva Community Fund



Whether you're looking to solve a problem, speed up an ongoing project or help in some other way, this is your chance to make a real difference to your local community. And it all starts with your great idea.

Taking part is easy and this notebook is designed to help give you the confidence to submit a request for funding that will make a difference in your local community. If your project will make a positive difference in your community and is associated with a community organisation or charity, you can submit and enter today!

The funding available varies from up to £1,000 right up to £25,000. Read on and you'll discover five heart-warming stories of how funding from Aviva has helped communities in the past.



I hope you feel inspired to take part because only you can tell the story of what your community needs and why.

Is there a project close to your heart that needs a vital piece of equipment? Is there a particular group you know that needs help? Can your local community join in?

No matter how big or small the idea for your project is, if it will have a positive impact on peoples' lives, now is the time to submit your entry. Get ready to turn the care, energy and enthusiasm you have into doing even more for your local community.

So, why not be inspired by the people and tips you'll find in this notebook to create a truly powerful story? I look forward to reading about the projects in your local communities and wish you every success.

**Nina Ahmad**  
Journalist and writer, ACF Team



We look forward to reading your entry and wish you every success





## Restoring hope for the homeless

A hot meal, the chance to chat and relax, a place to feel safe - it's the everyday things that we depend on that mean so much more to those affected by homelessness.

For the vulnerable men and women living on the streets of Nottingham, Emmanuel House is the city's only full-time day centre. Through a dedicated team of staff, volunteers and partners, Emmanuel House offers everything from health counselling to social care and outreach services.

Perhaps just as importantly, the day centre also serves as a sanctuary and provides a sense of belonging. It's a place where those living in hardship can come for safety and a hot meal, where the lonely and isolated can find solace and kindness, and where everyone is welcome in to read a newspaper or watch TV in the company of friends.

With all their resources going into the services they provide, maintenance of the centre itself has understandably had to wait. But that doesn't mean the dream to refurbish the space and make better use of it has lost its place in the hearts and minds of the staff and volunteers.

Now, thanks to £10,000 of community funding from Aviva, the Emmanuel House Support Centre is about to enjoy more than a fresh lick of paint. A refurbishment and reorganisation throughout will create a more comfortable and homely space for visitors, as well as providing a more practical work environment for the support team. For Nottingham's most needy, Emmanuel House continues to be a beacon of hope.





## Making waves in a new home

Whether it's a peaceful tour of the countryside or a white water adrenaline fix that you're after, canoeing might just provide the answer. Appealing to people of all ages, shapes and sizes, this much loved sport gives paddlers the chance to work out whilst enjoying the UK's rivers and coastline.

In Kent, the members of Pirates Canoe Club faced the challenge of not having the necessary facilities and equipment to allow the club to grow and introduce new members to the sport.

Thanks to £2,000 of community funding from Aviva, the club has been able to splash out on a new home for its members to meet and a fleet of beginner kayaks to allow children and adults to come and check out the sport during open trial days.

The club expects to welcome thousands of new paddlers from the local community every year to try canoeing and kayaking and enjoy the great outdoors together.



Putting young people in the picture

Dreaming of a job and greater independence is part of life for most young people. Self-esteem issues can prevent that dream from becoming a reality, in particular for those with learning disabilities.

No matter how creative and capable, these young people can be overlooked when it comes to gaining work experience, volunteering or finding employment. Because of some employers' lack of understanding about disabilities, many applicants rarely make it to an interview.

**MyCVinAction.com** is a project organised by the Follow Your Dreams charity based in Pontyclun, South Wales. It helps young people and adults with learning disabilities create video CVs, which encourage employers to give them a chance.

Through supportive video workshops, the project focuses on identifying each person's strengths and abilities. The candidate is then filmed in real work situations where his or her skills and personality are allowed to shine. Interviews with the candidate and referees are also added before the video is made available to employers.

Thanks to £10,000 of community funding from Aviva, this important project is continuing for another year. Not only do these videos help build confidence and provide a practical way for people with learning disabilities to be seen and hired, they also break down barriers and preconceptions around disability in the workplace.





# Raising the game for a local team



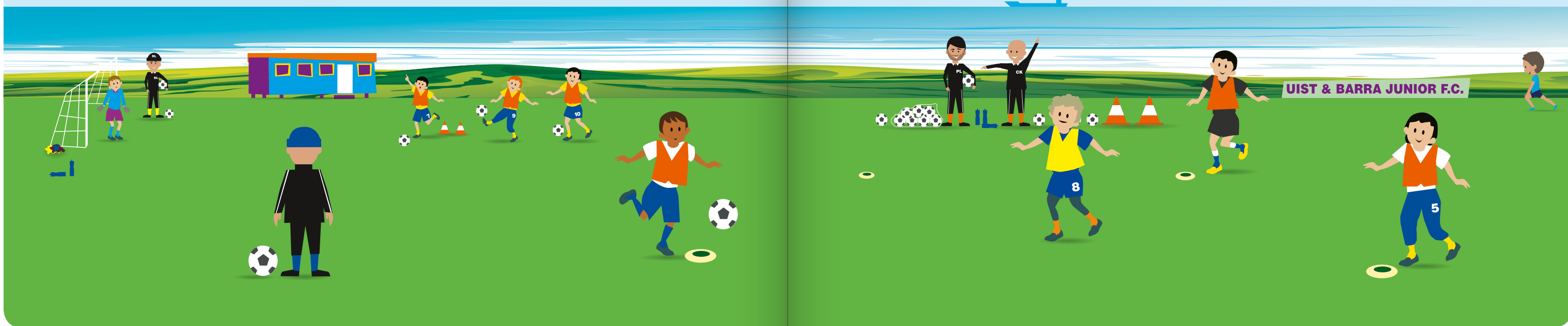
In many ways Uist & Barra Junior Football Club is just like most junior football clubs across the UK. Every Saturday, parents rush around to get their very own star player dressed and to the game on time. The excitement on the pitch and sidelines mirrors that of hundreds of matches up and down the country.

There are, however, a few differences. Uist & Barra Junior FC's home is far off the north west Scottish mainland on a small island in the Outer Hebrides. With their pitch set atop a hill, these young players have to dribble around rocks and often lose their ball to the winds or even the sea. Beyond tackling nature, their toughest challenge is accessing professional training and support.

A devoted group of volunteers work hard to coach the team, ferry them across to neighbouring islands for league games and keep them motivated. However, to date, there has been no real opportunity for their young players to have their talent spotted and go on to play at the next level.

Now, with £5,000 of community funding from Aviva, this local team will be able to raise its game. The funds have made it possible for the club to welcome a professional football coach to the island for the first time, not only to teach these already enthusiastic kids, but also to show them that opportunities to attend trials on the mainland are within reach.

So, who knows? Maybe one day in the future, one of these kids will lift a cup in a stadium somewhere to a roar so loud not even the Atlantic winds could drown it out.







## Supporting a family haven

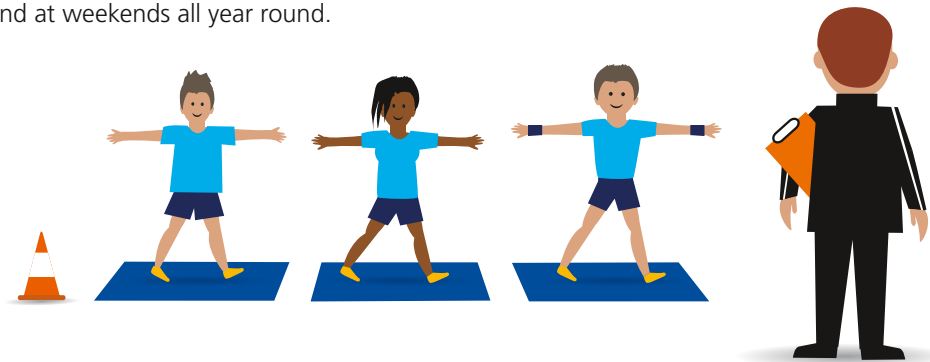
Bringing up children is no mean feat, but for families affected by autism it can be especially challenging. When a child struggles to make sense of people, places and events, the emotional and practical adjustments that their families need to make to their daily lives can be truly overwhelming.

To offer these families some much needed relief, the Daisy Chain Project is on hand, supporting children with autism or Asperger syndrome as well as their parents, siblings and other caregivers.

Situated on a farm in Norton, Stockton-on-Tees, the charity welcomes families to come for education, activities and support groups. Children can also spend time with caring staff and volunteers, taking part in activity days during school holidays and at weekends all year round.

These popular activity days give the children the chance to experience everything from soft play to valuable time with animals at the charity's petting farm. The days rely entirely on external funding and, in order to include therapeutic and educational pursuits like music, crafts, drama, cooking and gardening, equipment is needed that is not always available.

With hundreds of families around the area turning to the farm, its gardens and day centre support, £2,000 of community funding from Aviva has helped this much loved charity to continue its holistic work. It has meant more equipment and additional activity days, creating new experiences for the children and their families to share.





## How to enter the Aviva Community Fund

We want to make it as easy as possible for you to submit a request for funding that will make a difference in your local community. Here's how:

- 1. Put your thinking cap on**  
 What could you do to make a positive impact in your community?
- 2. Submit your project**  
 Fill in our short entry form. There are four categories you can enter into, and four levels of funding to choose from.
- 3. Rally the voters**  
 Promote your project to as many friends, family and neighbours as possible to secure their votes.
- 4. Fingers crossed...**  
 The most-voted for projects asking for up to £1,000 will secure their funding. The most-voted for projects asking for up to £5,000 or more will go through to the finals and be judged by our panel.

## Submitting your report

You can submit your project via our website as soon as the Aviva Community Fund launches on 24 March 2015 until 24 April 2015 when the submission window closes.

Please note that if you are under 18 and/or not directly involved in running the organisation (by this we mean that you are not a volunteer, trustee or employee), we will also ask you for a contact name of someone over the age of 18, associated with the project who can confirm the organisation's support for the submission.

### NEXT STEPS:

Once submitted, our team of moderators will review your entry to make sure it meets the eligibility requirements. Please note this moderation could take up to two working days, and longer towards the end of the submission window or if we need to get agreement from the supporting organisations.

When your project has been approved you will receive an email to let you know. **Good Luck!**

**24 March – 24 April**

- Health, disability and well-being
- Supporting the younger generation
- Supporting the older generation
- Community support

\*Terms and conditions apply. Please refer to the Aviva Community Fund Terms and Conditions for full details.

# The ACF Team

We've brought together a team of experts who will help you to create an award-winning entry: The ACF Team! From how to write a compelling entry to the best ways to use video to bring your entry to life, our expert team have shared their practical hints and tips to help you support your entry.



**Heidi Greensmith**  
Director



**Nina Ahmad**  
Journalist and writer



**Alison Perry**  
Social media influencer



**Maria Purcell**  
Facebook Guru



**Nick Pestell**  
Facebook Guru



**Mark Perkins**  
PR Expert

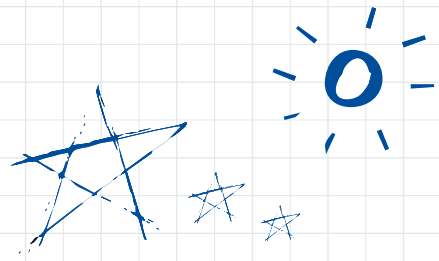
For more detailed advice and tips, check out our ACF Team toolkit at: [www.aviva.co.uk/community-fund](http://www.aviva.co.uk/community-fund)



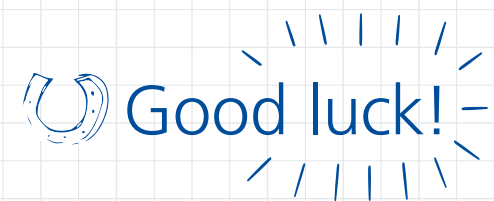
# How will you help your community?

Be inspired... what difference do you want to make? Jot down your thoughts of how your project will help and see your idea take shape!









Get involved today – go to:  
[www.aviva.co.uk/community-fund](http://www.aviva.co.uk/community-fund)





| Retirement | Investments | Insurance | Health |