

The power to make a difference is in your hands

Aviva Community Fund
project submission guide



Do you have an idea for a project that could have a real impact in your community? The Aviva Community Fund offers support and funding for the causes close to your heart. Put forward a project for a local cause, and you could receive funding of up to £25,000.

Taking part is easy – read on to find out more.

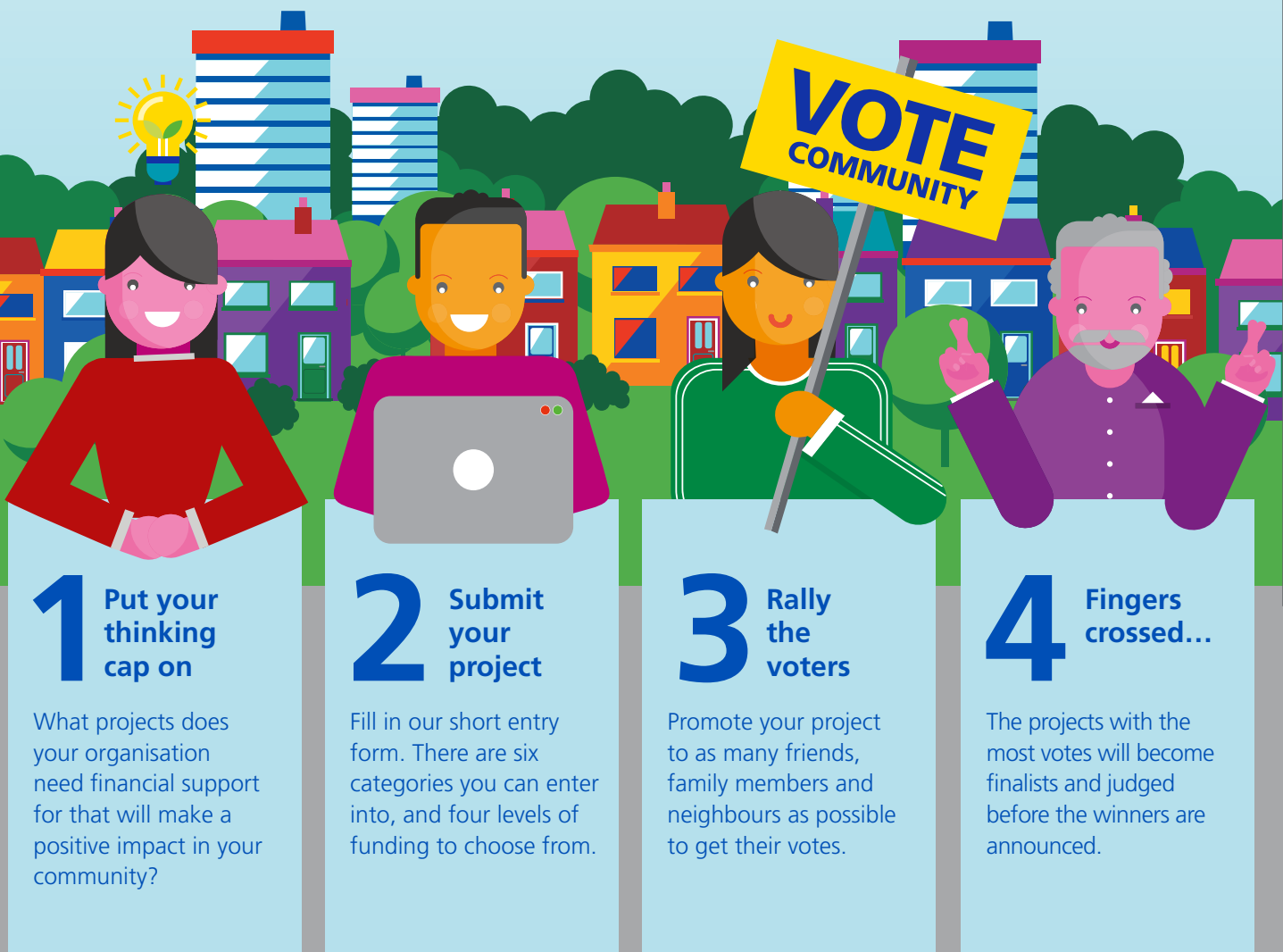


Together we can do more for the causes you care about

We want to make it easy for you to submit a request for funding that will make a difference in your local community.

So we've created this guide to explain how the competition works and what you'll need to submit – along with some top tips for creating a strong entry.

How does the Aviva Community Fund work?



Submitting a project – your questions answered

What sort of projects are you looking for?

You can find out if your project is right for the Aviva Community Fund by asking these key questions:

1) Is it action-oriented?

Your project should 'create', 'make', 'change', 'purchase' or otherwise be intended for the greater good of the community.

2) Can you deliver it with the requested funding alone?

Ideally it should be possible to deliver your project completely with the funds you're applying for.

Projects that don't need additional funding will have a better chance than those relying on other funds being secured. We will fund ideas from four funding levels: up to £1,000, up to £5,000, up to £10,000 and up to £25,000.

3) Is it going to be well underway by the end of 2017?

Your project should be completed or well underway before 31 December 2017.

4) Is it based in the UK?

We'll only fund projects that are going to be implemented within communities in the United Kingdom.



OK, I'm interested. Does my project need to fit into any sort of category?

Yes. You'll need to submit your entry into one of the following six categories:

Health, disability and well-being

Projects related to looking after people's health and well-being. These projects could include anything from active living and hospice care to community centres running well-being initiatives.

Supporting the younger generation

Projects that look after younger people, support family life and young people, education programmes, scouts groups, and more.

Supporting the older generation

Projects that provide help and support to the older generation, such as befriending and listening services, dementia charities, projects helping older people get online, and more.

Sport in the community

Projects for community and grass-roots sports clubs. This could include all-ages, or age-specific projects, or sports activities aimed at encouraging particular groups of people to become more active.

Environment in association with the **Mirror**

Projects that restore, protect, connect communities with and/or encourage the use of green spaces such as community parks, wildlife habitats and woodlands. Or projects that support or enable environmental initiatives such as recycling, renewable energy projects or environmentally friendly building methods.

Community support

Use this category if your project will have a positive community impact and doesn't fit into the categories above. It could be a community development project, a project looking after the welfare of animals, or something else entirely.



What are the funding levels I can apply for?

The funding levels you can apply for are:

- up to £1,000 (300 awards)
- up to £5,000 (36 awards)
- up to £10,000 (18 awards)
- up to £25,000 (18 awards).

You can also increase your chances of winning by getting an insurance broker or financial adviser to submit your entry and support you.

Sounds good.

How will that increase my chances of winning?

If your project is entered by an insurance broker or financial adviser, you'll increase your chance of receiving funding as, in addition to the awards above, you will also be eligible for the following awards:

- up to £1,000 (60 awards)
- up to £5,000 (36 awards)
- up to £10,000 (12 awards)
- up to £25,000 (4 awards).



Who can submit a project?

A project can be submitted by, or on behalf of, any not-for-profit community organisation. For more information, please refer to the Aviva Community Fund terms and conditions.

How do I create and submit my project?

Creating and submitting your project is easy. Just follow these four simple steps:

1. Identify a project that will have a positive impact in your community.
2. Enter it in the Aviva Community Fund. (You'll have to register on our website – www.aviva.co.uk/community-fund.)
3. Add photos and videos to paint a better picture for the public.
4. Get your friends, family and more to vote for your project. Promote it by getting in touch with them, by using Facebook, Twitter, community events or any other way that will get attention.



What happens when?

13 September – 11 October

Project submissions

21 October – 18 November

Public vote

22 November

Finalists announced

10 January

Winners announced



When can I submit my project?

You can submit your project via our website as soon as the Aviva Community Fund launches on 13 September 2016 until 12 noon on 11 October 2016 when the submission window closes.

What info do I need to include on my submission form?

You'll need to tell us the name of your project and the category and funding level you are applying for. We'll ask for the location of your project, a contact telephone number for you and the name of the associated charity or community organisation your project is supporting. We will also need you to let us know whether the organisation's annual income is under £100,000, between £100,000 and £1 million or between £1 million and £5 million. The Aviva Community Fund is not open to organisations whose income is more than £5 million a year.

Where applicable, it would be great if you can tell us the registered charity number, or HMRC CASC/Gift Aid reference of the organisation too. This isn't essential, so don't worry if the organisation doesn't have one, or you don't know it.

The most important part of your submission is the project description, as this tells people what impact your project will have in your local community and why you need the money. You have up to 4,000 characters (around 600 words) to tell us what the money would be used for, how many people would benefit and why people should vote for your project.

The other piece of information we'll ask you for is what makes you most proud of your community, your project idea and the organisation you're requesting funding for. You'll have 300 characters to capture this (about 50 words).

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



Can I include any videos or images to support my entry?

Yes. The submission form also gives you the option of uploading up to five images within your project submission – and/or a video link that helps tell your story.

Videos must be hosted on YouTube, so check out our hints and tips on how to do this on our website (from 13 September 2016 onwards).

What happens after I submit my project?

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 (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.

How do I promote my project?

There are lots of ways you can promote your project. Get in touch with friends, family and other supporters and ask them to vote. Use Facebook, Twitter, community events, the local press and any other way you can get attention.

Coming soon – more promotion hints and tips from a host of experts at www.aviva.co.uk/community-fund



How to create a great project submission

What does it take to win votes and wow our judges? Here are six tips for creating a successful project submission.*

1. Make it matter

Make sure your project is something that will matter to those around you. Projects that have the potential to make a real difference in your community are more likely to get voters motivated.

2. Use photography

Including photos in your submission will bring your project to life – and help voters understand what you hope to accomplish with their support.

3. Be a video star

Let your passion show and speak directly to potential voters through video clips. Including videos in your submission can make all the difference.

4. Get a helping hand

If your project is submitted by an insurance broker or financial adviser, you'll increase your chances of receiving funding. See p.6 for more details.

5. Stand out from the crowd

Be sure to tell people why your project is different and what makes it unique.

6. Showcase support

If your project already has great support from the community, we'd love to know so tell us all about it.

Watch this space! Coming soon – advice from a host of experts to help you create an award-winning entry, check out our toolkit on www.aviva.co.uk/community-fund – from 13 September 2016 onwards.

Good luck!



For more information, simply visit
www.aviva.co.uk/community-fund
or email communityfund@aviva.co.uk

*Terms and conditions apply. Please refer to the Aviva Community Fund terms and conditions on our website for full details.