The power to make a difference is in your hands

Aviva Community Fund project submission guide

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Do you have an idea for a project that could make a real impact in your community? The Aviva Community Fund offers support and funding for the causes close to your heart. Put forward an idea to help a local cause and you could receive funding from £1,000 up to £25,000.

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

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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.

We've created this guide to explain how the competition works, what you'll need to submit and some top tips for creating a strong entry.

How does the Aviva Community Fund work?

1 Put your thinking cap on

What projects does your organisation need financial support for that will 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 members and neighbours as possible to get their votes.

4 Fingers crossed...

The projects with the most votes will become finalists and judged before the winners are announced.

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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, buy 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 securing other funds.

We will fund ideas from four funding levels:

- up to £1,000
- up to £5,000
- up to £10,000
- up to £25,000.

3) Is it going to be well underway by the end of 2018?

Your project should be completed or well underway before 31 December 2018.

4) Is it based in the UK?

We'll only fund projects happening within communities in the United Kingdom.

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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 four categories:

Health and well-being

- Our health and well-being category supports projects that help people take control of their physical and mental health.
- Getting fit helps people feel better on a number of levels, improving physical, mental and emotional health and boosting social interaction.
- This is the category for any project for any age group linked to physical or mental health, sport, outdoor pursuits or anything of that kind.

Skills for life

- Our skills for life category supports projects that help communities and individuals improve their lives by learning useful new skills, particularly digital ones.
- In an increasingly digital world, many people can begin to feel left behind if they don't have the opportunity to learn new digital skills.
- Projects in this category can help people of all ages – from schools to groups for older people – to develop skills to make their lives easier or more fulfilling.

Inclusivity

- Our inclusivity category supports projects that bring people together, no matter what their faith, colour, gender, abilities or sexual orientation.
- Successful communities value all people, recognising that every person adds something to the whole.
- Projects in this category will help build relationships and bring people from diverse backgrounds together to encourage closer ties within the community.

Community support

- Our community support category aims to help projects that improve community spirit or conditions, or promote sustainability in their surroundings or in aspects of their life.
- Sustainability helps to improve our communities without harming our planet. It's important, whether we're talking about the environment or keeping community spirit alive from one generation to the next.
- From regeneration projects to local support groups, this category offers support for anything that is important to your wider community, including community events.

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What are the funding levels I can apply for?

The funding levels you can apply for are:

- up to £1,000 (380 awards)
- up to £5,000 (40 awards)
- up to £10,000 (20 awards)
- up to £25,000 (8 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 an insurance broker or financial adviser enters your project, you'll increase your chance of receiving funding. This is because, in addition to the awards above, you will be eligible for these awards too:

- up to £1,000 (60 awards)
- up to £5,000 (32 awards)
- up to £10,000 (8 awards)
- up to £25,000 (4 awards).

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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 read 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 by registering at **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 even total strangers to vote for your project! Promote it using Facebook, Twitter, community events or any other way that will grab attention.

What happens when?

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12 September – 10 October	**Project submissions**
24 October – 21 November	**Public vote**
28 November	**Finalists announced**
16 January	**Winners announced**

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When can I submit my project?

Our website is open for project submissions from 9 am on 12 September 2017 until 12 noon on 10 October 2017.

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

You'll need to tell us:

- the name of your project
- the category and funding level you are applying for
- the project location
- your contact telephone number
- 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 or between £100,000 and £1 million. The Aviva Community Fund is not open to organisations whose income is more than £1 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 how you would use the money, 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).

If you're under 18 and/or not directly involved in running the organisation (you're not a volunteer, trustee or employee), we'll also ask you for a contact name of someone over 18. This person must be able to confirm the organisation's support for your submission of the project.

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

Yes. The submission form gives you the option of uploading up to five images 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 12 September 2017 onwards).

What happens after I submit my project?

Our team of moderators will review your entry to make sure it meets the eligibility requirements. This could take up to two working days or longer towards the end of the submission window or if we need to get agreement from the supporting organisations.

We'll email you to let you know when our moderators have approved your project.

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.
- Check **www.aviva.co.uk/community-fund** for hints and tips on promoting your project from a host of experts.

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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 interested.

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 an insurance broker or financial adviser submits your project, you'll increase your chances of receiving funding. See page 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

We'd love to know if your project already has great support from the community, so tell us all about it!

You'll find loads of advice, hints and tips from a host of experts on how to create an award-winning entry at **www.aviva.co.uk/community-fund**

Good luck!

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

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

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