

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 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.



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 three 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.

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.

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 2019?

Your project should be completed or well underway before 31 December 2019.

4) Is it based in the UK?

We'll only fund projects happening within communities in the United Kingdom, Isle of Man and the Channel Islands.



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 three categories:

Health and Wellbeing

- Our Health and Wellbeing category aims to help people take control of their physical and mental health.
- Projects within this category should aim to make people feel better on a number of levels, improving physical, mental and emotional health and boosting social interaction.
- It's open to people of all ages and situations. This includes those caring for others and those that need care.

Skills for Life

- Our Skills for Life category aims to help communities and individuals improve their lives by learning useful new skills, particularly financial literacy and digital skills.
- As we live in an increasingly complex world, many people can begin to feel isolated or left behind if they don't have the opportunity to develop skills to make their lives easier or more fulfilling.
- Community projects in this category can help people of all ages and backgrounds – from school children to activity groups for older people.

Environment

- Our Environment category is for community projects trying to improve their natural surroundings.
- We're looking for projects that will make a positive change to the local area. That could be anything from improving sustainability to regenerating community areas to creating more natural habitats for wildlife.
- Whatever your project, if you're trying to make sure the next generation has a better environment to enjoy, we want to hear from you.



Submit your project

11 September – 9 October

Health and
Wellbeing

Skills for Life

Environment

What are the funding levels I can apply for?

General awards

The funding levels you can apply for are:

- up to £1,000 (400 awards)
- up to £5,000 (84 awards)
- up to £10,000 (48 awards)
- up to £25,000 (12 awards)

Insurance Broker awards

The funding levels you can apply for are:

- up to £1,000 (30 awards)
- up to £5,000 (18 awards)
- up to £10,000 (6 awards)
- up to £25,000 (2 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 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 [here](#)
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?

11 September – 9 October

Project submissions

23 October – 20 November

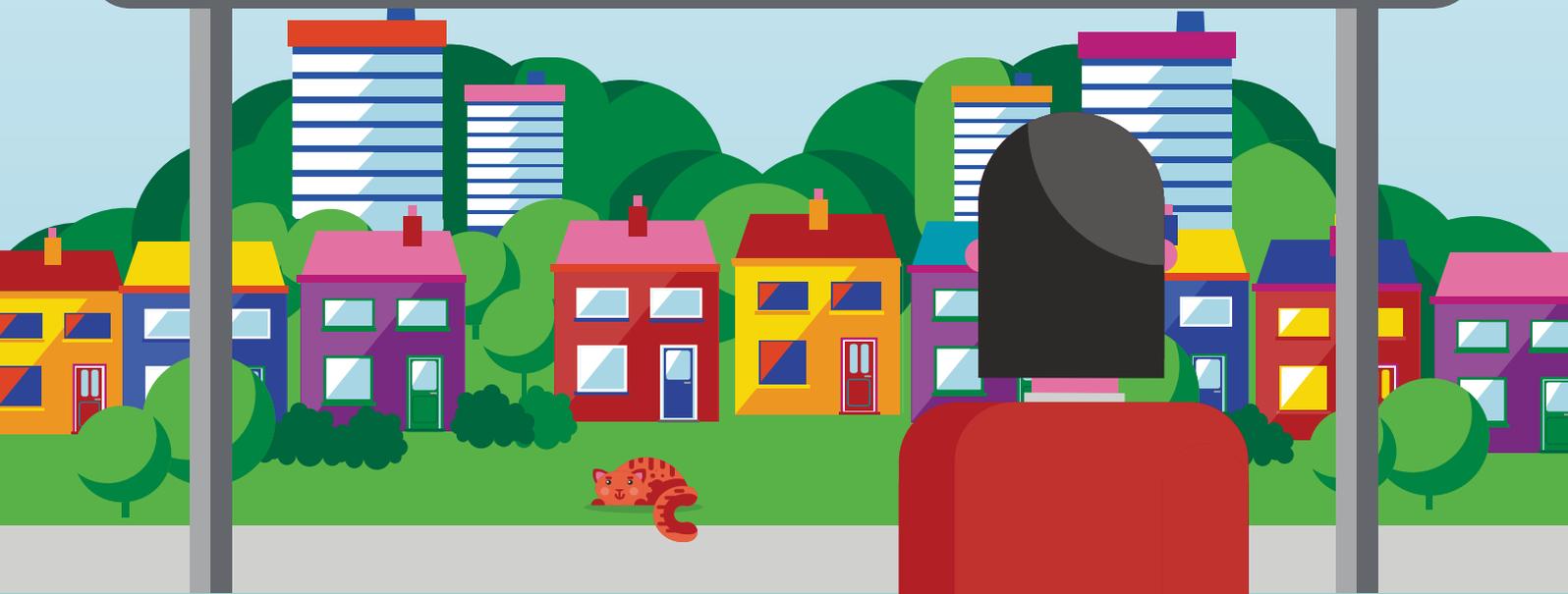
Public vote

27 November

Finalists announced

24 January

First winners announced



When can I submit my project?

Our website is open for project submissions from 9 am on 11 September 2018 until 12 noon on 9 October 2018.

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
- the name of any umbrella organisation or membership organisation that your project is connected with

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 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 who is directly involved. This person must be able to 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 gives you the option of uploading up to five images and 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 11 September 2018 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 should take three working days but may take longer towards the end of the submission window or if we need to get agreement from the supporting organisation.

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

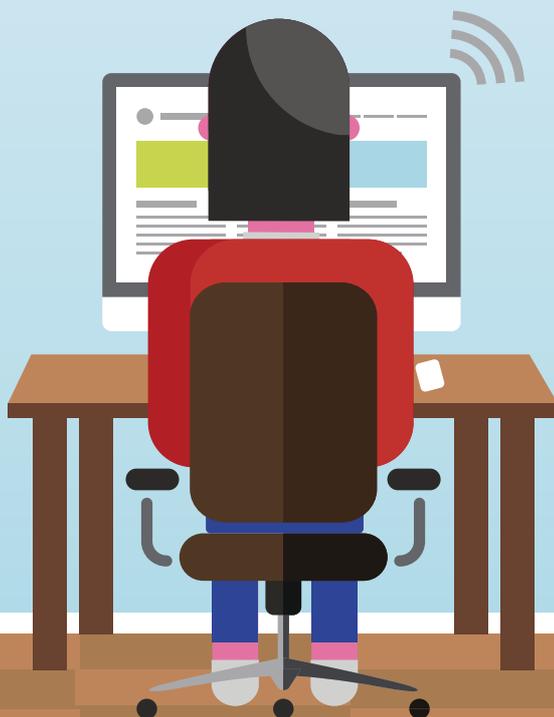
How do I promote my project?

- 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.

What else can I do to increase my chances of securing funds for my project?

This year, Aviva is partnering with Crowdfunder UK to enable you to bring extra funding to your project. When you submit your project, you will be asked if you'd like to set up a fundraising page with Crowdfunder. Once voting opens, your supporters will be able to help you turn those votes into notes!

There will be plenty of help and support for you, even if you have never crowdfunded before. And, whether you win the competition or not, you'll have a chance to walk away with some extra funds for your cause.



How to create a great project submission

What does it take to win votes and wow our judges? Here are five 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. Stand out from the crowd

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

5. 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.com