

Fantastic projects. Found by brokers. Funded by Aviva.

The Aviva Broker Community Fund 2024

Supporting you to build stronger, more resilient communities across the UK.



AVIVA
Broker Community Fund

What is the Aviva Broker Community Fund?

The short answer: your chance to win funding for a local charity or good cause making a difference in your community!

Since 2010, the Aviva Broker Community Fund has provided much-needed support for local projects backed by you, our broker partners. The fund has evolved over the years, but our focus has always been helping you champion the local causes you care about – working together to make your community stronger and more resilient.

This year, 28 broker-backed projects that promote financial wellbeing or take climate action will be awarded funds of £5,000, £10,000 and £20,000.

Plus, new for 2024, causes will have the opportunity to boost their funding even further with match funding up to £50,000.*

*T&Cs, eligibility and match funding rules apply, which are available to view on Aviva Broker.



Exclusive broker awards

The cause you nominate could win one of 28 awards:

15x awards of £5,000

10x awards of £10,000

3x awards of £20,000

A boost for this year's fund

This year we've moved the Aviva Broker Community Fund to a new platform. By working in partnership with Crowdfunder, good causes can now benefit from:

- ✓ **match funding up to £50,000***
- ✓ **additional guidance on fundraising, promotion and project management**
- ✓ **volunteers from Aviva**

Key info and dates at a glance

10 September – 31 October 2024
Aviva Broker Community Fund entries open

18 November
Finalists announced

18 November – 31 January 2025
Crowdfunding with match funding available

12 March 2025
Winners announced and awarded at our
exclusive broker finale event

Which causes can you put forward?

We can't wait to hear about the causes you're already supporting and how they tackle the crucial issues of financial wellbeing and climate action. You can nominate any community project that's making a difference on a local level. Just tell us how their activity fits under these two broad themes:



Promoting financial wellbeing

Projects that help communities to cope in the face of financial difficulty and overcome barriers to financial resilience.

Click [here](#) to see examples of the kinds of projects this covers.

Taking climate action

Projects helping communities become more sustainable and environmentally friendly.

Click [here](#) to see examples of the kinds of projects this covers.



Got a good cause in mind?

If you know of a cause in your community, we'd love you to nominate them for the Aviva Broker Community Fund. The organisation you put forward must:

- be based in the UK
- have been operating for at least six months
- be not-for-profit
- have an average income over the previous three financial years no higher than £2 million
- have a bank account in the organisation's name.

Which cause

We can't wait to hear about your ideas. You can nominate any cause that meets the following criteria:



Got a good idea?

If you know of a cause in your community, we'd love you to nominate them for the Aviva Broker Community Fund. The organisation you put forward must:

Promoting financial wellbeing



These examples of promoting financial wellbeing aren't exhaustive or definitive - good causes with other ways of tackling these issues can still be nominated for the Aviva Broker Community Fund:

Promoting financial wellbeing

- Financial education, digital skills, mentoring, networking, coaching, early-years money management, libraries of things
- Financial or debt advice and support, Citizens Advice offices, financial support for those unable to work (e.g. due to health conditions, caring or disability)
- Employability schemes, apprenticeships, transport access to work, social skills and confidence-building activities for adults
- Food banks including those that give advice, community fridges and pantries, soup kitchens, uniform exchanges, clothing banks, baby banks, hygiene and period poverty
- Housing and homelessness support and relief, shelters, domestic abuse support, rural transport, warm spaces, digital inclusion
- Energy efficiency measures, renewable energy upgrades and installation, community farms.

...ate action.
...broad themes:



...income over
...the financial
...than £2 million

- be not-for-profit
- have a bank account in the organisation's name.

Which causes can you put forward?

We can't wait to hear about the causes you're already supporting and how they tackle the crucial issues of financial wellbeing and climate action. You can nominate any of the following broad themes:

Taking climate action



These examples of taking climate action aren't exhaustive or definitive - good causes with other ways of tackling these issues can still be nominated for the Aviva Broker Community Fund:

Taking climate action

- Community green spaces, community gardens and farms, access to nature
- Biodiversity loss prevention and restoration, rewilding, creating and improving wildlife habitats
- Educational activities, forest schools, climate classrooms, citizen science projects, libraries of things
- Energy efficiency measures, renewable energy upgrades and installation, solar panels, waste reduction, pollution prevention, flood prevention, EV infrastructure, promoting a circular economy.



Got a good cause in mind?

If you know of a cause in your community, we'd love you to nominate them for the Aviva Broker Community Fund. The organisation you put forward must:

- be based in the UK
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Creating a great entry

We're looking for nominations from brokers who share our values of caring for local causes and communities.

You can complete your submission in collaboration with your project. As the broker champion of the cause, we'll want to hear in your own words why you and your business are so proud to support them, and about the work they do to make your community more resilient.

They'll want to know...

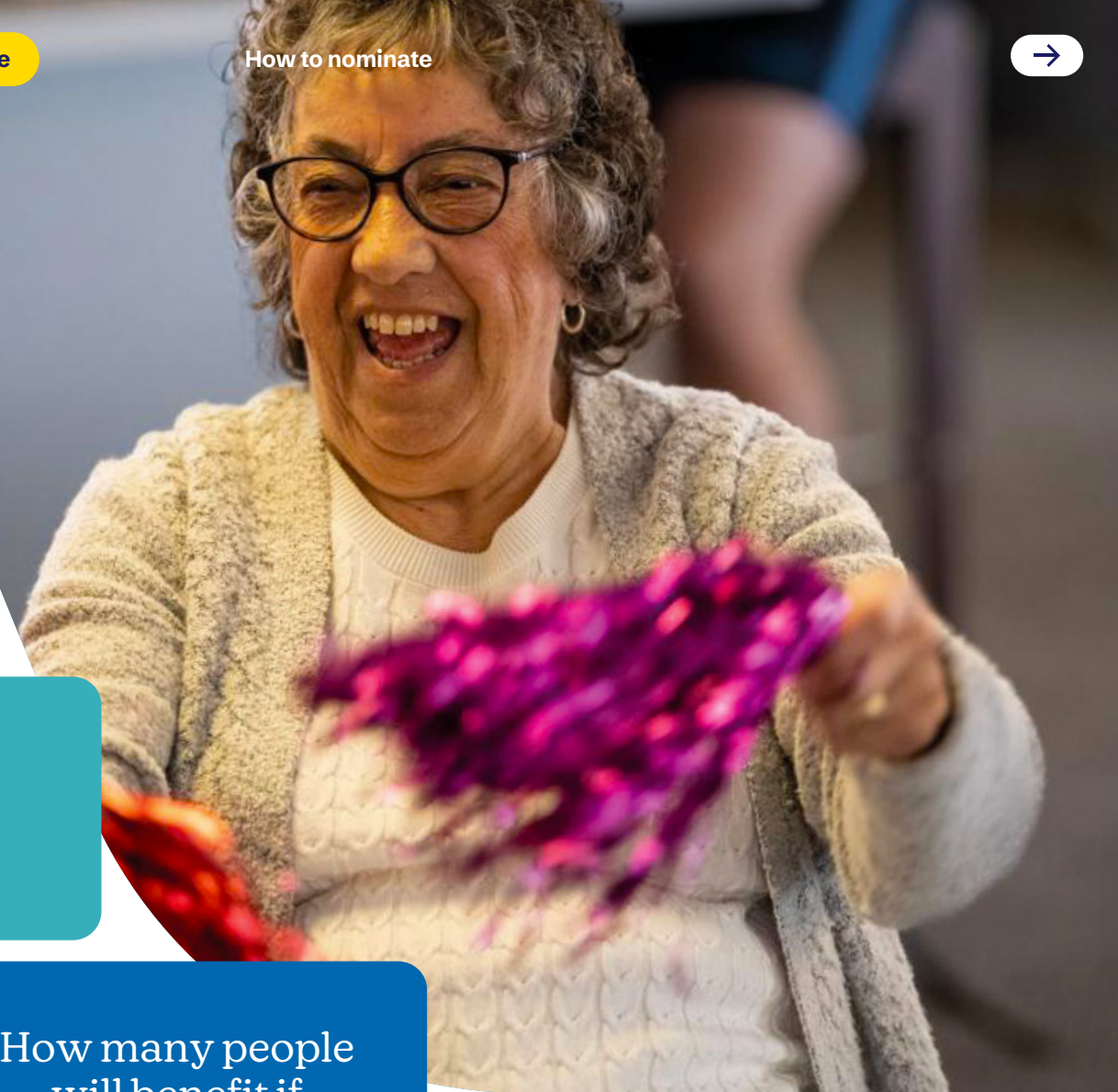
What's required and how will the funding be spent?

How will the project make a lasting impact?

Why are you passionate about championing the project?

How does the project meet the needs of the community?

How many people will benefit if this project wins?



How to nominate

Step 1 - Choose a project to support

Whether you're already supporting a community project or want to start a new partnership, there are loads of local causes that would benefit from a boost.

Take a look at some of our previous winners on [Aviva Broker](#) for inspiration.

Step 2 - Get to know your project

Talk to the project to find out if they're eligible and what difference an award of £5,000, £10,000 or £20,000 would mean for their community.

Step 3 - Start your entry

When you're ready, head over to our entry page to register, then click 'Apply' to start your application.

The best entries are those written in partnership with your project. You can give the project access to the online application so you can both add to it and save it as you go.

You don't have to complete it all at once, so there's plenty of opportunity to work together to make your application as strong as possible.

Step 4 - Submit your entry

Submit your entry by 31 October 2024 to be moderated and reviewed by our judges. You will receive confirmation once it's been received.

Step 5 - Winners announced

Judging will take place in November, with finalists announced on 18 November 2024.

Finalist brokers and their community projects will be invited to the Aviva Broker Community Fund awards event on 12 March 2025 where the winners will be announced and awarded.

Good luck!

Get started by submitting your project today.
Find out more and [apply here](#).

Apply before 31 October 2024

To find out more and apply [click here](#).
If you require further guidance, speak
to your Aviva Business Development
Manager or email comfund@aviva.com

*T&Cs, eligibility and match funding rules apply, which are available to
view on Aviva Broker.

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