

Financial Futures Fund

Funding guidelines

Shaping stronger financial
futures, together

January 2026



Contents

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Please note: all links in this document were correct at the time of publication (January 2026).

Interactive elements

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Indicates what page you're on. Text navigation can also be clicked to move through the sections quickly.

Purpose

These guidelines aim to provide a short overview of the Financial Futures Fund; *what* we fund, *how* we fund, *who* we fund and *why*.

They are intended to support organisations to decide whether to apply to the Fund.

About the Aviva Foundation

The Aviva Foundation aims to support people across the UK by funding practical solutions to today's challenges and investing in long-term change. Under the Aviva Foundation, we offer two different funding opportunities:

- Through the **Financial Futures Fund**, we partner with organisations to help people feel more secure, confident, and in control of their financial futures.
- Through the **Communities Fund** (formerly the Aviva Community Fund), small, local charities and non-profit organisations are supported to respond to the financial and climate challenges

that matter most to their communities – from helping people take control of their financial futures to caring for the places they love in a changing climate. The Fund offers a way to raise money through crowdfunding, boosted by match funding. It's open to organisations with an annual income under £1 million. For more details and funding guidelines, please visit [here](#).

The **Financial Futures Fund** (formerly known as the Aviva Foundation), runs a bi-annual, application process to identify and support organisations driving transformational change in financial resilience. It is open to medium and large organisations with an annual income over £1 million. These Guidelines provide an overview of the Fund's purpose, priorities, eligibility criteria, and application process.

Founded and proudly supported by Aviva, the Aviva Foundation makes funding decisions with one clear purpose: to maximise social impact. It is funded by Aviva's unclaimed assets from the shareholder registry and donations from the Aviva business. We aim to share insights and evidence from our work back into Aviva and the wider financial services sector. By doing so, we aim to shape more effective ways of supporting people – especially those facing the greatest challenges or with the most pressing needs. The Aviva Foundation is a Donor Advised Fund, administered by Charities Trust under charity registration number 327489.



About the Financial Futures Fund

The Financial Futures Fund partners with organisations that are striving to help people feel more secure, confident, and in control of their finances, now and in the future.

Our mission is to contribute to transformational changes in the financial resilience of those who need it most.



The Financial Futures Fund supports a wide range of organisations working in diverse ways to strengthen financial resilience. Our partners focus on different drivers and dimensions of financial resilience, using a variety of approaches tailored to the communities they serve. Explore our [case studies](#) and [impact report](#) to see this work in action.

Our five key funding priorities (see our ‘Funding priorities’ section for further detail):

- **Transformational:** we aim to fund initiatives that can lead to lasting, meaningful change in financial resilience for those who need it most.
- **Impact and evidence:** we support organisations that are committed to understanding and demonstrating the impact of their work.
- **Inclusion:** we fund initiatives that reach individuals and communities with low financial resilience – particularly those who face barriers due to inequality and discrimination.
- **Community-rooted:** we support organisations that embed diversity, equity, and inclusion in how they work with communities. These organisations

demonstrate a deep understanding of the people they serve and ensure communities play a meaningful role in shaping solutions.

- **Learning, influence and scale:** we value initiatives that aim to use their insights to influence others and contribute to building financial resilience at scale. We look for organisations that are committed to learning, sharing, and creating wider impact.

‘Those who need it the most’ – who is most affected by low financial resilience?

Financial resilience can be defined as the “*ability to cope financially when faced with a sudden fall in income or unavoidable rise in expenditure*”¹.

The most recent data from the FCA’s Financial Lives survey (2024) of UK adults highlights that approximately **1 in 4 (24%) of all UK adults have low financial resilience**².

As demonstrated in the table below, UK adults that are **female, younger, unemployed, working in the gig economy, renters, or in a minority ethnic group, are more likely to have low financial resilience**.

Factors	Low financial resilience (UK average: 24%) ³
Sex	Female: 27%
Age	18-54: 34% 25-34: 34% 35-44: 33% 45-54: 29%
Employment status	Unemployed: 50% Gig economy: 37% (2022) ⁴
Ethnicity	Black and Black British: 39% Mixed/multiple: 31% Asian and Asian British: 27%
Housing tenure	Renting: 46%
IMD (Index of Multiple Deprivation)	Most deprived areas of the UK (ie IMD Decile 1): 42% (2022) ⁵

People with disabilities are disproportionately affected by financial challenges. A recent survey found that individuals with disabilities reported significantly lower financial confidence (47% compared with 28%) and were more likely to have no savings (38% compared with 22%) than households without disabilities.⁶

Our approach

This section provides an overview of the Financial Futures Fund's:

- **Funding priorities:** the types of initiatives we aim to support
- **Eligibility criteria:** the types of organisations that qualify for funding
- **Funding support:** the type and level of support available
- **Funding relationship:** our approach to working with funded organisations



Funding priorities: the types of initiatives we aim to support

The Financial Futures Fund supports organisations working to improve financial resilience for those who need it most in the UK.

We back initiatives that help people feel more in control of their money and better prepared for life's financial ups and downs. This includes work that enables individuals and communities to prevent, prepare for, respond to, and recover from financial challenges.

We aim to fund initiatives with the potential to create lasting, transformational change in financial resilience. This includes projects that:

- Build **financial capability and confidence in managing finances** - now and in the future.
- Expand access to **fair, affordable, and inclusive financial services** - such as savings, protection and pensions, building resilience throughout the life course.
- Enable people to **overcome financial shocks and difficult times** - helping with access to essentials and building up savings.
- Tackle **systemic barriers** such as debt, housing insecurity, and digital exclusion that undermine financial resilience.

We have **five key funding priorities** that will be assessed throughout the application process:

1. **Transformational:** we aim to fund initiatives that can lead to lasting, meaningful change in financial resilience for those who need it most. This can include:
 - Testing new and creative ways to tackle entrenched or emerging issues
 - Developing scalable approaches that generate insights for others
 - Building new partnerships or ways of working
 - Involving underrepresented communities in the solution
 - Linking financial resilience to new or adjacent themes
2. **Impact and evidence:** we support initiatives that are committed to understanding and demonstrating the impact of their work. We look for organisations that actively seek to learn from and contribute to the evidence base.
 - Collaborations between service providers and researchers
 - Clear plans to evaluate and share learning
 - Measurable outcomes aligned to financial resilience
3. **Inclusion:** we fund initiatives that reach individuals and communities with low financial resilience - particularly those who face barriers due to inequality and discrimination. These groups are often underserved or excluded from mainstream support. We look for approaches that:
 - Tackle systemic barriers created by inequality and discrimination
 - Develop inclusive programmes that support individuals from underserved communities or those experiencing vulnerability
 - Ensure that inclusion is embedded throughout the design and delivery of the initiative

4. **Community-rooted:** we support organisations that embed diversity, equity, and inclusion in how they work with communities. These organisations demonstrate a deep understanding of the people they serve and ensure communities play a meaningful role in shaping solutions.

This includes:

- Involving people with lived experience in the design and delivery of initiatives
- Creating opportunities for collaboration between professionals and community member

5. **Learning, influence and scale:** we value initiatives that aim to use their insights to influence others and contribute to building financial resilience at scale. We look for organisations that are committed to learning, sharing, and creating wider impact. This includes:

- Sharing learning with decision-makers and relevant stakeholders
- Advocating for changes in policy, practice, or funding
- Creating a legacy or pathway to scale, helping build more sustainable approaches
- Having a clear plan for long-term viability beyond our funding

We also want to learn from our partners to help shape how Aviva – and the wider financial sector – supports financial resilience. This includes:

- Sharing insights that improve outcomes for customers with vulnerabilities
- Acting as a critical friend to Aviva and the sector, identifying opportunities for improvement
- Highlighting ways Aviva's expertise, people, and influence can help strengthen and scale your work



Eligibility criteria: the types of organisations that qualify for funding

Organisational requirements:

- **Legal status:** We fund charitable, non-profit, and social enterprises that deliver public benefit. We may also partner with for-profit organisations where they can demonstrate a clear public benefit and are uniquely positioned to meet our funding priorities.
- **Financial threshold:** Organisations must have a **minimum annual income of £1,000,000**, as evidenced in their most recent accounts. Organisations must have submitted at least one year's annual accounts to the Charity Commission or Companies House. We recognise that this income threshold may be restrictive for smaller charities. However, organisations within this band may be eligible to apply for support through the [Communities Fund](#).
- **Location:** organisations must be UK-registered, and the funded project must deliver impact within the UK. We also welcome applications from organisations working in communities near [Aviva's main employee hubs](#), as this enables us to connect our business expertise and resources to support our partners more effectively.

Project requirements:

- **Strategic fit:** Projects must contribute to transformational changes in the financial resilience of those who need it most.
- **Grant size:** Our minimum grant size is £100,000. We will consider the size of your request relative to your overall income and expenditure.

Values and inclusion:

- **Living Wage commitment:** We are proud to be a [Living Wage Funder](#). We encourage applicants to pay the Real Living Wage, especially when using our funding to support new roles. We understand there may be challenges (e.g. posts funded by multiple sources or internal pay structures), so while we encourage this, applications will still be considered if the Real Living Wage cannot be met.
- **Non-discrimination:** Projects must not discriminate – explicitly or implicitly – against individuals or communities based on background, identity, or beliefs.
- **Open participation:** Projects led by faith-based or belief-based organisations must ensure that outcomes are open and accessible to all, regardless of participants' personal beliefs.

- **Respect for diversity:** Projects should actively foster environments that are welcoming and respectful of diverse perspectives and experiences.

Funding support: the type and level of support available

Grant size and length

We encourage organisations to come to us with an honest assessment of what they need—rather than shaping proposals to fit a predefined funding model.

- **Grant Size:** the minimum grant size is £100,000. There is no upper limit. The Financial Futures Fund has a total grant-making budget of up to £3 million for 2026, distributed across two funding rounds. The average grant awarded is typically between £250,000 and £300,000, spread over three years. We will consider the size of your funding request in relation to your organisation's overall income and expenditure.
- **Funding duration:** while most of our funding relationships span three years, we are open to different timeframes where this better aligns with your theory of change.
- **Core costs:** we are open to funding core costs and overheads as part of your overall request.

Additional support

We aim to offer **more than just funding**. We build relationships with our partners to better understand their work and explore how we can further support the issues they're tackling.

This may include: access to skilled volunteers from Aviva; opportunities to connect with Aviva's networks and areas of expertise; and exploring ways we can help amplify your work.

We also host an **annual learning day** with our partners, creating space to share insights, reflect on challenges, and learn from one another. This has proven to be a valuable opportunity for collaboration across our network.

Funding relationship: our approach to working with funded organisations

We aim to build open, collaborative relationships with our partners. In return, we ask for the following:

- **Reporting:** partners are expected to provide progress updates on a bi-annual basis, and an annual financial report. We recognise the reporting burden many charities face, so we aim to keep this process simple. You'll report against your own monitoring and evaluation framework, which will feed into the Financial Futures Fund's overall impact reporting.
- **Community:** we aim to build a network of organisations with a shared commitment to financial resilience. We encourage partners to connect, share learning, and collaborate to build insight and a collective voice.
- **Shaping our work:** we welcome partners who bring diverse perspectives and are willing to challenge and inform our approach. Your insight and expertise can help shape the work of the Foundation, Aviva, and the wider financial services sector.

The application process

We are conscious that charities spend a significant amount of their precious time applying for funding, with UK charities spending an estimated £900m every year applying to charitable foundations.⁷



We are committed to:

- Minimising unnecessary time spent by charities in the application process
- Being transparent about the application and selection process
- Monitoring our application process to ensure it is efficient for applicants and the Foundation

Our application process:

We run an open application process to hear from organisations proposing new approaches to building financial resilience and to identify prospective new partners.

Like many funders, we receive significantly more applications than we can support. In **2025**, we received just over **100 applications** (including some repeat submissions). We expect to fund around **8-10 partners**, meaning the success rate is **under 10%**.

To reduce the time and effort for applicants, the Financial Futures Fund operates a **two-stage application process**, which runs **twice a year**:

Phase 1: Short Application Form: Eligible organisations are invited to complete a brief application form.

These are reviewed by the Fund's Advisory Panel. Shortlisted applicants will be invited to Phase 2.

Phase 2: Interview: Shortlisted organisations will receive a short set of questions in advance of a one-hour interview with members of the Advisory Panel.

We run two open application rounds each year. The deadlines for 2026 are:

- Round one: **15 April**
- Round two: **7 October**

We are committed to providing feedback to all organisations that apply to the Financial Futures Fund – regardless of the outcome. We believe this helps ensure transparency in our decision-making and may help support organisations in strengthening future applications.

Before applying, please review our '**Funding priorities**' and '**Eligibility criteria**' sections. If you have any questions, or to request a copy of the Short Application Form, please contact us at financialfutures@aviva.com.

Who makes the decisions and how?

All applications to the Financial Futures Fund are reviewed and assessed by our Advisory Panel.

The Panel is made up of a diverse group of internal Aviva colleagues and external experts in financial resilience. They assess each application against our Funding Priorities, as well as the applicant's track record, leadership, and governance structures.

The Advisory Panel makes funding recommendations to the Financial Futures Decision Panel, which comprises senior internal Aviva colleagues and external experts in financial resilience. This body independently reviews the recommendations to ensure they align with the Financial Futures Fund's mission and priorities, and that a fair and effective process has been followed. Final funding decisions rest with this group.

References

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