

About the Aviva Community Fund

Building stronger, more resilient communities across the UK: that's what we're striving towards at Aviva, and it's how we will continue to help small charities and community causes.

We know the causes that make the biggest impact are those that work within their community to drive sustainable change. That's why the Aviva Community Fund backs the amazing causes that move communities forward and provides these organisations with vital support and resources.

Every three months, £250,000 will be shared among our UK employees to donate to the projects that matter most to them. Got an idea that will move your community forward? We've got your back.

Each cause can apply for funding of up to a maximum of £50,000.

Temporary change from October 2022:

We recognise that the rising cost of living may be having a negative impact on charities and community organisations and the communities they support. Projects that are aligned with the Financial Wellbeing funding area, or organisations with core missions aligned to the Financial Wellbeing funding area, can benefit from our additional £2 million Cost of Living Boost for match funding.

We will match donations pound for pound up to £250, between 4 October 2022 and 31 December 2022 or until the match funding totals £2 million. So, if your project receives a pledge of £50, Aviva will donate £50. If your project receives a pledge of £500, Aviva will donate £250. Match funding will be given on the first pledge made to your project by any backer and not for repeat pledges by any backer. A maximum of £50,000 of match funding is available for any organisation.

Is your project eligible to apply for the Aviva Community Fund or our Cost of Living Boost?

We know that your time is precious, and we want to make sure you put forward a project that meets our eligibility criteria. So before submitting details about your project or cause, please have a read through the following details. If there's anything you are unsure about, please have a look at our [Help Centre](#), or contact us at communityfund@aviva.com

Because we want to support forward thinking causes which help to build stronger communities, your project should align with one of our key funding areas.

1. **Funding Areas: Climate Action:** Promoting healthy, thriving communities by preventing, preparing for and protecting against the impacts of climate change
2. **Financial Wellbeing:** helping people take control of their wellbeing by giving them the tools to be more financially independent and ready for anything

Please note, all beneficiaries of your project must be in the UK.

To submit a project, you must:

- be age 18 or older;

- be a UK resident; and
- use a UK IP address and not use a disposable email address.

And your organisation must:

- be registered in the UK as a charity or social enterprise;
- be based in the UK;
- have been operating for at least 12 months at the time of submission;
- have an annual income of no more than £2 million (can be averaged over the last three years);
- have a UK bank account in its own name;
- have a safeguarding policy if it supports children or vulnerable people;
- be a living wage employer (if the organisation employs people); and
- have an active board of trustees or directors or management body.

Your submitted project must NOT:

- be for the benefit of any one individual;
- include any mention of specific individuals, companies, brands or products for promotion purposes;
- contain any material owned by a third party, including trademarks, or contain any images or videos that identify individuals unless, in each case, you have the third party's and each individual's express permission to do so and to permit use of such content by Aviva or Crowdfunder;
- violate any applicable law or regulation or promote or encourage the violation of any law or regulation;
- contain offensive, obscene or sexually suggestive material, propaganda, potentially misleading information, or defamatory or disparaging material about other people or companies, or endorse any form of hate, hate group or terrorist activity;
- discriminate unlawfully on the basis of gender, race, religion, creed, national origin, disability, age, sexual orientation, or any other basis prohibited by law;
- promote or speak negatively about any particular faith, political party or any affiliated group, promote or speak negatively about any legislation or government policy, or promote or encourage the violation of any law;
- promote any activities that may be unsafe or dangerous or considered gaming, betting or gambling or relate to raffles, prize draws, games of chance, lotteries or similar activities;
- relate to controversial subject matter or any subject that is contrary to the interests of the Aviva group of companies (including, but not limited to, submissions and/or projects that present an unacceptable regulatory, reputational or other risk to the Aviva group of companies);
- be used for commercial use or promotion; or
- contain any viruses or other malicious elements that are intended to damage, detrimentally interfere with, surreptitiously intercept or expropriate any system, data or personal information.

Due diligence requirements

- In addition to meeting the eligibility criteria, to be eligible for funding, project owners need to satisfy some additional due diligence checks for which they need to:
- upload a form of photo ID;
- provide details of the organisation's bank account; and
- agree to the Aviva Community Fund terms and conditions and Crowdfunder's terms and conditions of funding.

And finally...

If your organisation is eligible and you are invited to submit a project, there is no guarantee you will receive Aviva Community Fund donations.

There will be no fees on donations or match funding from Aviva, but Crowdfunder will deduct fees on public donations.

Aviva and Crowdfunder reserve the right, in their sole discretion, to exclude from the Fund project owners and organisations that do not meet the eligibility criteria, or to reject submissions and projects that do not meet the eligibility criteria, or are incomplete, incomprehensible, false or fraudulent. Aviva and Crowdfunder reserve the right, in their sole discretion, to remove project owners, organisations, submissions and projects from the Fund at any point.