

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 want to continue to help small charities and community causes.

We've learnt the causes that make the biggest impact are those that are given the opportunity to test innovative ideas and explore new sustainable strategies without fear of risk. That's why the Aviva Community Fund backs the clever ideas that move communities forward and provides even more causes with vital support and resources.

Every three months, £250,000 will be shared among our UK employees to donate to the projects that matter to them most. Each cause can apply for funding of up to a maximum of £50,000.

Got an idea that will move your community forward? We've got your back.

Is your project eligible?

We know your time is precious and we'd hate for you to be disappointed by putting forward a project that doesn't fall within our eligibility criteria.

So, before submitting an idea, please take a careful look through this eligibility checklist. If there are any points you require further clarification around, please read our [FAQs](#) or contact us at communityfund@aviva.com

We want to support forward-thinking causes that are helping push communities forward, so your submitted project must align with one of our purposes and be raising funds in one of the key funding areas. All beneficiaries of your project must be in the UK.

Purposes

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

Funding Areas

- a. Develop a new approach, product or technology;
- b. Implement a new initiative or pilot a new scheme;
- c. Expand existing services to a new area or beneficiary group;
- d. Adapt services to meet today's needs without compromising those of future generations

To submit a project, you must:

- be age 18 or older
- be a UK resident
- 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 £1 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 employee (if the organisation employs people)
- 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
- 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 Aviva Community Fund donations but there will be 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.