

About the Aviva Community Fund

Helping people face the future with confidence. That's what we always strive to do at Aviva. And it's what we want to continue to do for small UK charities.

We've learnt that the charities that make the biggest impact are those that are given the opportunity to innovate and test new ideas without fear of risk. That's why we're focusing on funding small charities with forward-thinking ideas.

Every three months, £250,000 will be shared equally among Aviva's UK employees to donate to the projects that matter to them most. Each charity can apply for funding of up to a maximum of £50,000 and Aviva employees will decide how the funding is distributed.

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:

- fall within one of our two key funding areas:
 - **Financial capability and inclusion:** giving people the tools to become more financially independent
 - **Community resilience:** tackling inequality and improving environments to build more connected, more resilient communities
- be raising funds to develop a new approach, product or technology, pilot a new scheme, implement a new initiative, or expand existing services to a new area or beneficiary group within the UK.
- if submitted in connection with a religious organisation, have an outcome that is accessible to persons of any religious beliefs.

To submit a project, you must be:

- age 18 or older
- a UK resident
- using a UK IP address and a non-disposable email address.

And your organisation must:

- be a registered charity, a registered community interest company or a registered community benefit society
- be based in the UK
- have existed for at least 12 months at the time of submission
- have an annual income of no more than £1,000,000 (averaged over three years)
- have a bank account in its own name
- be a living wage employee (if the organisation employs people)
- have an active board of trustees or directors.

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 or trademarks owned by a third party, or contain images or videos that identify individuals, unless the third party or individual has expressly permitted use of such content by Aviva and 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), legislation or government policy
- promote any activities that may be considered gaming, betting or gambling or relate to raffles, prize draws, games of chance, lotteries or similar activities
- promote any activities that may appear unsafe or dangerous
- 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 that present an unacceptable regulatory, reputational or other risk to Aviva)
- be used for commercial use or promotion
- 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, applicants 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 Crowdfunder's Terms & Conditions of funding.

And finally...

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

Aviva and Crowdfunder reserve the right, in their sole discretion, to reject submissions that are incomplete, incomprehensible, false or fraudulent, or remove them from the Aviva Community Fund at any point.