

With your help,
communities can be
better together.

Better Together

We believe that good things happen when people come together. Even great things. We get to know our neighbours. We do things to help each other. We become more resilient. That's why this year's theme for the Aviva Community Fund is about **bringing people together to create change within our community.**

To celebrate ten years of impact we are donating over \$1 million to fund charitable initiatives across Canada.

Because communities are better together.



What's new for our 10th year?

This year, we're making it easier than ever to win funding with one central theme to align your ideas to. And on top of that – we're awarding more prizes! 160 in total to be exact, so your chances are better than ever.

There are now two different idea categories:

1 Small Ideas

50 prizes of \$10,000 will be awarded to organizations that bring people in their community together

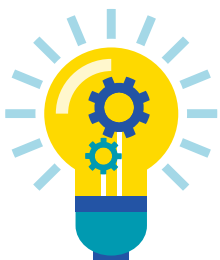
2 Big Ideas

3 prizes of \$100,000 will be awarded to organizations that bring people in their community together and also have long-lasting impact

Starting on August 13, 2018 and running for 10 straight business days, charities can apply for a \$1,000 prize to host a #BetterTogether event in celebration of communities coming together. There are 100 prizes in total and we will announce 10 winners each day starting September 4, 2018!

Learn more about how to win \$1,000 for your community event on avivacommunityfund.org

How does the Aviva Community Fund work?



1 Submit

Submit your idea at avivacommunityfund.org from August 28, 2018 to September 18, 2018 by completing our brief submission form. Once your idea has been reviewed and is approved, you will receive a confirmation email and a unique link to share your idea page.



2 Promote

Tell everyone you know (and even those you don't!) about your incredible idea to improve your community and encourage them to vote. Promote it by getting in touch with them, by using Facebook, Twitter or community events.



3 Vote

Anyone registered with the Aviva Community Fund has 10 votes they can use at any time from September 25, 2018 to October 4, 2018 to vote for their favourite idea(s). You can spread your votes around or use them all to support one project. Cast all 10 votes at once, or keep coming back to cast your votes during the voting period.



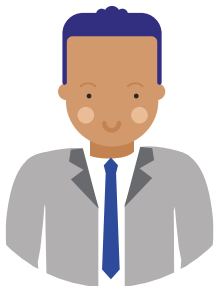
4 Winners announced

On November 20, 2018, our Small Ideas and Big Ideas category winners will be announced. Good luck!



Who can submit an idea?

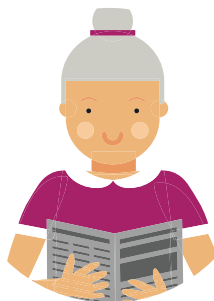
A CRA registered charity or a CRA-qualified donee can submit an idea in the Aviva Community Fund Competition. The idea submitter must also be residing in Canada and be a permanent resident or citizen of Canada.



Choose an idea category:

You'll need to submit your entry into one of our two idea categories:

- 1 Small Ideas category**
50 prizes of \$10,000
- 2 Big Ideas category**
3 prizes of \$100,000
7 consolation prizes of \$15,000



What makes a winning idea?

The positive change we are helping create must benefit a community at its core. This supports our theme to strengthen and make communities better, by coming together. We're looking for ideas that improve community spirit, promote sustainability, provide a social opportunity, and reduce social isolation to benefit people of all ages and backgrounds. For example:

- a community garden, because it provides an inclusive meeting place for people to learn and share knowledge
- a food bank or community kitchen, because it gathers people together to help others in need
- an accessible playground or splash pad, because it creates a fun and safe place for families to spend time and meet others
- a program that engages newcomers or the elderly, because it creates a greater sense of belonging in the community



Your idea is right for the Aviva Community Fund if it:

- benefits a community at its core by bringing people together to create change;
- is accessible to the larger community, with an outcome accessible to persons or communities of any faith; and
- is expected to be completed by December 31, 2019.

Please review our [Terms and Conditions](#) for complete eligibility criteria and Aviva Community Fund Competition details before you submit an idea.



Here are **five tips** to help make your idea submission a winner:

1 **Make it matter**

Make sure your idea is something that matters to those around you. Ideas that have the potential to make a meaningful impact in your community are more likely to get voters interested.

2 **Snap your way to success**

Including photos in your submission will bring your project to life – and help voters understand what you hope to accomplish with their support.

3 **Be a video star**

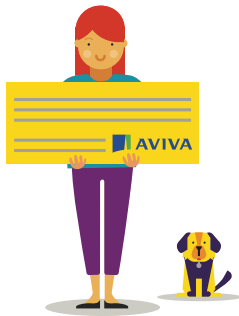
Let your passion show and speak directly to potential voters through video clips. Including videos in your submission can make all the difference.

4 **Get a helping hand**

Get more support for your idea by teaming up with an Aviva broker partner in your community. The idea receiving the most Aviva broker partner votes during the competition will receive a \$5,000 recognition prize, in addition to any other prize funds awarded.

5 **Stand out from the crowd**

Be sure to tell people why your idea is different or what makes it unique.



How winners are determined:

1 Small Ideas category (for \$10,000 funding):

- The fifty (50) ideas that receive the highest number of votes will each receive a \$10,000 prize.

2 Big Ideas category (for \$100,000 funding):

- The ten (10) ideas that receive the highest number of votes will progress to the Judging Round.
- The three (3) ideas with the highest scores in the Judging Round will each receive a \$100,000 prize.
- The remaining seven (7) ideas will each receive a consolation prize of \$15,000.

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How do I submit an idea?

Submitting your idea is easy. Just follow these four simple steps:

- 1 Identify an idea that will make your community better by bringing people together to create positive change and requires funding to make it a reality.
- 2 Register with the Aviva Community Fund at avivacommunityfund.org
- 3 Submit your idea in the Aviva Community Fund Competition on avivacommunityfund.org between 12:00 p.m. ET on August 28, 2018 and 5:00 p.m. ET on September 18, 2018. Add photos and videos to your idea submission to paint a better picture.
- 4 Get your friends, family and even total strangers to vote for your project! Promote it using Facebook, Twitter or community events.



What happens after I submit my idea?

Our team of moderators will review your entry to make sure it meets the eligibility criteria set out in our [Terms and Conditions](#). This will take up to three (3) business days. If we require additional information during the moderation process, we'll contact you. We'll email you to let you know when our moderators have approved your idea.

What happens **when?**



Idea submissions opens	August 28, 2018
Idea submissions close	September 18, 2018
Voting opens	September 25, 2018
Voting closes	October 4, 2018
Winners announced	November 20, 2018

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Idea submission questions:

Before you submit an idea, please review the questions below which you will be asked to answer in your idea submission.

About the idea submitter (Step 1 of 3)

Question	Advice & tips
Name of primary idea submitter	This is where we want to get to know you a little better. Tell us what role you play in relation to the idea submission.
What is your role with regards to this idea submission?	
Email address	Make sure you decide who should be the primary contact. The primary contact will receive all email notifications regarding the idea you are submitting. They will also be contacted if we have questions or need additional information regarding your submission.
Phone number	
Name of secondary contact	
Email address Phone number	
	A secondary contact will only be used if we are unable to reach your primary contact.

About the organization (Step 2 of 3)

Question	Advice & tips
Name of CRA registered charity or CRA-qualified donee operating in Canada	Ideas must be submitted by, or on behalf of, a CRA registered charity or a CRA-qualified donee. If your idea is submitted by, or on behalf of, a charity, you must provide the Charitable Registration Number, which can be found here .
If your idea is submitted by, or on behalf of, a charity, provide the Charitable Registration Number	A list of Charitable Registration Numbers can be found here .
Has this organization received funding from the Aviva Community Fund in the past?	
Has this idea been submitted to the Aviva Community Fund in the past?	
Organization email	
Organization website	
Facebook page/group URL (optional)	Enter your idea or organization's Facebook page web address. We encourage you to create a Facebook page to generate support and promote your idea!

About the idea (Step 3 of 3)

Question	Advice & tips
Idea name	This is the title that will display on your idea page on the Aviva Community Fund website.
Idea category	Ideas must be submitted into one of two categories: Small Ideas: \$10,000 Big Ideas: \$100,000
Please describe your idea including how it will make your community better together	Tell us in detail what your idea is and the difference the funds could make in your community. How does the idea foster connections between a wide variety of stakeholders to create positive change? Your idea description is crucial – this is what voters will see on your idea page.
Is your idea accessible to the larger community?	Your idea must take place within Canada in publicly accessible spaces. Ideas must also have an outcome that must be accessible to anyone of any faith.
Do you anticipate that your idea will be completed by December 31, 2019?	Ideas must be completed within a one-year period (by December 31, 2019).
Estimate how many people will participate in and be impacted by your idea	You will be asked to indicate how many people your idea will directly impact in the community.
Add photos	Upload a photo or choose from selection we offer. You can include up to a maximum of 5 images to make your project more distinctive. By default the first image you upload will show as the main image. Photos must be in .jpg or .png format and not bigger than 2MB. Please note we may need to trim the sides of your pictures when we display them on the website.
Add videos (optional)	You can share a video that you've uploaded to YouTube. Please ensure your video does not exceed 2 minutes in length; we will not display videos that exceed this time limit.



We look forward to receiving your idea submission.

Good luck!

Aviva Canada Inc.

aviva.ca



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