



**The power to make
a positive difference
is in your hands**

Aviva Community Fund
2016 Idea Submission Guide

 | **Community
Fund**

The Aviva Community Fund helps passionate people like you **make positive change in their communities.**

For seven years, we've been putting our money where our business is — investing in charitable community initiatives across Canada, protecting the people and things you love, supporting the causes you care about most, and strengthening your local community. To us, at Aviva, this is just good thinking. We're so proud to have provided more than \$6.5 million in project funding to date, and we can't wait to donate another \$1 million this year.

It all starts with your great idea.



Do you have an idea for a project that could have a **real impact in your community?**

Are you involved with a charity or community organization that's making a local difference?

We believe good ideas come in all shapes and sizes. Whether you're looking to solve a problem, speed up an ongoing project, or secure funding for a charity close to your heart, this is your chance to make a real difference in your community.

We're providing \$1 million in community funding this year.



Established in **2009**



More than **\$6.5 million** given away to date

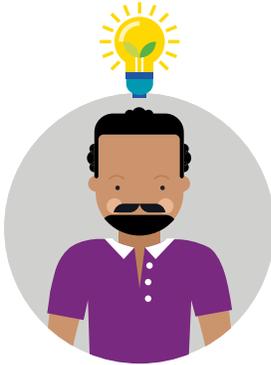


7500+ ideas submitted



We've supported **222 ideas** in communities across Canada

How does the Aviva Community Fund work?



1 Submit

Submit your idea at avivacommunityfund.org from September 19 to October 6. Your idea must fall within one of three categories and two funding levels.

Once your idea has been approved, you will receive a confirmation email with your idea number for your reference and a unique link to share your project page. Please note approved projects will only display on the site on the first day of the **Voting Round** – October 11.



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.



3 Vote – We've made voting easier than ever!

This year, cast all 18 votes at any time during the **Voting Round**! All you need to do is click on the "Submit your votes" button on any project you want to support. Spread your votes around or use them all to support one project. Cast all 18 votes at once, or keep coming back to cast your votes. Once a vote is cast, it cannot be taken back.

Each registered participant has 18 votes they can use at any time from October 11-28 and can vote for the same idea more than once and/or for multiple ideas. The 15 ideas that receive the most votes in each of the two funding levels (five from each idea category) including the top-ranked Broker-Supported Idea will become finalists*.



4 Winners Announced

On December 6, a panel of independent judges will select the Grand Prize Winners from the list of 30 finalists.

*Please see terms and conditions for complete guidelines and eligibility requirements at avivacommunityfund.org

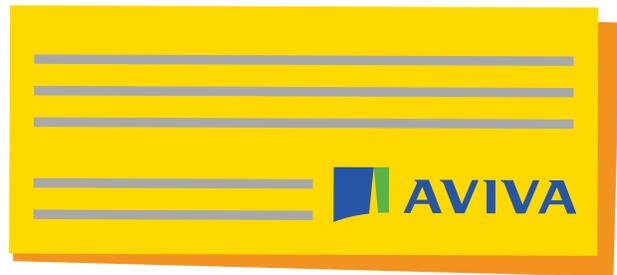
Choose a funding level...

You might have an idea for a project that needs \$5,000 or \$10,000 to get off the ground. Or maybe your idea is so grand that only a big investment like \$75,000 or \$100,000 would help it take off in a meaningful way.

When you're planning your idea, it's important to consider how much of an investment is needed for your idea to be successful. Make sure your idea has a realistic budget and falls within the two funding levels.

The Aviva Community Fund offers **two distinct levels of funding:**

- 1 **Small ideas:** \$50,000 and under
- 2 **Large ideas:** \$50,000 - \$100,000



Choose a category for your idea...



Community Resilience

Environment, climate, disaster relief and prevention



Community Health

Health, sport, active living and play



Community Development

Education, skills training, culture, research and basic needs

Category 1: Community Resilience

Environment, climate, disaster relief and prevention

We're in the insurance business, so we know a thing or two about weather, environment and climate-related crises.

It may not be possible to prevent disasters from happening altogether, but we can do our part to help cope with the aftermath, and protect and enhance our environmental landscape.

This category is for all the "green" ideas that could help create a more sustainable future for generations to come.

Your idea must meet at least one of the following criteria*:

- Reduce the risks of climate change and protect people and property from increasingly volatile and extreme weather
- Protect the diversity of nature and our quality of life, for now and the future
- Promote renewable energy, resources, recycling and sustainability
- Minimize environmental impacts with respect to energy, water, waste, paper consumption, communication and travel
- Protect wildlife habitats from development, deforestation, pollution and climate change

Here are some projects to get your ideas flowing:

- Build a community garden
- Create or support a pollution prevention initiative
- Support a program that protects fresh water/rivers/coastal watersheds
- Develop a plan that promotes environmental initiatives
- Protect green spaces (forests, parks, natural environment, greenbelt areas) and blue spaces (rivers, creeks, watersheds, lakes, oceans, lagoons)
- Create or enhance pedestrian and cycle-friendly transportation options



2015

Emma's Acres: Reintegration, Restoration and Food Security

Mission, BC

Emma's Acres is an agricultural social enterprise that makes a significant contribution to food security, restoration and the reintegration of survivors/victims, ex-offenders, and offenders. Together victims/survivors of crime, offenders, and ex-offenders grow organic vegetables, herbs and fruits for sale at local markets and for donation to food banks and the community kitchen.

The Aviva Community fund donated **\$45,000** to ensure they continue to make significant contributions to their community.

*Please see terms and conditions for complete guidelines and eligibility requirements at avivacommunityfund.org

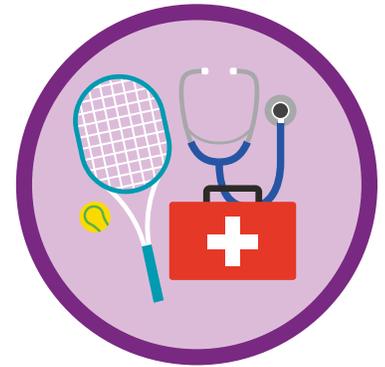
Category 2: Community Health

Health, sport, active living and play

An active community is a healthy community.

Important community landmarks such as parks, sports fields and playgrounds make it easier for adults and children alike to lead a healthy, active lifestyle.

This category is for all the fantastic ideas that support health and well-being in your community.



Your idea must meet at least one of the following criteria*:

- Promote healthy living through sports or activities
- Provide improved access to communities in need of additional healthcare options or equipment
- Help people affected by major health / medical-related issues that also relate to the long-term well-being of the public

Here are some projects to get your ideas flowing:

- Enhance facilities like aquatics centres, splash pads, soccer fields, football fields, public parks, hockey arenas, basketball courts, bike, skate or track-and-field, playgrounds, etc.
- Support non-profit organizations that help train and develop athletes
- Develop a sports or summer camp program for those who couldn't afford it otherwise
- Buy new equipment for hospitals or improve treatment services and facilities

2015

Sacha's Park – where EVERYONE can play

L'Original, ON

Sacha's Park is being built in memory of an 11-year-old boy who was unable to play in traditional playgrounds because they were not wheelchair accessible. The Park's design will meet the needs of children with mobility, sensory, and cognitive impairments and include elements such as accessible routers, sensory stimulating and interactive play stations, and themed design to spark imaginative play.

The Aviva Community Fund donated **\$100,000** to support a community that is committed to ensuring no child is left sitting on the sidelines.

*Please see terms and conditions for complete guidelines and eligibility requirements at avivacommunityfund.org

Category 3: Community Development

Education, skills training, culture,
research and basic needs

A strong and empowered community starts with its individuals.

Programs that help provide skills training and basic needs ensure no one gets left behind. Every community needs spaces to develop culture through art, music and drama. And medical and health-related research ensures a healthy future for all community members.

This category is for ideas that help educate, reduce poverty, infuse culture and support important research for the betterment of individuals and the community.

Your idea must meet at least one of the following criteria*:

- Promote or support skills training that provides positive change and a pathway to a better future through education
- Promote culture, literacy, new technology, creativity and innovative research
- Serve marginalized populations, including low-income, newcomer, the homeless and/or those in need of transitional housing
- Provide counseling or mental health services

Here are some projects to get your ideas flowing:

- Support programs that provide tutoring, mentorship, literacy education, employment readiness, music, drama or arts
- Support charities, foundations and hospitals conducting research on health, medical, climate, conservation, environmental or science and technology innovation
- Help social assistance programs, drop-in centres, food banks or awareness programs focused on hunger or poverty reduction
- Fund art, music, museums, community centres, historic landmarks and conservation efforts



2015

Support children affected by parental incarceration

Toronto, ON

Every year, over 350,000 adults in Canada are remanded in custody, affecting over 180,000 children. F.E.A.T for Children of Incarcerated Parents is a peer mentoring after-school program designed to optimize the psychological, social, and educational outcomes of at-risk children and youth by facilitating the development of leadership and mentorship skills, building positive peer relationships, increasing self-esteem, and fostering academic success.

The Aviva Community fund donated **\$50,000** to ensure the sustainability of such a vital program.

*Please see terms and conditions for complete guidelines and eligibility requirements at avivacommunityfund.org

General guidelines*

Your idea must:

- result in a change that positively affects your community. We're not able to fund ideas that provide a direct benefit to an individual or family.
- take place within Canada on publicly accessible space only.
- be realistic to implement. While we'd love to fund an idea that cures a disease or wipes out poverty in a community, if the idea is too complicated or big to achieve, we won't be able to consider it.
- be implemented by December 31, 2017. Our judges will give preference to ideas that can be completed within one year.
- be associated with a Canada Revenue Agency-registered charity, sports foundation or sports non-profit organization, publicly-funded school, university or college, municipality or government entity.
- be submitted in one of Canada's two official languages (English or French).



*Please see terms and conditions for complete guidelines and eligibility requirements at avivacommunityfund.org

Selecting the Grand Prize Winners:

The 15 ideas that receive the most votes in each of the two funding levels (five from each idea category) including the idea with the highest Aviva-contracted broker votes will become finalists.

The top 30 finalists including the top-ranked, Broker-Supported Idea are reviewed and evaluated by our independent panel of judges who choose the winning ideas. Each judge brings a unique passion and perspective to help ensure the best ideas receive the funding they deserve.

Grand Prize Winners will receive up to \$100,000 (if entered into the large level of funding) or up to \$50,000 (if entered into the small level of funding). All finalists who do not win full project funding will receive a \$5,000 donation to their charity of choice.



Judges will rank ideas based on the following criteria:

Longevity & Sustainability (35%)

How long will the idea's impact last? Will this idea require ongoing funding beyond the initial request? If so, is there a plan to obtain additional funding? Note that ideas requiring ongoing funding will be ranked lower.

Impact (20%)

How deeply are people impacted by this idea, and how urgent is the need within the community? How many people will this idea directly and indirectly benefit?

Likelihood of Success (15%)

Is there a high probability of a timely and successful execution of this idea? All ideas should be completed or well underway by December 2017.

Votes (15%)

How high did the idea rank based on vote count in its category entering the Judging Round? This score will be entered automatically.

Originality (10%)

How innovative and original is the idea versus the other ideas submitted? Has the same idea submitted been executed in different communities? Does the idea target a newly-identified community need?

Submission Quality (5%)

Was the idea well thought through and clearly explained? Did the idea submitter add pictures, video, and share content via social media channels?

Frequently Asked Questions:

When can I submit my idea?

You can submit your idea via avivacommunityfund.org from September 19 to October 6, 2016.

What information do I need to include when I submit an idea*?

It starts off with the basics. Tell us the name of your idea, the category and funding level you are applying for, along with the location, a contact telephone number and the name of the associated charity or community organization your idea is supporting.

What are the most important parts of my idea submission?

The idea description is critical. This explains what impact your idea will have in your local community and why you need funding. You have up to 4,000 characters (around 600 words) to tell us what the money would be used for, approximately how many people would benefit and why people should vote for your idea.

What happens after I submit my idea?

Once submitted, our team of moderators will review your idea to make sure it meets the competition eligibility requirements. Please note this may take up to three business days. Once your idea has been approved, you will receive a confirmation email from the Aviva Community Fund team with your idea number for your reference and a unique link to share your idea page. Please note approved projects will only show on the Aviva Community

Fund site on the first day of the **Voting Round** on October 11. But you can start promoting your idea right away by sharing the unique link to your idea page!

How do I promote my idea?

There are lots of ways you can promote your idea. Get in touch with friends, family and other supporters and ask them to vote. Use Facebook, Twitter, Instagram and other social media platforms, community events, local press and any other way you can think of to get attention. We have tons of tips and resources to help you promote your idea at avivacommunityfund.org.

Another important way to get support for your idea is to team-up with an Aviva broker partner in your community. To find a broker in your area, go to avivacanada.com/find-a-broker.

What happens during the voting process?

You can vote for ideas during the **Voting Round** which begins at noon (ET) October 11, 2016 and ends at 4 pm (ET) October 28, 2016. Registered participants have 18 votes to use during the **Voting Round** and can vote for the same idea more than once and/or for multiple ideas. Registered participants can cast all 18 votes at once at any time during the **Voting Round**. Proxy voting, or voting on behalf of another individual, is not allowed.



What does a winning idea look like?

We've funded 222 incredible ideas (to the tune of \$6.5 million!) since 2009. The ingenuity of some ideas excited us. The generosity of spirit of others took our breath away. All of them inspired us to help make a difference in communities across the country.



What does it take to win votes and wow our judges?
Here are six tips for creating a successful idea submission.

1 Make it matter

Make sure your idea is something that will matter to those around you. Ideas that have the potential to make a real difference in your community are more likely to motivate voters.

2 Use photography

Including photos in your submission will bring your idea 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 a video clip. Including videos in your submission can make all the difference.

4 Get a helping hand

You can increase your chances of winning by getting an Aviva broker partner to support your idea by voting for it. To find a broker near you, go to avivacanada.com/find-a-broker.

5 Stand out from the crowd

Be sure to tell us what makes your idea unique (and awesome).

6 Showcase support

If your idea already has great support from the community, we'd love to know. Tell us all about it!

Showcasing positive change

2009

Joe's Place – Hungry for Hope

Moose Jaw, SK

Joe's Place youth centre provides guidance, support, and work skills training for at-risk youth.

The Aviva Community Fund donated **\$50,000** to build a kitchen for Joe's Place as well as install equipment and update the youth centre's social areas.

2012

Kaiden's Care Kits for Cystic Fibrosis

Russell, ON

On average, every week in Canada two children are born with, and one person dies from, Cystic Fibrosis. Kaiden's Care Kits provide much needed medical supplies, support and information to Canadian families of newborns diagnosed with Cystic Fibrosis.

The Aviva Community Fund provided **\$35,000** for the development and delivery of 100 kits over a one year period to clinics and families across Canada. The kit contains 24 essential items, including medical, support and education materials.

It all starts
with **your**
great idea!

2010

Dreamcoat! The Joy is Contagious

North Bay, ON

Dreamcoat Fantasy Theatre is a theatrical group that enables children to explore and share their love of the dramatic arts.

The Aviva Community Fund donated **\$98,000** to expand the program to offer assistance to special needs children and families experiencing financial challenges.

2013

Wes for Youth Online.ca – It's okay to ask for help

Walkerton, ON

The youth of Walkerton, ON were struggling with an increase in teen suicides; high youth drug and alcohol usage; an increase in self-harm, eating disorders, depression and anxiety.

When, 16-year-old Wes Cameron took his own life in September 2011, his parents turned their grief into support for adolescents. They launched WesForYouthOnline.ca (WFYO), a free, confidential and professional online counselling service serving area youth aged 13-19.

The Aviva Community Fund donated **\$130,000** toward offering a much-needed refuge with supportive programming to enrich the lives of hundreds of youth.

2011

All Natural Play Area – Centre de plein air Domaine-Notre-Dame

Sainte-Catherine-de-la-Jacques-Cartier, QC

The Centre de plein air Domaine-Notre-Dame is a camp facility that encourages education, respect and accountability. The camp uses science workshops, physical games, horseback riding and general camping to help youth aged 2 to 14 to develop.

The Aviva Community Fund donated **\$45,000** to create a cooking laboratory, recycling amenities, resurfacing of sport areas as well as the addition of picnic tables and change room facilities.

2014

Lake Country Food Bank – A new home

Lake Country, BC

The community of Lake Country is home to nearly 1,300 people living below the poverty line, half who rely on the Lake Country Food Bank. This vital 800 square feet facility was located in the basement of a 100-year-old former elementary school. This created a struggle to meet the needs of the community.

The Aviva Community Fund donated **\$100,000** to help create a new facility to serve the community.

**We look forward to
reading your entry and
wish you every success.**

Aviva Canada Inc.

avivacanada.com    

Aviva and the Aviva logo are trademarks used under licence by the licensor.