

CanadaHelps

Educational Webinar Series



Aviva Community Fund 2017

The Quest to Award Charities \$1M in Project Funding

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The Aviva Community Fund

The Quest to Award Charities with
\$1 million in Project Funding



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**Contact me
with any
questions!**

What we are covering today....

1. What is the Aviva Community Fund?
2. Learn more about the competition and how to enter
 - Submit
 - Promote
 - Vote
3. Get tips and advice on how to craft a winning entry
4. Showcase of past winners

What is the Aviva Community Fund?

- Aviva invests in positive change through the Aviva Community Fund, Canada's longest running **online** community funding competition.
- Each year through the Aviva Community Fund, we give away **\$1 million** to support the causes Canadians care about most.
- Since its inception in 2009, the Aviva Community Fund has awarded **\$7.5 million** to over **250** charities and community groups across Canada.
- The Aviva Community Fund helps passionate people like you make positive change in Canadian communities from coast to coast.

How does the Aviva Community Fund work?



1 Submit

Submit your idea at avivacommunityfund.org from September 13 to October 2. Your idea must fall within one of four categories and three 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 idea page. Please note approved ideas will only be made live on the Aviva Community Fund site on the first day of the **Voting Round** on October 10.



2 Promote

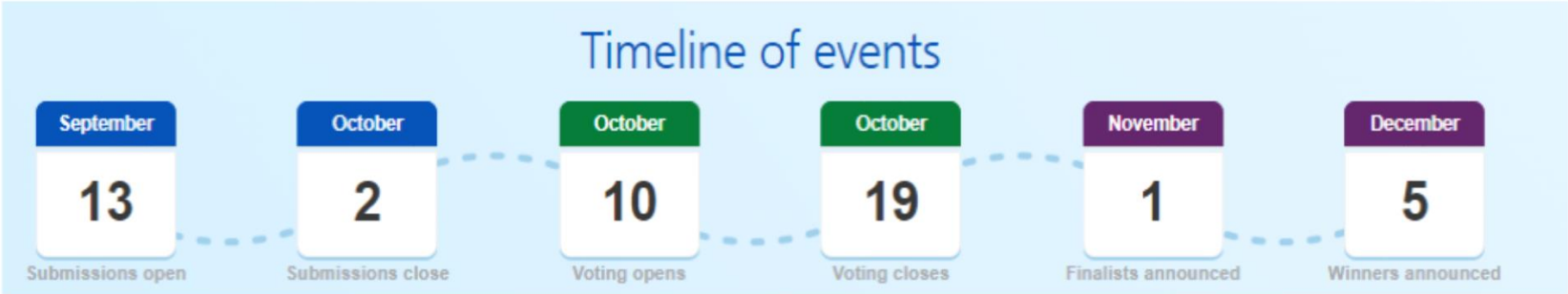
Tell everyone you know (and even those you don't!) about your incredible idea to improve your community and encourage them to vote.



3 Vote – it's easier than ever!

Anyone registered for the Aviva Community Fund has 18 votes they can use at any time from October 10 - 19 to vote for their favourite idea(s). You can 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. Don't forget, once a vote is cast, it cannot be changed.

The 2017 Campaign Dates...



We asked the 2016 winners...

Why did you submit an idea to the Aviva Community Fund?

- ❖ We applied because we were already in the planning process to renovate our new location to better meet the needs of our community.
- ❖ We shared our **heart and passion** to make a difference in the lives of those in need within our community.

❖ Harvest House Woodstock, \$40,000 winner

- ❖ We applied because our insurance broker is AVIVA-affiliated.
- ❖ We have a lot of strong **community support**, so we thought we could do well; and we had a really great idea for funding!
- ❖ We worked to make our submission successful by making a **compelling video**.

❖ First United Church, \$45,000 Winner

What to know before you submit

Idea Submission
September 13 – October 2



How to submit an idea...

- Between September 13, 2017 and October 2, 2017, anyone registered on the Aviva Community Fund site can submit an idea.
- Submissions are submitted online through the Aviva Community Fund website.
- Once you submit an idea, our team of moderators will review your submission to make sure it meets all eligibility requirements. Note: It may take up to three business days to review an idea.
 - Approved
 - More information required
 - Not - Eligible

The 2017 Aviva Community Fund

For eight 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 \$7.5 million in project funding to date, and we can't wait to donate another \$1* million this year.

New for 2017

We're celebrating Canada's 150th year by offering a bold new challenge to young social entrepreneurs who have ideas focused on the theme of creating **Community Legacy!**

If you're between 18 and 25 years old and you have a unique solution to tackling the consequences of climate change or an idea that benefits Canada's environmental legacy, submit your idea under this category for a chance to win \$150,000 in funding. We care so much about creating legacy and paying it forward to future generations, we're allotting an additional \$150,000 above our usual \$1 million prize funding.

It all starts with a great idea. We can't wait to see yours!

[Find out more >](#)

[Register Now >](#)



[Register Now >](#)

Aviva Community Fund - Community Legacy



Video Transcript

Submissions open in

57
days

21
hours

27
minutes

What makes a **winning idea**?

Make sure you know what ideas are and aren't eligible for funding before submitting an idea.

Eligible

The following **does** meet the eligibility criteria and **will** qualify for funding

- Ideas that are associated with Canadian registered charities, public foundations, non-profit organizations, social enterprises, registered B Corporations, publicly-funded schools, universities or colleges, and municipality or government entities.
- Ideas that can be implemented within a two-year period (completed by December 2019).
- Ideas that result in a change that positively affects Canadian communities.
- Ideas that take place within Canada on publicly accessible spaces. Note: Ideas cannot require access to private or restricted property in order to be implemented.
- Ideas that are accessible to all individuals regardless of faith/religious background.

What makes a winning idea?

Make sure you know what ideas are and aren't eligible for funding before submitting an idea.

Not Eligible

The following **does not** meet the eligibility criteria and **will not** qualify for funding

- Ideas that are associated with capital campaigns where at least 60% of the total funding goal has not been secured
- (e.g. if your capital campaign goal is \$1 million you must have at least \$600,000 secured to apply).
- Ideas that are associated with operational / overhead costs including administrative and salary costs.
- Aviva will not fund ideas where salaries / administrative costs account for more than 25% of the requested funding amount.
- Ideas that are associated with animal welfare organizations including spay, neuter, animal rescue, humane society, animal cruelty, perceived animal cruelty, animal sanctuary programs including but not limited to, all cat and dog shelters (determined at Aviva's sole discretion).
- Ideas for commercial or promotional benefit or purposes/for-profit business ventures.

Choose a **funding level** & **idea category**

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 one of the three funding levels below.

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

- 1 Small ideas:** \$50,000 and under
- 2 Large ideas:** \$50,001 - \$100,000
- 3 Community Legacy ideas:** \$150,000 (one prize only)

Idea Submission
September 13 - October 2

There are four idea categories:



Community Development

Education, skills training, culture, research and basic needs



Community Health

Health, sport, active living and play



Community Resilience

Environment, climate, disaster relief and prevention



Community Legacy

Climate change and environment with broad reach and scalability in Canada, and potentially globally (*only ideas submitted by current and aspiring social entrepreneurs, aged 18-25 years old will be accepted*)

Before you submit an idea, review the submission questions below



If you are submitting an Idea to the Community Development, Community Health or Community Resilience Idea categories, these are the questions you will be asked to answer.

**Download the
questions now!**

Step	Information Needed
About you (1 of 4)	<ul style="list-style-type: none">• Basic contact information• Choose your idea category
About the organization (2 of 4)	<ul style="list-style-type: none">• Have you entered the campaign before?• Does the idea have any partners?
About the project (3 of 4)	<ul style="list-style-type: none">• Describe your idea• What is the budget?• Add photos / videos
Additional Information (4 of 4)	<ul style="list-style-type: none">• What will success look like?

Start planning now...

Take the time to review our campaign documents; they have everything you need to know on how to submit a winning idea.

- 📄 Idea Submission Guide
- 📄 Eligibility & Funding Guide
- 📄 Terms & Conditions




avivacommunityfund.org 

Eligibility & Funding Guide

Make sure you know what ideas are and aren't eligible for funding before submitting an idea.

Eligible	Not Eligible
<p>The following does meet the eligibility criteria and will qualify for funding</p> <ul style="list-style-type: none"> Ideas that result in a change that positively affects Canadian communities. Ideas that can be implemented within a two-year period (completed by December 2018). Ideas associated with Canadian registered charities, public foundations, non-profit organizations, social enterprises, registered B Corporations, publicly funded schools, universities or colleges, and municipality or government entities. <small>Note: Ideas must be associated with one of the above entities at the time of submission (Sept. 2017).</small> Ideas that are aligned to one of the four Idea categories and its associated criteria (Community Development, Community Health, Community Resilience and Community Legacy). <small>Note: Ideas submitted to the Community Legacy Idea category must be submitted by current or retiring social entrepreneurs aged 18-25 years old, who are Canadian residents.</small> Ideas that fall within one of the three funding levels (up to \$50,000, \$50,001 - \$100,000, and \$100,000+). Ideas that take place within Canada on publicly accessible spaces. <small>Note: Ideas should not require access to private or restricted property in order to be implemented.</small> Ideas that are accessible to all individuals regardless of faith/religious background. Ideas that include planned outcomes, supported by a measurement and evaluation process. Ideas associated with organizations with a record of achievement. 	<p>The following does not meet the eligibility criteria and will not qualify for funding</p> <ul style="list-style-type: none"> Ideas outside of Canada. Ideas associated with capital campaigns where at least 50% of the total funding goal has not been secured (if 8-year capital campaign goal is \$1 million you must have at least \$500,000 secured to apply). Ideas associated with operational/overhead costs including administrative and salary costs. <small>Note: Aviva will not fund ideas where salaries/administrative costs account for more than 25% of the requested funding amount.</small> Ideas that promote any activities that may appear unsafe or dangerous or relate to controversial subject matter (determined at Aviva's sole discretion). Ideas that are based on financial/medical/educational/monetary support to individuals and/or individual persons. Ideas associated with political or fraternal organizations, service clubs, or third-party organizations that raise funds for charity. Ideas associated with religious organizations or associations/ political parties/lobbyist or affiliated groups where the Idea Fund is not accessible. The following stand-alone projects listed below, which do not align with Aviva's commitment to fund Ideas that result in sustainable change: <ul style="list-style-type: none"> advertising or promotional campaigns events, conferences, workshops, seminars, conventions, symposiums endowment or memorial campaigns production of a film, video, or publication (will be funded if it is a part of an idea or if it is an educational skills training tool)



Terms and Conditions


The Aviva Community Fund is for participation only in Canada and is subject to the laws within Canada. The Aviva Community Fund is sponsored by Aviva Canada Inc. ("Aviva"), 10 Aviva Way, Markham, Ontario, Canada, L6G 0G1.

How to Participate and Register
To participate in the Aviva Community Fund you must register at www.avivacommunityfund.org or through Facebook.

Please read all the Terms and Conditions below carefully before registering. By registering, you are acknowledging you accept these Terms and Conditions and agree to be bound by them.

By registering at www.avivacommunityfund.org or through other electronic communications including email and social media such as Facebook or Twitter, you consent to receive electronic communications about the Aviva Community Fund from Aviva Canada Inc. Electronic communications include important information related to the Aviva Community Fund and your participation in the Aviva Community Fund. You can 'opt out' of receiving these communications at any time by updating your consent preferences in your [profile section](#) on Aviva Community Fund website. If you 'opt out' of receiving information about the Aviva Community Fund, you may miss notifications on important competition information.

Aviva Canada Inc. may use personal information collected during registration to process Ideas submitted, manage votes and provide updates as Ideas moves through the phases of the Aviva Community Fund. It is the responsibility of the registrant to ensure and confirm that consent has been obtained from any individual(s) mentioned in the idea submission about these arrangements and that they may be contacted by Aviva Canada Inc.



The power to make a positive difference is in your hands

Aviva Community Fund
2017 Idea Submission Guide

Eligibility & Funding Guide

Terms & Conditions

Idea Submission Guide

We asked the 2016 winners...

Do you have any advice to give on the application process?

- ❖ We felt a successful submission needed to tell a **clear, concise and compelling story** – letting people know exactly what kind of change we were trying to make and how we were approaching it.
- ❖ We also included **important facts, figures and stories** about the impact the market and café were already having in the community
- ❖ Dartmouth North Community Food Centre, \$100,000 winner

We asked the 2016 winners...

Do you have any advice to give on the application process?

- ❖ **Articulate a specific need.** Show how the funding would address that need. Express the specific outcomes that would be different once the need is met. Show what is wonderful and unique about your idea / organization.
- ❖ **Know your purpose.** Show people not only what you want to do but why, how and who benefits.
- ❖ **Start early,** take your time and do it over multiple days so that it's not rushed
- ❖ First United Church, \$50,000 Winner / Harvest House Woodstock, \$40,000 winner

How to successfully
promote your idea
before voting

Voting Phase
October 10 - 19



Helpful hints & tips for promoting your idea...

Voting Phase
October 10 - 19

- ❖ **Send an email to everyone you know.** Share your idea page by clicking on the share buttons on the top of the page or sending the page URL.
- ❖ **Promote your contest offline.** Buy a domain name that is catchy and easy to remember.
- ❖ **Find sponsors.** Get local employers, schools, groups, and brokers onboard to help promote your idea – whether it's handing out posters or reaching out to their own networks, it all makes a difference.
- ❖ **Share details on Facebook, Twitter and other social media.** Better yet – open a Facebook group page specifically for supporters of your idea.

Online promotion toolkit

Create your own banners online or use the banner we have created to encourage people to promote and vote for your idea.



Download the Aviva Community Fund voting image (JPG 143KB)



Download the Aviva Community Fund voting image (JPG 105KB)

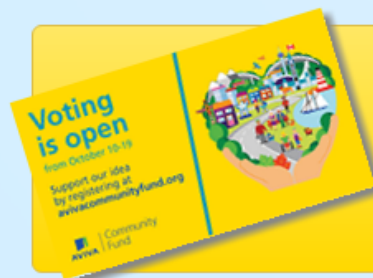


Download the Aviva Community Fund voting image (JPG 145KB)



Download the Aviva Community Fund voting image (JPG 106KB)

The power of a poster



Download and print our Aviva Community Fund poster now, add your idea's details and help spread the word in your local community.

Aviva Community Fund poster (8.5x11) (PDF 199KB)

Aviva Community Fund poster (17x11) (PDF 204KB)

We asked the 2016 winners...

How did you receive so many votes?

- ❖ We **printed small info sheets** with the vote info and our project info to distribute to all large employers, the hospital, schools etc.
- ❖ We asked for support from our local radio station and our **Aviva broker**.
- ❖ We posted information in various community locations and asked the local university student's union to share via social media.
- ❖ We shared the post and tagged various businesses asking for them to get their employees to vote.
- ❖ Cape Breton Regional Hospital Foundation "Caleb's Courage Fund for Pediatric Palliative Care", \$75,000 winner

We asked 2016 winners...

How did you receive so many votes?

- ❖ We worked extremely hard on the voting process. We met weekly to brainstorm new ways to **engage our neighbours and the broader community**.
- ❖ We reached out to people who use **our programs**. We reached out to **partners**.
- ❖ We used social media and set up a Facebook group specifically for our appeal.
- ❖ We also used Facebook live to show what our program was like and we shared a new community story every week to keep the impact of a potential win front and centre.
- ❖ Dartmouth North Community Food Centre, \$100,000 winner

What to know about Voting

Voting Phase

October 10 - 19



What to know about the Voting Round

- ❖ Anyone registered for the Aviva Community Fund has 18 votes they can use at any time from October 10 -19, 2017. Votes can be spread around or used to support one project.
- ❖ The 15 ideas that receive the most votes in their funding level and idea category including the **(Top Ranked Broker Supported idea)** will become finalists.
- ❖ The top 5 ideas that receive the most votes in the community legacy idea category will go on to become finalists.
- ❖ The 35 Finalists are evaluated by our independent panel of judges who determine the winners. Finalists that do not become winners will receive a \$5,000 donation. Finalist are announced on November 1.

Broker Supported Idea...

- ❖ Another important way to get support for your idea is to team up with an Aviva broker partner in your community.
- ❖ The key to success in the Aviva Community Fund competition is gaining broker support for an idea. In the Aviva Community Fund, broker votes are distinct from votes cast by the public.
- ❖ When a broker votes for an idea, it becomes a '**Broker-Supported Idea**', giving it a higher chance to win funding. The idea that receives the highest number of broker votes (**Top-Ranked Broker-Supported Idea**) automatically becomes a Finalist.

2016 Winners





Community Health

Health, sport, active living and play

2016 Grand Prize Winner: Caleb's Courage Fund for Pediatric Palliative Care Cape Breton Island, NS

Caleb MacArthur was a courageous three-year-old boy who lost his battle with cancer while at the Cape Breton Regional Hospital. The Cape Breton Regional Hospital Foundation was awarded \$100,000 for the Caleb's Courage campaign, which aims to transform the Oncology Palliative Care Pediatrics room at the hospital. The transformation will transition the institutional room into a bright superhero-themed room, where families can stay and feel at home. The room will include an accessible washroom as well as a new bariatric bed, which will allow parents to sleep next to their children. The room will also honor Caleb and his courage.



Community Development

Education, skills training, culture, research and basic needs

2016 Grand Prize Winner: Share the Harvest, Feed the People! Moncton, NB

Harvest House Atlantic is a community center that has been providing services including an emergency shelter, step-up housing, a nine-month addiction recovery program for men and an array of referral programs for women for nearly 20 years. In 2015, they served over 54,000 meals to people in need and aimed to serve over 65,000 meals in 2016.

They were awarded \$86,500 to renovate and expand their kitchen and dining area to meet the growing needs of the community.



Community Resilience

Environment, climate,
disaster relief and
prevention

2016 Grand Prize Winner: Food Forest Owen Sound, ON

The Mental Health Association Grey Bruce provides programs and services that support the resilience and recovery of people experiencing mental disorders and has positioned itself as a leader in community-based food security and wellness. CMHA Grey Bruce was awarded \$100,000 to expand their community garden project. The expansion will improve the community's local food security as well as provide educational opportunities on gardening and healthy food. The garden will also feature a memorial tree plot to honour those who've lost their battle with mental health issues.

Past Winners...

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.

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.

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.

We asked the 2016 winners...

What has changed the most since you've won?

- ❖ Winning has given our efforts **significant exposure and credibility.**
- ❖ Our project is now possible! And we have new friends. **Also, whether or not we had won, the voting process is a very good community-builder for us.**
- ❖ After winning The Aviva Community Fund people are seeking to learn more about us; they want to be kept up-to-date on our kitchen renovations and are asking us **how they can help.**
- ❖ We have also seen an **increase to our social media followers and engagement as well as donations!** I feel that the general awareness of the services we offer the community has greatly improved!
- ❖ Dartmouth North Community Food Centre, \$100,000 winner / First United Church, \$50,000 Winner

Follow us on social media!

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<https://www.linkedin.com/company/aviva-canada>

<https://www.instagram.com/avivacanada>

<https://www.avivacanada.com/blog>

Visit our website: www.avivacommunityfund.org

Email: julia.oudeh@aviva.com

Email us: avivacommunityfund@aviva.com



Thank you

Submissions open September 13

It all starts with your great idea

Thank you!

Contact us with any questions.

charitylife@canadahelps.org



www.twitter.com/CharityLifeCA



www.facebook.com/canadahelps



www.vimeo.com/canadahelps

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