

## Amal

Amal provides opportunities for people in Britain, regardless of their faith or beliefs, to come together and explore the rich diversity of Muslim cultures and arts including storytelling, visual arts, theatre, poetry, film, music and dance.

Amal champions imagination and the values of compassion, conviviality and social justice. It believes that culture and the arts broaden horizons and forge common ground within and between communities.

Amal facilitates experiences, encounters and discoveries that help to address the complex and critical issues facing our communities today in an inclusive atmosphere of creative expression and mutual respect. Through our varied activities, we hope to achieve a deeper and broader understanding of Muslim cultures, thereby adding to the strength and vitality of contemporary British society.

Amal is being developed by the Said Foundation. It begins its work as a Programming Fund making grants in support of Muslim cultural production over a pilot phase of around one year.

## Programming Fund

The purpose of the Programming Fund is to support a wide variety of Muslim arts and cultural activities that meet one or more of Amal's objectives (see below). In addition to bringing high-quality Muslim cultures and arts to a wide range of audiences, through this programming Amal will learn more about the Muslim arts and cultural landscape in Britain and how to help grow its capacity and audiences.

The Programming Fund comprises three strands:

### **The Small Grants Fund**

The Small Grants Fund is open for application to a wide range of organisations of all sizes that wish to plan and implement inclusive activities that meet Amal's objectives. Grants will be made of up to £5,000. During the pilot phase, we expect to make 30 to 40 Small Grants.

### **The Partnerships Fund**

Amal will invite established organisations to apply to the Partnerships Fund for support to build on the effectiveness of already promising work or to develop new activities. As proposals are by invitation only, please do not apply unless we have asked you to do so. Grants will be made of up to £30,000. During the pilot phase, we expect to make seven to 10 Partnership Grants

### **Commissions**

Amal expects to directly commission two or three special events during the pilot phase.

The work of the Programming Fund is guided by Amal's Working Group which is made up of experts in related fields. Grants are decided by the Said Foundation's Trustees.

## Amal's objectives

Amal's objectives are:

1. To **celebrate** the diversity of Muslim cultures through art, education and intellectual inquiry.
2. To **enable** enlightening interactions within Muslim communities and between those communities and wider society.
3. To **promote** marginalised voices that are not adequately represented in the mainstream.
4. To **cast** a contemporary lens on issues of cultural heritage, identity and belonging.
5. **To support** British Muslim talent and creativity.
6. To encourage greater diversity of audience participation in cultural activities.
7. To facilitate learning about the obstacles to Muslim cultural production and best practice and how these can be overcome.
8. To encourage other donors and funders to support these objectives.

Applications for grants must demonstrate that the proposed project would meet at least one and preferably several of these objectives.

## Illustrative examples

Illustrative examples of the kind of activities Amal might support include:

- Book clubs with online resources or author events
- Supper clubs or food demonstrations, festivals or competitions
- Story telling events
- Drama, music or design workshops
- Poetry or spoken word competitions
- Performances and concerts
- Exhibitions
- Art installations
- Film screenings
- Tours, walks and treasure hunts
- Talks

## Who can apply for Small Grants

1. Registered UK charities which are:
  - Arts, cultural and educational organisations (e.g. arts centres, museums, galleries, performing arts spaces and companies, heritage organisations, etc.)
  - Established community groups
  - Other not-for-profits

2. Local authority cultural organisations
3. Schools

Other organisations are encouraged to apply in partnership with a host charity, local authority cultural organisation or school.

The following are not eligible to apply:

- Individuals (but we encourage individual artists to apply in partnership with a host organisation or venue)
- Commercial organisations
- Organisations based outside the UK or applying for funding for a project outside the UK
- Religious organisations that proselytise or make access to their services conditional on religious practice

Organisations not meeting our eligibility criteria under the Small Grants Fund are welcome to email us to discuss this further.

#### What to apply for

- Activities that meet one or more of Amal's objectives.
- Grants of up to £5,000.

Priority will be given to:

- Activities that meet a larger number of Amal's objectives.
- Activities for children and young people.
- Activities that will take place by August 2017.

The following activities are not eligible:

- Appeals
- Capital/building/endowment costs
- Organisational (as opposed to project) running and staff costs
- Retrospective funding
- Academic research, professional development or scholarships
- Projects outside the UK
- Proposals that benefit only one individual
- Debt repayment

#### When to apply

As Amal is a pilot project, this is currently a one-off opportunity to apply for funding. Though the project may be extended and/or developed following evaluation of the pilot phase, this is not guaranteed. We therefore advise you to apply as soon as possible. Applications are accepted on a rolling basis but we will close applications in May 2017 or earlier, if demand has been great and available funding has been fully utilised. Our experience as a grant-making organisation is that many more applications are received than are possible to fund. We therefore encourage you not to rely on our support but to apply to multiple funding sources.

## How to apply

We know that applying for funding can be time-consuming and we do not want to take up more of your time than necessary. We are therefore operating a two-stage application process.

## Stage One

This requires you to complete a relatively short application form (available on our website) which provides us with enough information to decide whether to invite you to proceed to Stage Two.

## Stage Two

If your Stage One application closely matches Amal's objectives and priorities, we will contact you to explore your proposal further, either by phone or through a visit. Our questions will focus on your planning, leadership and delivery capabilities, your financial management and a more detailed understanding of the proposed project and its budget. We may also speak at this stage to other organisations with which you have worked or which have given you funding. If necessary, we will ask you to complete a Stage Two application form and/or to submit further information.

## Application steps

1. Read this guidance and decide whether you are eligible to apply (see "Who can apply", "What to apply for" and "Amal's objectives"). Please do not apply if you do not meet the eligibility criteria.
2. If you are eligible, access the Stage One Application Form from Amal's website.
3. Complete the online form and submit it with a copy of your latest accounts and your constitution.
4. We will acknowledge your application within one week of receipt.
5. Provided that your Stage One application is complete, we will let you know within two weeks of receipt whether we are inviting you to proceed to Stage Two.
6. If you are proceeding to Stage Two, an interview will take place, either by phone or through a visit, as soon as a mutually convenient time can be identified.
7. If it is not possible to obtain all the information we need from the interview, or if there is a delay in finding an opportunity to speak, we will ask you to submit further information and/or a Stage Two Application Form.
8. We will let you know whether your application has been successful within one month of having obtained all the information we need from you.

## What to expect if your application is successful

- We will meet with you to agree milestones, indicators and a final budget for the project.
- We will then send you a draft grant agreement for your review. This will include the project's agreed outputs, any conditions, reporting requirements and details of the budget.
- Reporting is intended to help us keep up to date with the progress of the project and to monitor, evaluate and learn from this progress and from the activity funded.
- We will ask you to survey audiences/participants on our behalf using tools that our independent evaluators will design. These will include an online survey and tips on how to capture stories and data from your project. We suggest that you devise your project so that there are plenty of opportunities for audiences/participants to have conversations or express their ideas.
- Once we and you are happy with the draft grant agreement, we will finalise and sign it.
- Funding will be made according to the timetable agreed in the grant agreement.

- In addition to the reporting set out in the agreement, we may visit you or invite you to meet with us during the lifetime of the project.
- Wherever possible, we would like to attend project activities and also to maintain a photographic/video record, where appropriate. We will work with grantees to arrange this either independently or through photographers/videographers we regularly work with.
- We will advertise activities that are open to the public through our website.
- We will post news stories about the projects we support on our website and in relevant publications. We may draw on your reporting to provide quantitative and case study evidence of impact.
- We will invite some of our grantees to attend a workshop in London with our evaluators to exchange learning about what worked to achieve the objectives of the Amal programme.

### What to expect if your application is unsuccessful

- Depending on what stage your application has reached, we will inform you if your application has been unsuccessful:
  - Within two weeks of receipt of your Stage One Application Form (provided your application was complete);
  - Within one month of obtaining all necessary Stage Two information from you.
- We are unable to provide feedback on unsuccessful Stage One applications.
- We will provide short written feedback on unsuccessful Stage Two applications.

### About the Said Foundation

The Said Foundation is a British charity founded in 1982 by international businessman and philanthropist, Wafic Said, and his wife Rosemary. It believes in the power of education to transform lives, communities and societies for the better. For 30 years, it has provided educational opportunities to talented young people and enhanced the capabilities of those working to relieve need and combat disadvantage in Syria, Jordan, Lebanon, Palestine and the UK.

Initiatives include the Foundation's prestigious Scholarship Programme which has brought hundreds of exceptional students from its target countries in the Middle East to study at British universities and act as ambassadors for their communities. In 1997, Wafic Said founded Oxford University's Said Business School, now one of the world's leading business schools. Since 2011, the Foundation has focused particularly on providing humanitarian and developmental assistance to displaced and refugee children and young people from Syria.

The Said Foundation's development of Amal reflects its belief in the transformative power of education (including the arts and culture) and its commitment to building bridges between communities.

### Contact details

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