

Amal

Amal - ‘hope’ in Arabic – is a programme of the Said Foundation making grants in the UK in support of a rich diversity of arts projects and activities, including storytelling, visual arts, theatre, poetry, film, music and dance. Its dual objectives are to increase understanding of Britain’s Muslim communities among people of other faiths and none and to foster a stronger sense of belonging in the UK among Muslim communities.

During its 2017 pilot year, Amal supported 39 projects, covering a range of arts and cultural activity of varying size and ambition. These included partnerships with nationally-known arts organisations like Southbank Centre, Cheltenham Festivals and English Touring Theatre as well as projects with local arts and community-based organisations such as Grassroots Luton, Stratford Circus Arts Centre and CAST Doncaster. Amal-supported activities took place at festivals, arts centres, theatres, schools, places of worship and in the community. Amal’s projects were carefully selected to reflect diversity (faith, ethnicity, gender, age, disability, art form and type of organisation) as well as a mix of heritage and contemporary art idioms. Following the success of its pilot year, Amal has entered a new three-year phase from August 2018, with revised funding criteria informed by its learnings from the pilot year.

At Amal, we believe that engagement in arts and cultural activity broadens horizons and forges common ground within and between communities. We hope to touch the lives of many, creating greater understanding and bringing people together in creative, innovative and exciting ways.

Amal’s objectives and values

Amal’s objectives are:

- To increase understanding of Britain’s Muslim communities among people of other faiths and none.
- To foster a stronger sense of belonging in the UK among its Muslim communities.

In all its work, Amal is guided by the values of compassion, conviviality and social justice.

Funding criteria

Essential criteria

Applications for grants must demonstrate that the proposed project is for a high quality arts and cultural activity and would fulfil all of the following criteria:

1. Meet one or both of Amal’s objectives and abide by the spirit of our values.
2. Take place in London, Birmingham and/or Bradford or in multiple locations around the UK.
 - (i) In cases where projects involve the development of new creative content, proposals should clearly demonstrate how this content will be brought to audiences in London, Birmingham and/or Bradford or in multiple cities in the UK.
 - (ii) Funding for programming at major festivals that take place outside London, Birmingham or Bradford may be considered where programming is co-curated with Amal.
3. Engage audiences and/or participants that are significant in terms of numbers and/or profile.
4. Include a participatory and personal element to enhance the experience of “encounter” between and among artists, audiences and/or participants (such as Q and A sessions and workshops).

Desirable criteria

We also seek to support and will prioritise projects that would advance one or more of the following criteria:

1. Connect Muslim and other organisations or groups in a locality.
2. Incorporate diversity (faith, ethnicity, gender, age and disability) within the project's programming, audiences and/or participants.
3. Particularly engage audiences and/or participants under the age of 30.
4. Present strong role models for an inclusive, diverse society.
5. Produce associated resources or media content to extend the reach of the project.
6. Leverage our grant to secure additional funding from other sources.

What to apply for

- Activities that meet one or both of Amal's objectives and its funding criteria.
- Grants of up to a maximum of:
£25,000 for funding in a single year
£40,000 for funding spread over two years
£50,000 for funding spread over three years

Eligibility

The following **organisations** are eligible to apply:

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
4. Community Interest Companies, Companies Limited by Guarantee and potentially other kinds of company or partnership

The following are not eligible to apply:

- Individuals (but we encourage individual artists to apply in partnership with a host organisation or venue)
- Religious organisations that proselytise or make access to their community services conditional on religious practice

The following **activities** are not eligible for funding:

- Appeals
- Capital/building/endowment costs
- Organisational (as opposed to project) running and staff costs
- Retrospective funding
- Projects outside the UK
- Proposals that benefit only one individual
- Debt repayment
- Activities related to or promoting political parties or their programmes

When to apply

Applications are accepted on a rolling basis but we will close applications when and 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 [here](#)) 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, values and funding criteria 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 "Funding criteria", "Eligibility", "What to apply for" and "Amal's objectives and values"). Please do not apply if you do not meet the funding or eligibility criteria.
2. If you are eligible, complete the Stage One Application Form on Amal's website and submit it online with a copy of your latest accounts and your constitution.
3. Provided that your Stage One application is complete, we will let you know within four weeks of receipt whether we are inviting you to proceed to Stage Two.
4. 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.
5. 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.
6. We will let you know whether your application has been successful within two months 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, branding, communications and evaluation requirements 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 schedules 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 may draw on your reporting to provide quantitative and case study evidence of impact.
- We will ask you to survey artists and audiences/participants on our behalf using tools that we provide. These will include a short questionnaire 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.

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 four weeks of receipt of your Stage One Application Form (provided your application was complete);
 - Within two months 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 if requested.

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 responded to the humanitarian catastrophe that has afflicted Syria's people by focusing on providing assistance to displaced and refugee children and young people in and from this country, in particular in partnership with Save the Children, the International Rescue Committee and the UN Refugee Agency, UNHCR.

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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