



Guidance for applicants for co-created projects

Amal's objectives and values

Projects supported by Amal must meet one or both of our objectives and abide by the spirit of our values.

Our **objectives** are:

- To increase understanding of the UK's Muslim communities among people who are secular or of other faiths.
- To foster a stronger sense of belonging in the UK among Muslim communities.

Our **values** are social justice, compassion and conviviality.

Funding criteria

Essential criteria

Applications for grants must demonstrate that the proposed project fulfils all of the following criteria:

1. It meets one or both of Amal's objectives and abides by the spirit of our values.
2. It takes place in the Birmingham or Bradford area.
3. It has been or will be co-created with a group of Muslim-majority participants and the concerns and aspirations of the group are placed at the centre of the project creation and delivery process.
4. It is a high-quality arts and cultural activity which involves creative professionals from predominantly Muslim backgrounds in the design and delivery of the project. Amal is open to applications involving all art forms and recognises the value of forms that draw on the multiplicity of Muslim arts and cultural heritages as well as those that do not.
5. It engages a significant number of participants through the life cycle of the project.

Definitions of co-creation cover a wide spectrum of activities. For Amal, co-creation means:

- A process of creating art that involves community members and community engagement and creative professionals who work together in a spirit of equity, recognising that everyone brings different, valuable and necessary experience and gifts.
- The concerns and aspirations of the community members are established first and placed at the centre of the process.
- The professionals help the community members to develop their ideas, see the creative possibilities open to them and remove barriers to realising their aspirations.
- Dilemmas that arise will be recognised and discussed as a key part of the co-creation process in a safe, respectful and collaborative spirit.

- The purposes of and standards and decision-making processes for projects will be agreed between community members, delivery partners and Amal and captured in a written agreement.
- All participants, organisational and individual, recognise their responsibility for fulfilling their roles in the process.

Desirable criteria

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

1. They provide opportunities for encounter between individuals or groups of people who may not usually have such opportunities.
2. They provide opportunities to platform work made by Muslim communities and Muslim artists to be seen and shared across different venues/locations.
3. They work with communities that have had very limited opportunities for creative participation.
4. They reflect diversity among the project's participants (such as gender and disability).
5. They particularly engage participants under the age of 30.
6. They produce associated resources or media content to extend the reach of the project.
7. They leverage Amal's grant to secure additional funding from other sources.

What to apply for

Initially, Amal will be making grants of up to a maximum of £25,000 for projects of up to one year's duration. In the longer-term, we expect to support projects over a longer period.

Eligibility

Only **organisations** with a legal identity are eligible to apply. They must be:

1. Registered UK charities which are:
 - Community groups (any organisation serving a Muslim-majority group)
 - Arts, cultural and educational organisations (e.g., arts centres, museums, galleries, performing arts spaces and companies, heritage organisations, etc.)
 - Other not-for-profits
2. Local authority 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 who have strong connections to and understanding of Muslim communities to apply in partnership with a host organisation or to submit an expression of interest through our Connects section when we may be able to match a project proposal with an interested community group)
- Religious organisations that proselytise

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 on 31 July 2022. 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 therefore ask you to submit an Expression of Interest rather than a full application in the first instance.

If you would find it helpful to have an exploratory conversation with us before submitting your Expression of Interest, please contact us on connect@amal.org.uk to request a time for a call.

Expression of Interest

This requires you to complete a short Expression of Interest form (available [here](#)) which provides us with enough information to understand whether your proposal may match Amal's objectives, values and funding criteria. We will have an initial conversation with you after receiving your Expression of Interest to help us understand it better. We will then decide whether to invite you to proceed to the Application stage.

Application

If we invite you to submit a full application, we will send you a form to complete. This will focus on your planning and delivery capabilities (including in relation to co-creating projects with communities), your financial management and a more detailed understanding of the proposed project and its budget. We will also ask you for referees. Once we receive your application, we will contact you to explore your proposal further, either by phone or through a visit. We may also speak at this stage to other organisations with which you have worked or which have given you funding.

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 Expression of Interest Form on Amal's website and submit it online.
3. Provided that your Expression of Interest is complete, we will let you know within four weeks of receipt whether we are inviting you to submit an application. We will have a conversation with you in this period to understand your proposal better.
4. If you are proceeding to make a full application, you will receive an application form which we will ask you to return to us within eight weeks. Once we have received this, an interview will take place, either by phone or through a visit, as soon as a mutually convenient time can be identified. This will include a discussion with potential project participants about how they have been involved in the project design and how they will be involved in its delivery.
5. We will let you know whether your application has been successful within eight weeks 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 governance arrangements for the project, milestones, branding, communications and evaluation requirements and a final budget.
- We will then send you a draft partnership agreement for your review. This will include the project's governance arrangements, 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, participants and (where applicable) audiences on our behalf using tools that we provide. These may 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 participants to have conversations or express their ideas.
- Once we and you are happy with the draft agreement, we will finalise and sign it.
- Funding will be made according to the timetable in the 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 partners 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 Expression of Interest (provided your form was complete);
 - Within eight weeks of obtaining all necessary full application information from you.

- We are unable to provide feedback on unsuccessful Expressions of Interest.
- We will provide short written feedback on unsuccessful full applications if requested.