

AFAC Grantee Survey 2013





Executive Summary

The first AFAC Grantee Survey was launched and distributed on July 1st 2013, reaching out to 414 individuals and institutions, all of whom are professionals in the arts and culture field in the Arab region and recipients of an AFAC grant between 2007 and 2012. The survey was distributed electronically through a third party, Survey Monkey, with anonymity and confidentiality of the respondents ensured.

The survey was closed on August 30th. In total, 200 grantees, or about 48% of all of AFAC grantees completed and submitted the survey. The profile and distribution of the respondents mirrors very closely the data we have on our grantees in total, as can be seen in section XII.

The survey covered 11 points of data collection:

- I.** *AFAC's Communication*
- II.** *AFAC's Application Procession*
- III.** *AFAC's Evaluation Process*
- IV.** *AFAC's Technical Assistance*
- V.** *The Open Call & Announcements*
- VI.** *The Grant Categories*
- VII.** *Non-Financial Support*
- VIII.** *Grant's Impact*
- IX.** *Grant Management*
- X.** *Reporting & Requirements*
- XI.** *AFAC's Visibility*

The overall results show a good appreciation of AFAC's work along the 11 evaluation fields. Capability in grant making and grant-management, clarity in communication, attunement to community impact, helpfulness in technical support and openness to recommendations are demonstrated by the survey results.

Room for development is largely around improving the networking capacities for AFAC's grantees on AFAC's website and social media platforms. Also, AFAC needs to up the ante of its communication beyond online and social media, and to get more active in print, TV, cable, radio, etc.

Nearly 90% of the respondents requested that the annual general call be open more frequently and not just once a year. While this may not be feasible given AFAC's current resources, it must be taken into consideration and it emphasizes the need for more independent and professionally-run sources of cultural support in the Arab region.

Also, a significant number of respondents expressed that they are not fully aware of AFAC's evaluation criteria, pointing to the need of improving communication on this topic.

With regards to AFAC's general grant categories most were satisfied with the current six genres we cater to – Cinema, Literature, Music, Performing Arts, Visual Arts, Research/Training/Regional Events - though 43% suggested opening up to more fields, particularly Architecture and Design. With regards to AFAC's special programs, a popular request was Creative Writing at 44%.

Most respondents, 74%, recognized the positive impact of AFAC's grant on their communities, citing particularly workshops and training projects as most impactful. AFAC's support of arts for art's sake, the pursuit of creative expression and experimentation, particularly the music genres, accounts for the respondents who do not link their work to community impact.

Lastly, the need and willingness to promote AFAC is not lost among most – 94% - of the respondents and a unanimous 100% of all respondents recommend AFAC to their fellow artists and cultural practitioners.

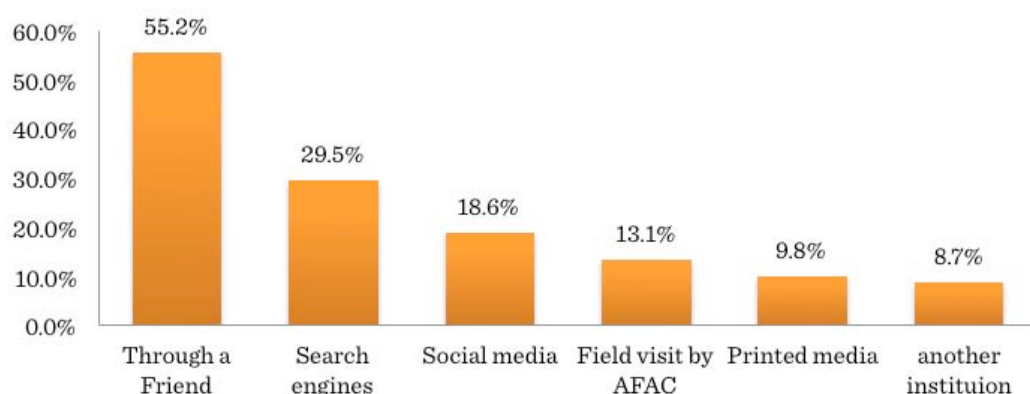
I. AFAC's Communication

This category is to help evaluate the effectiveness of AFAC's communication tools: Are our programs, news, opportunities communicated clearly and informatively in various formats?

In general, the respondents were satisfied with the clarity and comprehensiveness of AFAC's communication with an overall rating of 3.8 on a scale from 1 (**most negative**) to 5 (**most positive**), with a need to invest more in traditional communication media such as the printed press or TV.

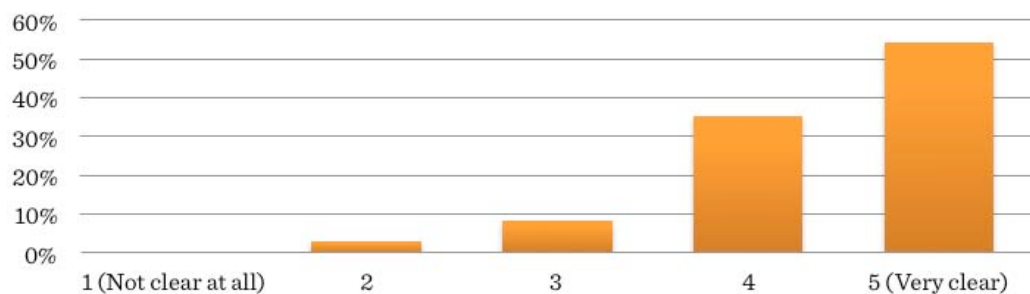
I.1 How did you find out about AFAC's grants programs?

Most grantees learned about AFAC's grants and opportunities by word of mouth while a large portion through the internet and media. This indicates that there is the need for AFAC to invest in more outreach on traditional channels.



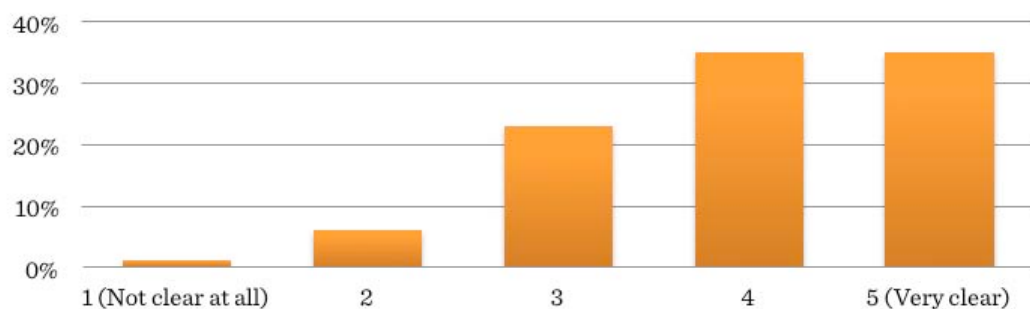
I.2 How clear and informative is AFAC's website with regards to the grants available?

The average rating of the information provided by our website regarding the grants we offer scored 4.4.



I.3 How clear and informative is AFAC's website with regards to cultural news?

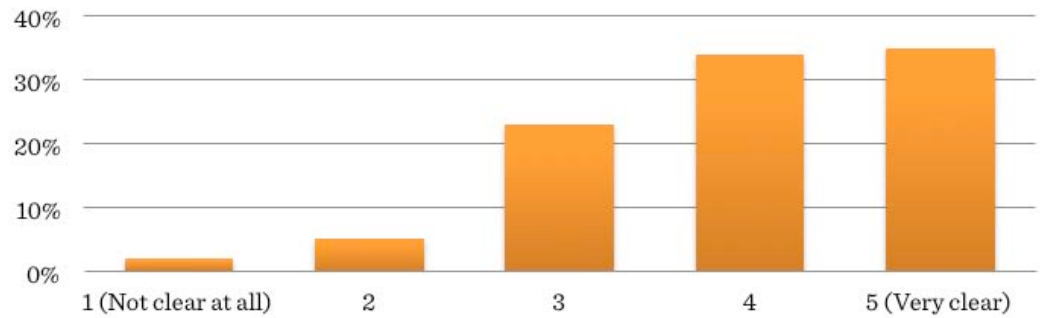
The average rating of the information provided by our website regarding the cultural news we share scored 4.0





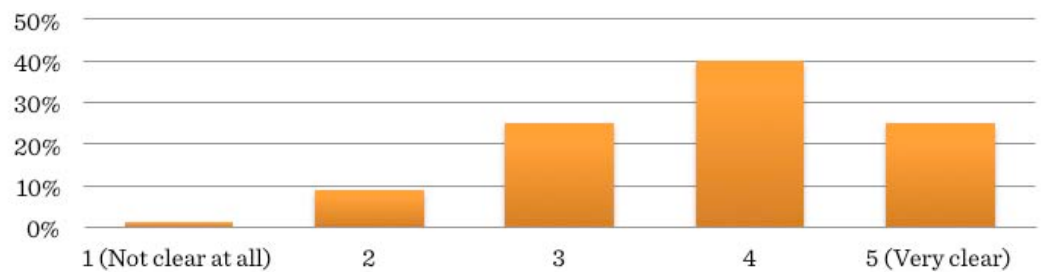
I.4 How clear and informative is AFAC's website with regards to opportunities?

The average rating of the information provided by our website regarding the opportunities provided by other institutions and which we share scored 3.9



I.5 How clear and informative is AFAC's social media and newsletter?

The average rating, again, was 3.9



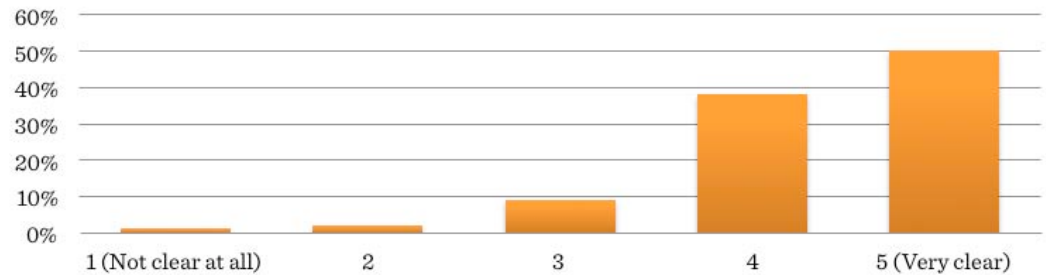
II. AFAC's Application Process

Through this set of questions we aimed at examining how well understood and user-friendly AFAC's guidelines and applications are.

In general, the respondents were satisfied of the applications submission process and requirements with all rating scoring above 3.8 on a scale from 1 (most negative) to 5 (most positive).

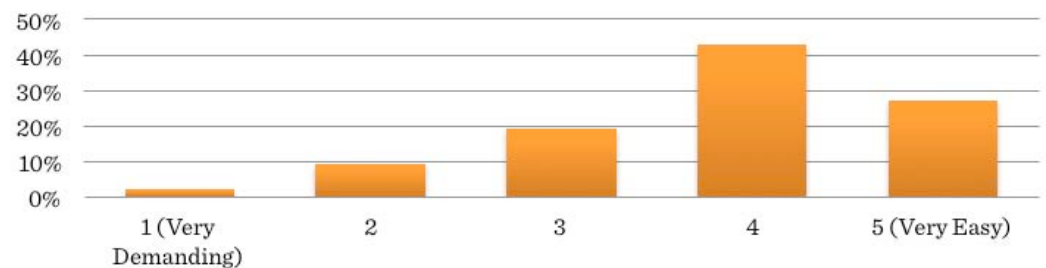
II.1 How clear are the application's and grant's guidelines?

The average rating scored 4.3



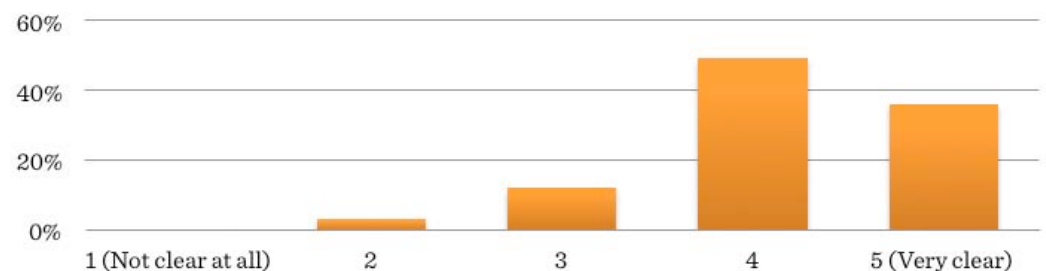
II.2 How do you rate AFAC's application overall?

Overall, AFAC's application forms and procedures were found accessible and easy to fulfill and submit. The average rating regarding this question scored 3.8. It is important here to mention that AFAC's online applications have been updated in 2011 and improved significantly in 2012 with the launch of the new website (36% of the respondents received their grants before 2011).



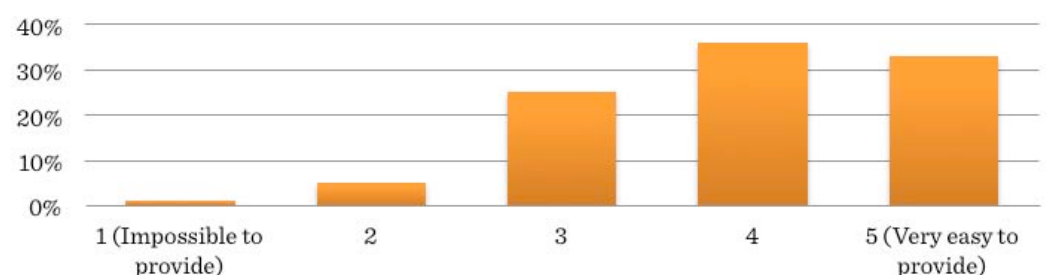
II.3 How clear are the application's questions?

Average rating of 4.2



II.4 How easy is it to provide AFAC with the requested supporting material?

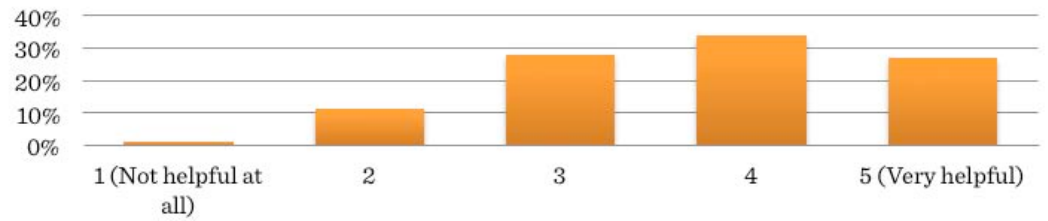
Average rating of 4.0





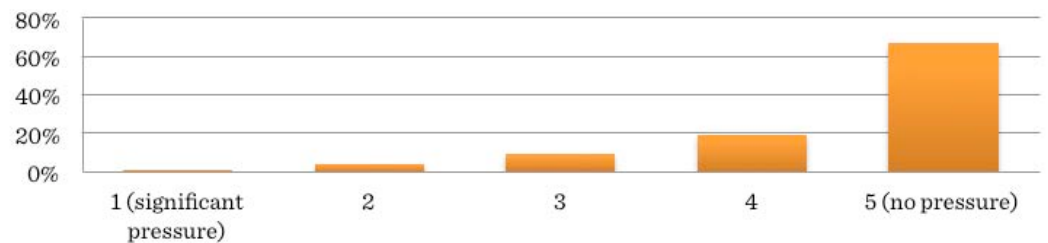
II.5 Did the application's questions help you better organize and develop your project further?

Average rating of 3.8



II.6 Does AFAC's vision or the programs' objectives pressure you in any way to deviate significantly from your original idea?

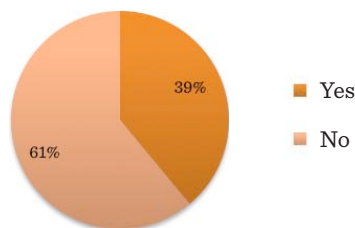
Most of the respondents expressed that AFAC's vision and/or program's objectives do not pressure the applicant to change his/her project original idea with an average rating of 4.5



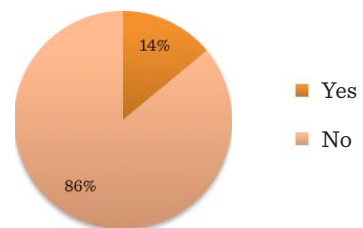
II.7 Did you face any technical difficulties while filling and submitting the application?

77% of the respondents did not face any technical problem while submitting the application. This percentage is very close to the percentage of the respondents who have received the grant after 2011 (64% of the total respondents), which indicates that the new online application's forms are bug-free and the new submission system reliable.

Before 2011

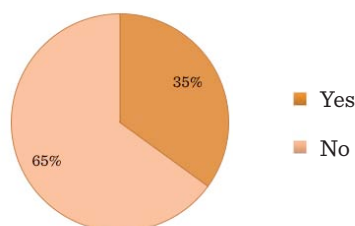


After 2011



II.8 Do you think the applications should be available in languages other than Arabic and English?

35% of the respondents expressed that the applications should be available in languages other than Arabic and English, from which the majority (96%) expressed that French should be considered.



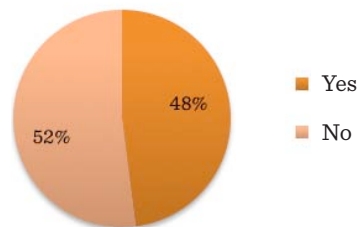
III. Evaluation Process

This set of questions aimed to examine the clarity of AFAC's evaluation process to the applicants and the quality of AFAC's choice of jurors perceived by the grantees. There are four criteria in AFAC's evaluations: Quality, Creativity, Relevance to the Arab region and Budget. Each year, AFAC appoints new juror committees for each of its grant categories and they remain anonymous – to each other and to the public – until the final selection meeting and the announcement of the winning grantees.

In general, the respondents were satisfied of AFAC's choice of jurors and the transparency and professionalism of the selection process with ratings at 4.0 on a scale from **1 (most negative)** to **5 (most positive)**. A lack of knowledge of AFAC's evaluation process was noted however.

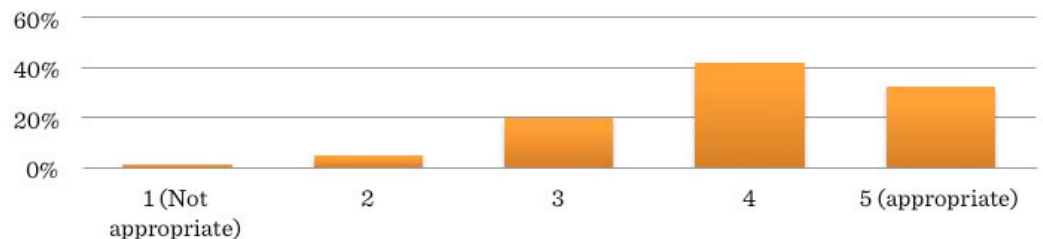
III.1 Are you aware of the evaluation criteria used by the jurors as per the guidelines on the website?

A significant number of respondents expressed that they are not fully aware of the evaluation criteria used by the jurors, which indicates that AFAC should improve its communication regarding this topic.



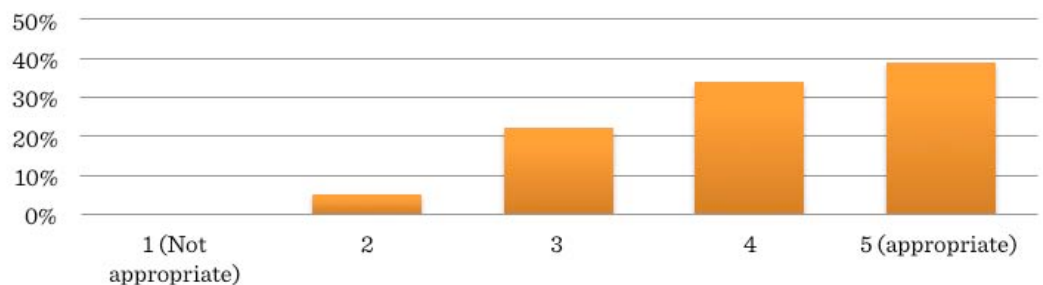
III.2 How do you rate the expertise and knowledge of AFAC's jurors?

Most of the respondents expressed their trust and confidence in the jurors chosen by AFAC and that was reflected in the average rating which scored 4.0.



III.3 How do you rate the transparency and professionalism of the selection process?

Most of the respondents feel that the selection process used by AFAC is transparent and professional and this was reflected by the rating which scored 4.0.



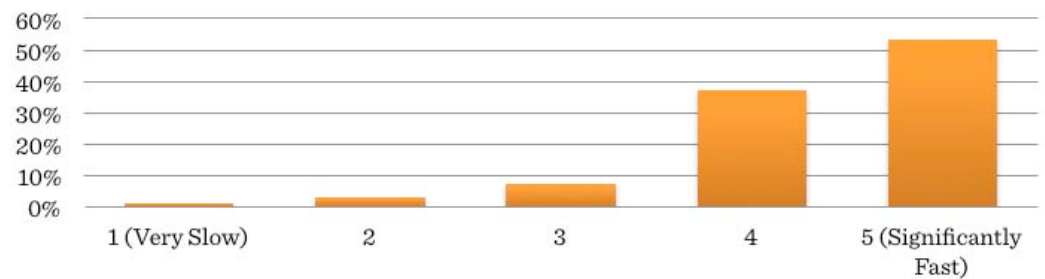
IV. Technical Assistance

Through this set of questions we aimed at examining how effective and timely is the assistance provided by AFAC's team regarding the guidelines and submission process.

In general, the respondents were satisfied of the teams' assistance and the speed of the response they received regarding their inquiries. Ratings scored above 4.3 with 1 (most negative) to 5 (most positive).

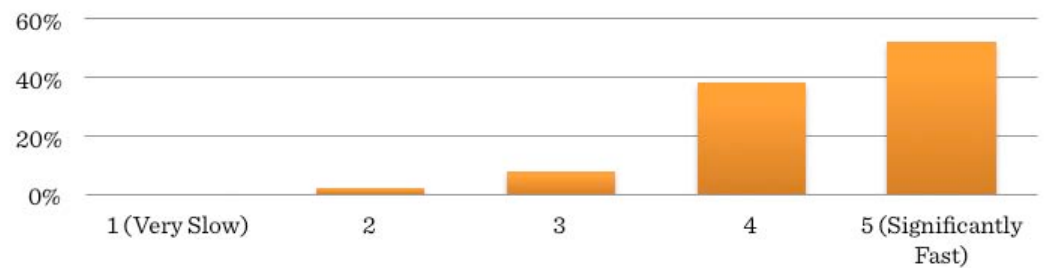
IV.1 How timely was AFAC's response to your questions regarding guidelines and pre-requisites?

50% of the respondents needed technical assistance from AFAC with regards to guidelines and pre-requisites. The majority of these respondents considered that they have received the response without any considerable delay and this was reflected in the average rating which scored 4.3.



IV.2 How timely was AFAC's response to your questions regarding the submission of the application?

46% of the respondents reported needing technical assistance in submitting the application. Survey respondents considered that they have received the necessary response without any considerable delay and this was reflected in the average rating which scored 4.4.



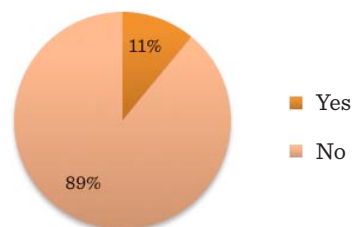
V. Open Calls and Announcements of the Grantees

Through this set of questions we aimed to see if the schedule and duration of AFAC's open calls were considered to be well timed and reasonable in length.

In general, the respondents were satisfied with the open call duration although the majority prefers that the frequency of the open call of our grant categories be increased to be more than once per year.

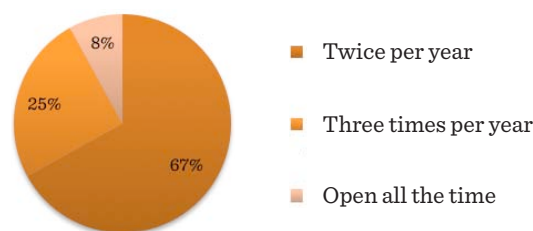
V.1 Is the one call per year per category sufficient in your opinion?

A vast majority of the respondents feel that one call per year per category is not sufficient.



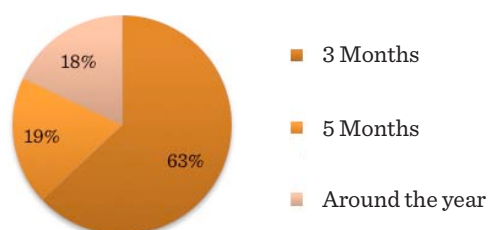
V.2 How frequent should the calls be?

67% of those 89% request that the calls be open twice per year would be better. 25% request three times per year and only 8% requested a year-round running call. While this might represent a serious challenge to AFAC's team with the current resources, the option of opening each category twice per year must be considered.



V.3 How long should the call stay open?

In general, the respondents are satisfied with the current length of the open calls.



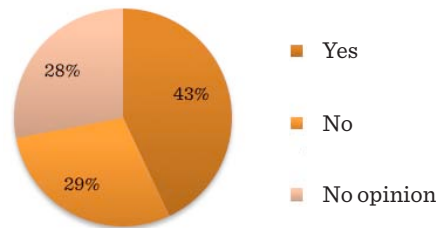
VI. Categories of Support

Through this set of questions we aimed at finding out which additional art and culture fields AFAC's grantees found worthy of attention.

A considerable number of the respondents feel that AFAC's support should be covering more fields.

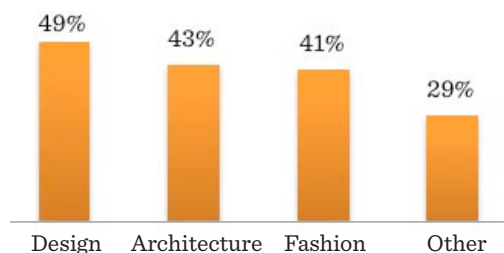
VI.1 AFAC currently funds 6 categories: Visual Arts, Performing Arts, Literature, Cinema, Music, RTR (research, training and regional events). Do you think that AFAC should cover other fields too?

43% of the respondents feel that AFAC should cover more fields while 28% have no opinion regarding this issue and 29% feel that the current categories are comprehensive enough.



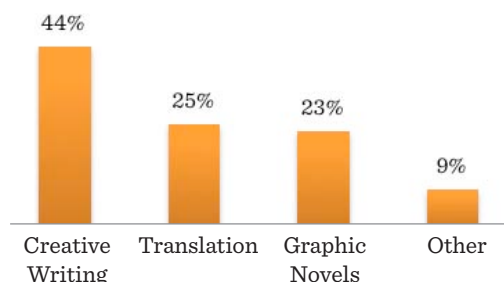
VI.2 What are the other fields that should be covered by AFAC? (Note: Each respondent can choose multiple answers)

Architecture and Design scored high as possible options for new categories, attracting over 40% of the respondents. In the open space calling on the respondents' own ideas, support the establishment of new cultural spaces, facilitating the distribution of cultural works and supporting studies related to cultural management and policies were also frequent amongst the suggestions outside the available choices.



VI.3 AFAC runs 4 special programs: ADFP, Express, Crossroads and ADP. What other special programs do you believe AFAC should run? (Note: Each respondent can choose multiple answers)

A significant interest in creative writing has been expressed through the respondents' answers while additional suggestions like (children Films, video art, short films, puppetry theater and travel grants) were also suggested from outside the available choices.

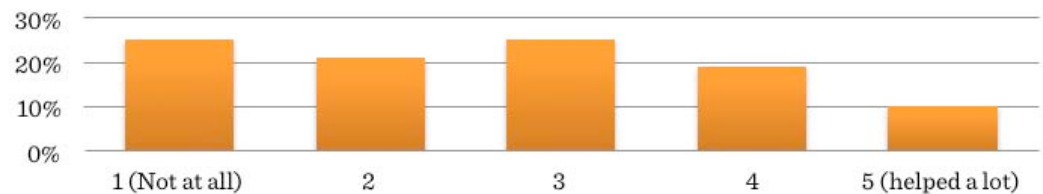


VII. Non-Financial Support

Through this set of questions we aimed at examining the effectiveness of the non-financial support provided by AFAC through its media tools and networking efforts. In general, the feedback was that this aspect of support could be considerably improved by engaging more regularly and systematically with our grantees.

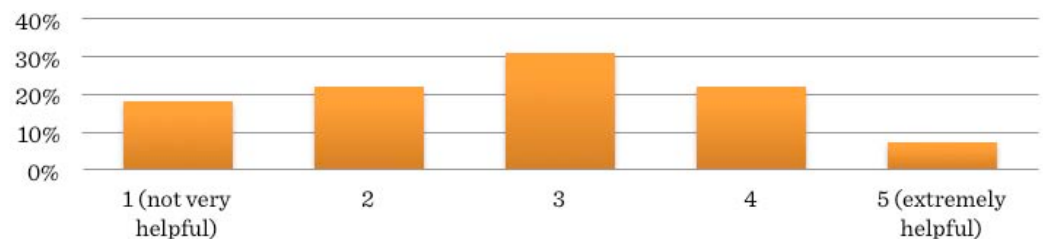
VII.1 Did AFAC help you in terms of networking and connecting with other institutions and/or individuals of relevant interests and needs?

AFAC's help in terms of networking seems to be not sufficient and requires more investment and efforts. The average rating was 2.7, indicating an area of necessary intervention.



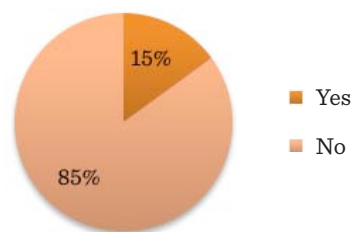
VII.2 To what extent was AFAC helpful in promoting your project?

AFAC's help in terms of promotion of its supported projects seems to be non-sufficient and needs more investment and efforts. The average rating was 2.8. The following question reveals that most AFAC grantees are not aware that AFAC offers an information-sharing platform, which could be one of the aspects to be developed to improve promotion, also an area of intervention.



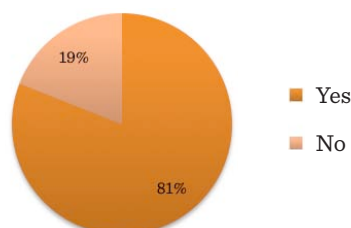
VII.3 Do you regularly send articles and other media links to AFAC to be posted on the website?

AFAC grantees seem to be unaware and/or uninterested in sharing news about their projects with AFAC. AFAC team should invest more time in communicating AFAC's interest in sharing the grantees latest news and create more interactive tools to facilitate this process of communication, and why AFAC this would be helpful to its grantees.



VII.4 Do you believe it is useful to have access to your AFAC profile to be able to update it on your own?

A vast majority of the respondents consider that having the access to update their AFAC profile by their own would be useful. This would be an effective tool to increase the interactivity of our website and the engagement of our grantees. This implementation is in the plan for 2014. In addition, respondents also recommended that AFAC work more on networking and organizing events where grantees works could be exhibited and promoted in new markets.





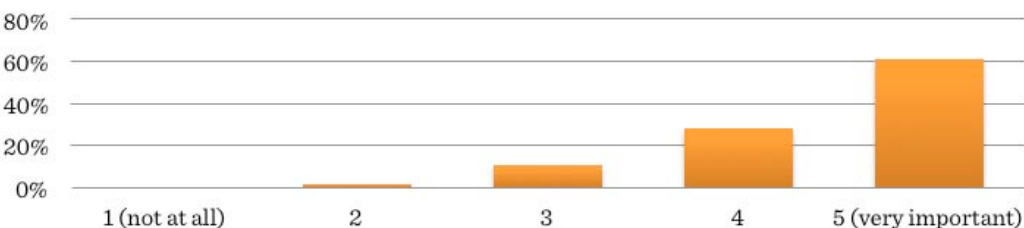
VIII. The Grant's Impact

Through this set of questions we aimed at examining the effect of AFAC grants on the career of the grantee and on his/her community.

In general, AFAC's support seems to be crucial for the accomplishment of the supported projects and helps the grantees to further their careers. The chosen projects is also perceived as having an important positive impact on the grantees respective communities.

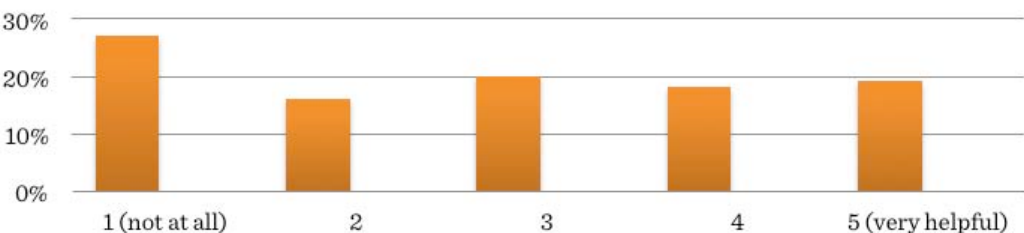
VIII.1 How important was AFAC's grant for the making of your project?

AFAC's support seems to be crucial for the accomplishment of the supported projects as reflected by the average rating which scored 4.5. This indicates that AFAC has been successful in choosing the artists and institutions that would benefit most from the support provided through the grant.



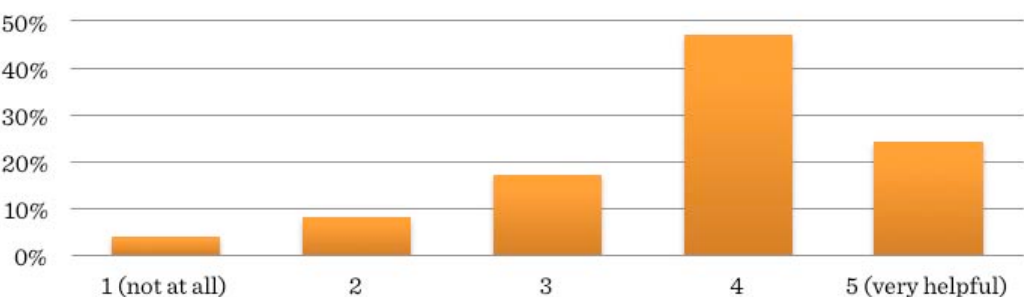
VIII.2 Did the AFAC grant help you receive other funds?

In general, AFAC support seems to have a moderate effect with regards to helping grantees to receive funds from other institutions as reflected by the average rating which scored 2.9.



VIII.3 How important was AFAC's grant to promoting your career in general?

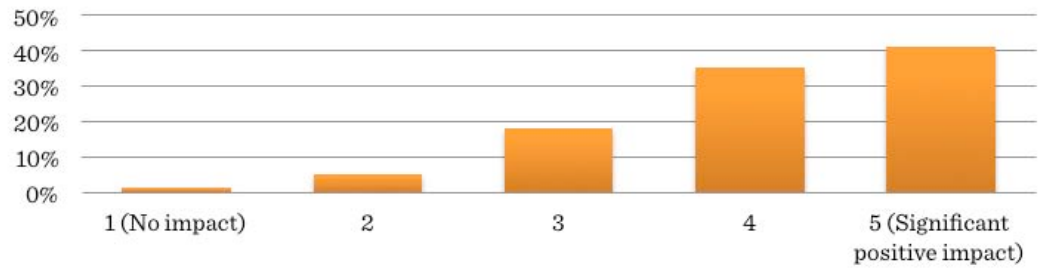
In general, AFAC's support seems to have a positive effect on the career of its grantees as reflected by the rating which scored 3.8.

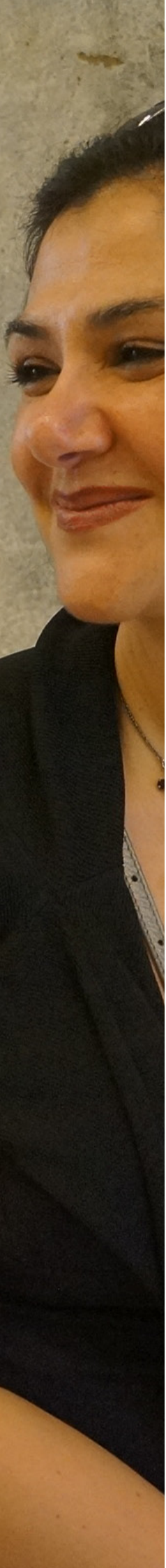




VIII.4 How would you rate AFAC's support impact on your local community?

While 24% of the respondents could not conclude if their AFAC supported projects have an impact on their communities, The majority of the survey respondents, 74%, consider that their projects have made a definite positive impact on their communities and acknowledge AFAC's support role in this matter, scoring 4.1. The 24% of respondent who could not conclude if their AFAC supported projects have a community impact account well for projects catering to art for art's sake, self-expression and creative experimentation. Most of this impact was perceived through AFAC's support of training projects, workshops, exhibitions and festivals of a local nature that engage the community and through exhibitions, documentaries and workshops that shed light on important social issues to wider audiences.





Selections from the grantees comments on AFAC's support impact on their local community:

- *"The exhibition toured in three different venues between two countries, UK and Sudan. In both countries people learnt a lot about the heritage of Sudan."*
- *"Media's use of the visual tools along with their text articles better communicated a mentioned topic."*
- *"Because the project is targeting the non-art-seeking crowd walking down the street, it made people stop, look, think, and discuss before carrying on their normal routine. That, to me, is priceless."*
- *"Provided training to more than 40 people who had not worked in cinema before and now continue to work in the field since working on the our film."*
- *"Collaboration between writers and publishers was enhanced and a new publishing project was launched. Collaborations between different institutions when the project occurred."*
- *"I know of many people who are ready now to make projects that take risk and they rely on applying to AFAC as the main funder."*
- *"It lead to a serious discussion among Yemenis and helped some women in the film to play a key role in shaping their own country's future."*
- *"I think with my story and subject it's inevitable not to think of the consequences: politically and socially; and having AFAC fund as one of the earliest supporters stand behind their controversial non-mainstream approaches and interests that must have a direct impact on my country/ community among others."*
- *"AFAC grants are allowing independent artists who have no institutional support in Lebanon, for example, to produce and to show their work and enter the public dialogue and consciousness."*
- *"Now in Egypt there is an annual event that aims to support and promote contemporary dance in Egypt, and offering job opportunities and changing the perspective of the society to their own body through their involvement."*
- *"Created the possibility for dialogue between members of conflicting communities after one performance in a village."*
- *"We organized workshops, tutorials and talks with local artists and internationals artists. This helped the local to expend their knowledge of international practice and exchange outside their communities."*
- *"I presented new Arab composers and helped modernize the Arabic Music repertoire."*
- *"My film screened to local audiences in Khartoum and they were able to discuss the Sudan partition and to see how this has impacted ordinary people. Characters from the film attended the screenings and there was genuine empathy created."*

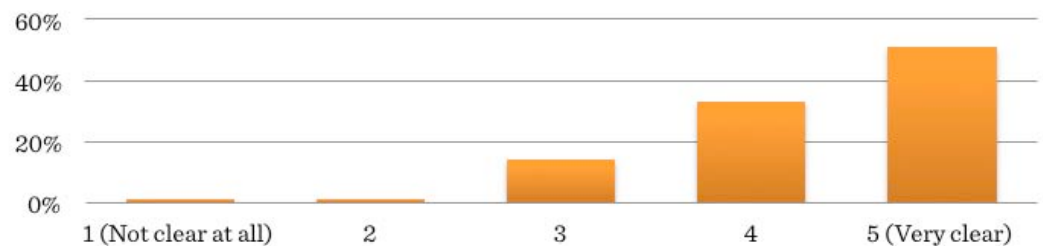
IX. Grant Management

Through this set of questions we aimed to assess the clarity of AFAC's grant contract and how helpful, accessible and flexible the grantees perceive AFAC's grants management team.

Overall, the grantees seem to be well satisfied with AFAC's grant follow-up and the grants management team assistance. All of the ratings scored above 4.0 of a scale from 1 (most negative) to 5 (most positive).

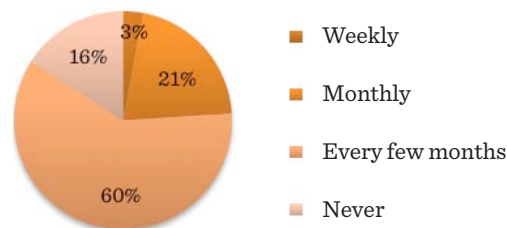
IX.1 How concise and clear is AFAC's grant contract?

The majority of the respondents consider the grant contract designed by AFAC as very clear and concise. The average rating scored 4.3.



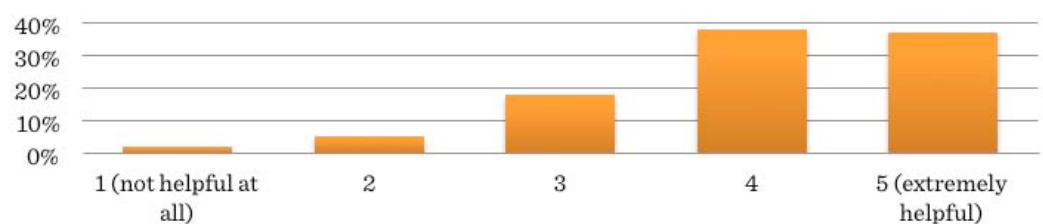
IX.2 How often do you communicate with the AFAC grants management team?

The majority of the respondents communicate with AFAC's grants management team every few months, which is understandable given that most projects take one to two years to finish.



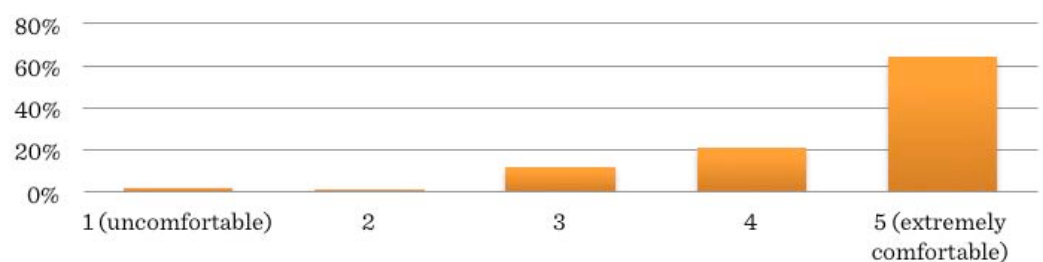
IX.3 How helpful was AFAC's follow-up?

AFAC's management team follow up seems to be perceived as positive and beneficial by the respondents. The average rating on this question score 4.0.



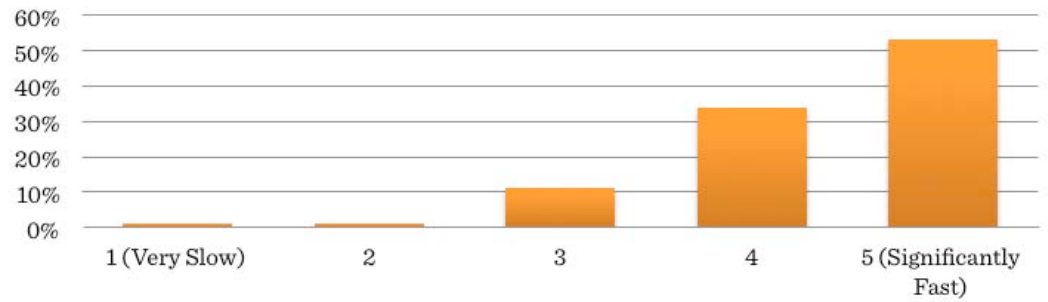
IX.4 How comfortable do you feel approaching AFAC if/when a problem arises?

AFAC's grantees are comfortable to approach AFAC's management team with an average rating of 4.5.



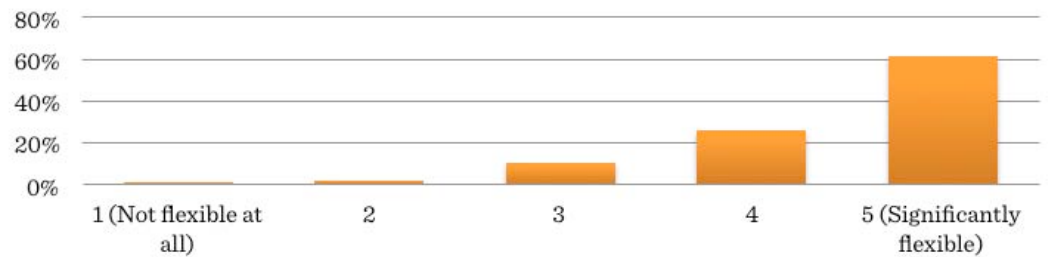
IX.5 How timely is AFAC's response if/when you have a question or face a problem?

In general, the respondents were significantly satisfied of the speed of AFAC's team responses to their inquiries. This was reflected by the rating which scored 4.4.



IX.6 How flexible is AFAC when changes in the project are necessary?

In general, the respondents were significantly satisfied with the flexibility shown by AFAC's team regarding the necessary changes in the project with an average score rating of 4.4.



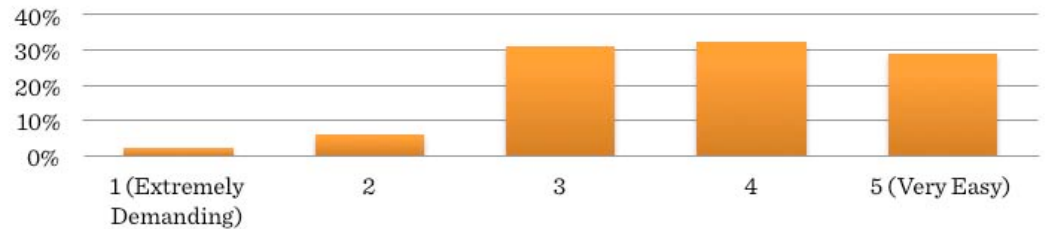
X. Reporting and Requirements

Through this set of questions we aimed at examining how demanding the reporting requirements are and how helpful they could be to the grantees.

Overall, the grantees seem to perceive AFAC's grant requirements as reasonable.

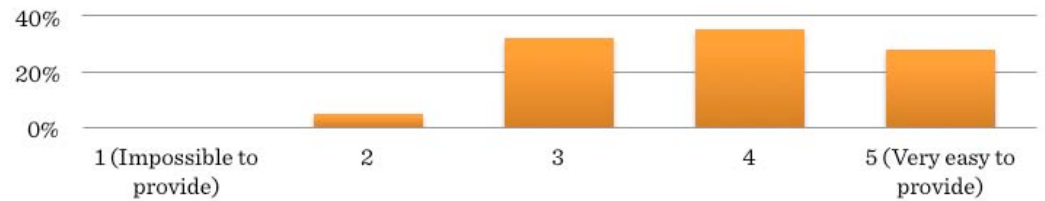
X.1 How do you rate the reporting requirements set by AFAC?

Average rating of 3.8



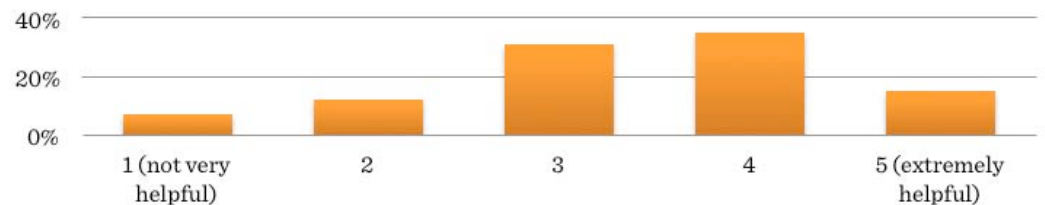
X.2 How easy is it to secure the requested documents in the reporting process?

Average rating of 3.9



X.3 Were the reporting requirements helpful in improving your work and organization?

Average rating of 3.4





XI. AFAC's Visibility

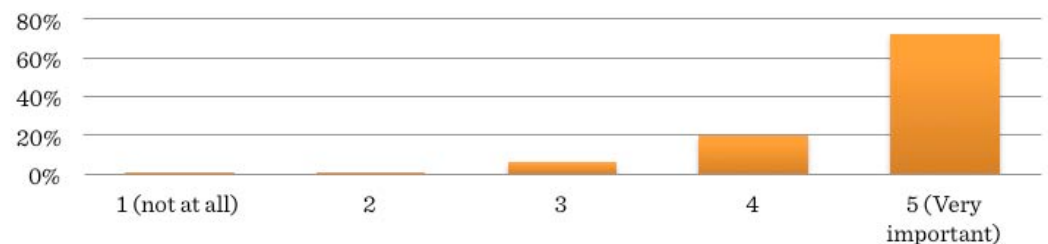
Through this set of questions we aimed at examining how willing and interested are our grantees in promoting AFAC within their circles.

Overall, the grantees seem to be aware of the importance of promoting AFAC and its work.

XI.1 Do you believe it is important to promote AFAC?

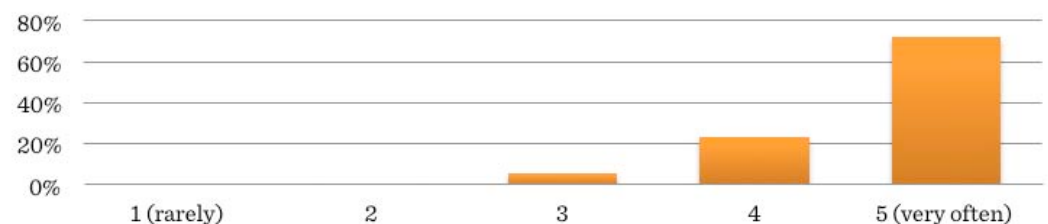
The vast majority of the respondents consider that it is important to promote AFAC and they are willing to help with this as reflected by the rating, which scored 4.6.

AFAC must invest in this willingness and develop more chances to engage its grantees in its work and in promoting it.



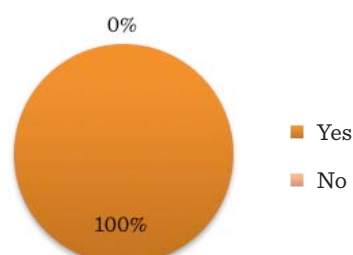
XI.2 How often do you mention AFAC's support when talking about your project in media interviews and other relevant events?

The willingness of promoting AFAC is clear in the effort made by AFAC grantees to mention its support when talking about their project in media interviews and other relevant events as reflected by the average rating, which scored 4.7.



XI.3 Do you recommend AFAC to your fellow artists and cultural practitioners?

Overall, there is a clear satisfaction and enthusiasm to spread the news of AFAC's programs and support as 100% of the respondents expressed their willingness to recommend AFAC to their fellow artists and cultural practitioners.



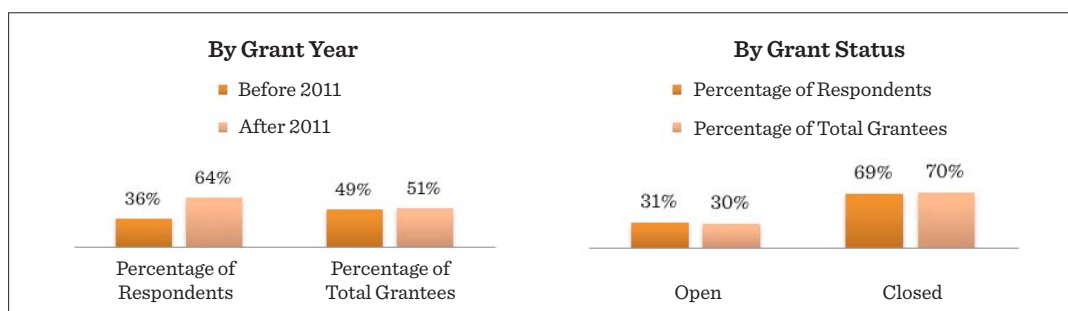
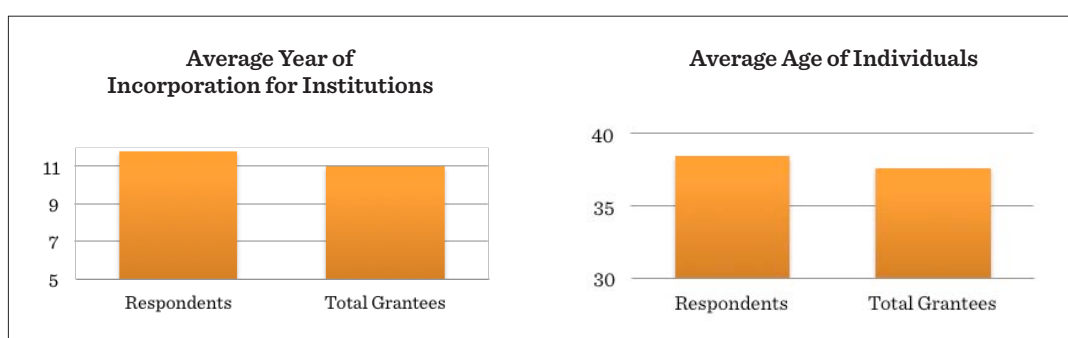
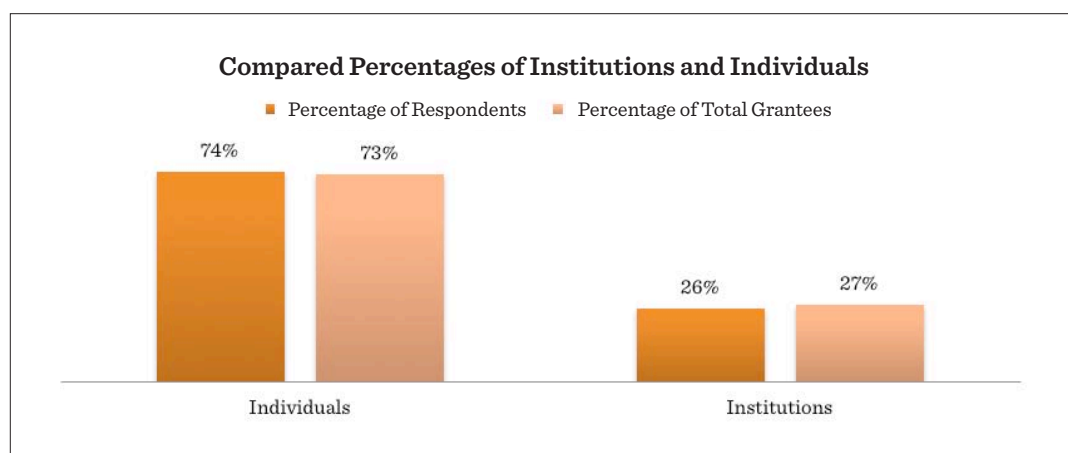
XII. The Respondents

In total, 200 grantees, or about 48% of all of AFAC grantees completed and submitted the survey. The profile and distribution of the respondents mirrors very closely the data we have on our grantees in total, as can be seen in the graphs below, making the survey representative to the AFAC study group of individual and institutional grantees.

For example, 74% of the respondents were individuals and 26% were institutions – a ratio similar to that of the grantees in total. The average age of individuals responding is 38.5 years old while the average age for institutions is 11.8, also similar to the averages in general.

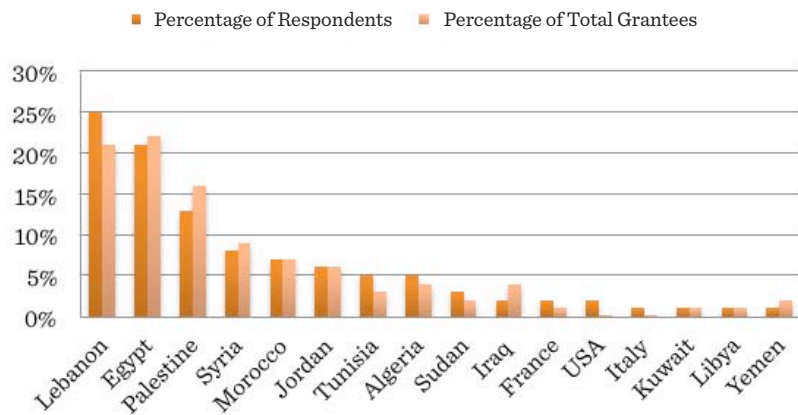
We see a similar correlation between grantees and respondents in country of origin, category of grant, whether the grant is open or closed, and finally in the year of attribution of the grant.

54% of the respondents have had over 10 years of experience in the field while 34% have between 5 and 10 years of experience and 12% have less than 5 years of experience. 36% of the respondents received their AFAC grant before 2011 and 64% received it after 2011.

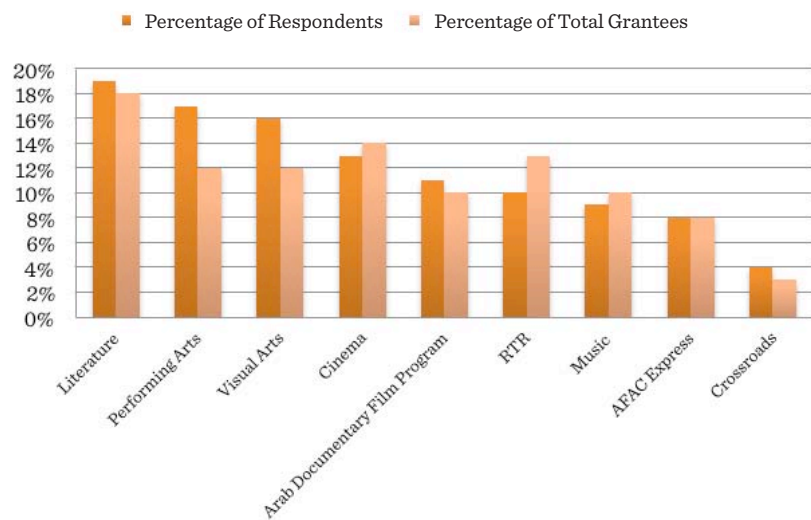




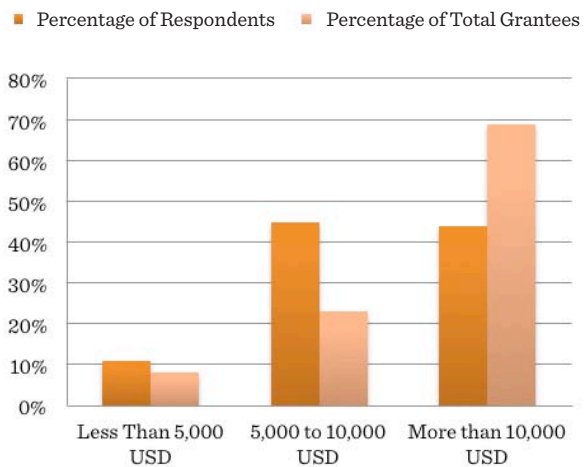
Compared Percentages of Individuals by Nationality



By Category



By Grant Amount





آفاق AFAC