

Sefrou Association for Multidisciplinary Arts
SAMA
Bi-annual Report

Brief overview of SAMAs mission, vision, and objectives.

SAMA Association aims to foster a vibrant arts and cultural ecosystem in Sefrou. Through empowering local communities to engage in cultural entrepreneurship and management we aim to create a public arts and cultural portfolio. Through collaborative programs and initiatives, SAMA seeks to preserve and promote Sefrou's multicultural heritage, while also addressing social, environmental, and economic challenges within the community.

Ultimately, SAMA strives to contribute to Sefrou as a dynamic hub for arts, culture, and community engagement, enriching the lives of its inhabitants and enriching visitors' experiences.

❖ **Executive Summary: 2022**

SAMA received a grant of \$33,000 from the High Atlas Foundation, funded by USAID, to implement a community-led arts and cultural program showcasing the multicultural heritage of Sefrou.

Over seven months, Project Sho'la engaged in intercultural activities, resulting in the creation of a youth theatrical production. Additionally, we conducted approximately 15 community outreach sessions and hosted several workshops, culminating in the creation of a mural. SAMA was fully active during its inaugural seven months of legal existence, with successful community impact thanks to this support. Employability, community building, highlighting multicultural heritage and SAMA capacity building were key elements of our impact over the year.

SAMA Creation Timeline

- ❖ Establishment of a voluntary team in **June - September of 2021**
- ❖ Preparatory Activity for Project Sho'la **October - December 2021**
- ❖ Receipt for Association Legality received on **29/12/2021**
- ❖ Launch of the program of Activities for Project Sho'la **Jan - July 2022**

Jan - Dec 2022:

Achievements

In our inaugural year, SAMA dedicated its efforts to the Sho'la project, generously funded by USAID via the High Atlas Foundation. This endeavor involved

- An academic **online round table** that debates the potential for cultural tourism as a tool for development.
- **Forging partnerships** with HAF/USAID, DabaTeatr, Peace Corps, Association Masque, ALC/ALIF Fes, Local Youth Center, Sefrou council.
- 25 youth (11-15 yrs old) engaged in extensive **community outreach** and participated in Sho'la's program over 7 months.
- Sho'la **employed** 1 x director, 2 x community facilitators, 2 x communications officers throughout Project SHO'la.
- **Contracted** - 3 x Videographer, 1 x Poet, 2 x Muralist, (assistant), 1 x Theater Director,
- **Produced** 1 x theater play, 1 x mural, 2 x short films, 1 x scavenger hunt, 1 x digital round table presentation.
- **Presented** with an exhibition and podium presentation in HAFs/USAID Dakira Conference, Marrakesh, engaging on a 1-on-1 with 150 attendees.
- Wrote 3 x reports and drafted 1. A Tool Manual and 2. Ethnography Manual for Community Outreach to be completed and shared publicly.
- **Team building sessions** x 2
- **Team training sessions** with invited guest workshop leaders in 1 x dialogue and 1 x community outreach.
- 1 x **Community Gatherings** (30 youth / 6 facilitators)
- 1 x **Association Open Day**
- Conducted **monitoring and evaluation** on Project Sho'la.
- **Received the grant** (HAF/USAID), spent and accounted for 33, 000 USD. (see financial report)

Despite the temporary nature of SAMAs employment arrangements, our team effectively established lasting relationships, built a strong community presence, and garnered a positive reputation through these endeavors all the while developing an arts and cultural program.

Challenges

- It was expressed that collaborating with local public schools and the regional Ministry of Education should be proposed in the early summer, which did not coincide with Project Sho'las timeline. SAMA pivoted its focus to youth participation at the local Youth Center.
- There is a pressing need for local youth to have training and to see and believe in the opportunity to collaborate in nurturing a local arts and cultural ecosystem. The scarcity of expertise and trust in their environment often compels local talented individuals to seek opportunities elsewhere, leading to a talent drain.

Jan - Dec 2023

Executive Summary

Given our 5-year mission, to build an arts and cultural movement that impacts the medina socially, economically and environmentally and our first year of intense activity with Project Sho'la and all its learnings and success, SAMA spent a year of reflection, cultural mapping, relationship building and assessment.

Achievements

- Preparation of funding dossier by volunteer Grant Officer
- Carried out arts/cultural engineering training and simultaneously an impact assessment on a local festival. [See Festival Ahajiz Impact Assessment](#)
- Built [a website](#)
- ACE Translation project in development/dialogue. 3 of 8 translations were completed.
- Pre-production meetings with Brigham Young University and Liz Keuneke for The_Urban_Fabric
- Extended the proverbs around the medina walls to encourage exploration.
- Hosted a group of 38 study abroad students for a ½ day of heritage scavenger hunt activity.
- Build connections and dialogue with
 - The Human Edge (<https://humanedge.org.uk/>)
 - INDH (<https://www.maroc.ma/en/content/indh>)
 - ASOR (asor.org)
 - Brigham Young University, Utah

<https://universe.byu.edu/2017/07/17/byu-museum-of-peoples-and-cultures-teaches-children-archaeological-skills/>

Challenges -

- **Maintaining an internship program** solely based on theoretical concepts rather than tangible opportunities challenges participant motivation.

- **Scale Impact:** A shortage of funds can prevent the association from expanding its reach and scaling its impact. This means that fewer individuals will benefit from employability programs, exacerbating unemployment issues within the community.

Organizational Overview: 2023

- ❖ An active team of 4 consistent young Sefrouians
- ❖ The direction of Jessica Stephens, a Sefrouian resident.
- ❖ A summer influx of 4 x summer interns.
- ❖ A temporary professional grant writer.
- ❖ Volunteer services (website)
- ❖ A committed board of 3 members and 2 x external advisors.

The creation of a website, the creation of funding documents, some light training programs and the building of a consistent core team have enabled sama to continue to be connected and communicate whilst reflecting and assessing on development strategies.

Overview of the organization's financial performance. 2023

- ❖ **Administrative Expenses:** Administrative expenses incurred were supported by sponsorship in kind through the office space and facilities.
- ❖ **Service expenses:** The service of website creation was donated by an individual.
- ❖ **Program Expenses:** In the end of the year of activity there were no physical programming expenses.

Future Plans and Outlook:

Key projects in process in 2024

Summer 2023 - ongoing *ACE aims to translate and publish anthropological texts written on Sefrouian society and studies internationally from English to Classical Arabic, as well as relevant articles from Arabic to English, fostering dialogue and accessibility. *working title

March 2024 - The-Urban-Fabric by invited artist Liz Keuneke and approximately 100 Sefrou community participants and SAMA team members to carry out 3 x street interventions around Sefrou.

March - July 2024 Unravalled. A SAMA member is employed to carry out a community outreach campaign that is the first phase of a partnership with Brigham Young University (BYU) Utah, and Fez University, Dhar El Mehrez, USMBA, that will bring together 25 University students, along with SAMA

and Sefrou community and create of an ethnographic documentary around the locally made Lakaad button.

March - ongoing. With the employment of a community outreach officer under SAMAs and Sefrou Museum of Multiculturalism (SMM) a community outreach officer has been employed (funded directly by BYU) to connect with Sefrouians and encourage participation in the co-creation of a People's Open-air Museum in and around the museum.

Strategy for Growth 2024/25

A call out for a volunteer fundraiser to be published in March that aims to raise the annual basic running costs and a project manager.

A call-out for a project manager to be published in the summer of 2024.

A capacity-building program for Sefrouian youth specifically for arts and cultural engineering, *Shaping Sefrou is currently being developed. Relationships with grant bodies are being built and call-outs applied to. The training program aims to take SAMA and Seforus cultural scene to the next level where local community memebtrs are creating, overseeing and executing an arts and cultural movement in Sefrou.

*working title

Autumn 2024 - aim to commence a training program for 15 Sefrouian youth in cultural engineering. Development of a coworking space, Al Huddadine

2025 SAMA aims at seeing many of the youth from Shaping Sefrou fostering an arts and cultural program, creating and managing activities and showcasing presentations from their training program, with a feature at 2025 Sefrou Cherry Festival.

Conclusion: An expression of gratitude goes to supporters, program contributors, partners, volunteers, and board members for their contributions.

Additional supporting documents

- Bank statements of SAMAs bank account 2022/2023
- Impact report created by 23 summer internship programs.
- Shaping Sefrou proposal.

<http://samasefrou.org>