

## End of Grant Project Report

ALL GRANTS



This form is for you to report on the achievements, challenges and impact of your project. It should be completed within 2 months of the end of the project.

The boxes can be expanded to provide more space or additional information can be provided on a separate sheet.

It is important that the guidance notes are read before completing this form. Subsequent funding is dependent on a satisfactory report being received.

A. Your Organisation	
1. <b>Name of organisation</b> <i>Include acronym if there is one</i>	World Association for Christian Communication (WACC)
2. <b>Name of contact person</b> <i>Full name and title (Dr/Mr/Ms/Rev)</i>	Mr Philip Lee
3. <b>Telephone number</b> <i>Include country and city codes</i>	1 416 691 1999 x 227
4. <b>Fax number</b> (if applicable) <i>Include country and city codes</i>	1 416 691 1997
5. <b>Email address</b>	PL@waccglobal.org
6. <b>Who has been involved in producing this report?</b> <i>Please include roles and responsibilities of the people involved.</i>	Mr Philip Lee, Deputy Director of Programmes Coordinator for WACC Mr Naji Daoud, National Director and lead person responsible for project for Sat – 7, Lebanon Sérina Kéchian, Executive Assistant to Jacques Kallassi, General Manager, lead person responsible for project for Télé-Lumière, Lebanon
B. Your Project	
1. <b>Title of project and Feed the Minds reference number</b>	Télé-Lumière and Sat 7 Project: Rebuilding Christian Broadcasting Capacities in Lebanon Project No. 07/03/36
2. <b>Start date of project</b> <i>Please include</i> <i>(a) the date on which the funds were received from Feed the Minds</i> <i>(b) the date the project activities began</i>	a) 30 July 2007 b) mid August 2007
3. <b>Location of implementation</b> <i>Name of country, district or villages.</i>	Lebanon Sat 7: based in Mansourieh. Télé-Lumière: based in Beirut.
4. <b>Project Aim</b> <i>What was the aim of this project?</i> <i>Please refer to your original project proposal.</i>	To reach out to the Christian communities of Lebanon through broadcasting providing programmes which <ul style="list-style-type: none"><li>• spread the message of love and peace to all the regions</li><li>• promote interfaith harmony and reconciliation</li><li>• promote social and community development.</li></ul> Télé-Lumière specifically aimed to regain viewers lost when Israeli air-strikes destroyed its transmission towers.
5. <b>Project Activities</b> <i>What activities have taken place since the last report? Please explain the activities in the box opposite and complete the table for training events and workshops.</i>	Following receipt of funds from FTM in July 2007, WACC established formal agreements with Télé-Lumière and Sat 7. Funds were then transferred to Télé-Lumière and Sat 7. Télé-Lumière used the funds to install a microwave link providing coverage for about 20% of viewers in regions where there is a large Christian population. Using the funds received, Sat 7 acquired and installed security equipment in their offices/broadcasting studios. Nine surveillance

<p><i>Please expand the box or continue on a separate sheet if you require more space.</i></p>	<p>cameras were installed inside and outside their premises and a more secure access system has been put in place. Both groups produced and broadcast TV content promoting peace, non-violence and reconciliation within Lebanon and multi-cultural and religious dialogue in the Middle East.</p>			
<p><b>Project activities</b> since the last report (continued) <i>Please complete the table below for any training events, workshops etc</i></p>				
<p><b>Name of event</b></p>	<p><b>When?</b></p>	<p><b>Where?</b></p>	<p><b>Who attended?</b></p>	<p><b>How many participants?</b></p>
<p>Not applicable</p>				
<p><b>6. Changes in activities from proposal</b></p> <p><i>Please explain any differences in the activities from those included in the project proposal <b>since the last report</b>.</i></p>	<p>Télé-Lumière originally hoped to rebuild the Fatqa station destroyed in July 2006, but not enough funding was acquired. Hence the decision to install a microwave transmitter in order to regain coverage of a significant part of the station's 'footprint'.</p>			
<p><b>7. Challenges and / or barriers</b></p> <p><i>(a) Please explain any particular challenges or barriers the project has encountered <b>since the last report</b>?</i></p> <p><i>(b) How have these influenced the project?</i></p>	<p>Télé-Lumière reported that being unable to completely rebuild the Fatqa station deprives it of a connection with its audience in the remote southern part of Lebanon. Other problems have included security threats and the need to install surveillance cameras and seek the help of local police.</p>			
<p><b>8. Have there been any changes in the beneficiaries of this project?</b></p> <p><i>Please include revised groups, numbers, gender, age.</i></p>	<p>No changes</p>			
<p><b>9. How was the evaluation of the project carried out?</b></p> <p><i>Please indicate</i></p> <ul style="list-style-type: none"> <li>• <i>the activities which took place</i></li> <li>• <i>the information which was gathered</i></li> <li>• <i>the analysis which took place.</i></li> </ul> <p><i>Please note: this section refers to <b>measuring the effectiveness</b> of the project in achieving the outcomes.</i></p> <p><i>The guidance notes explain the difference between monitoring the activities and evaluating their effectiveness.</i></p>	<p>WACC has relied on Sat 7 and Télé-Lumière to measure the effectiveness of the project.</p> <p>Sat 7 has provided audience share market research figures which indicate that their market share has recently risen. We cannot be sure that this was directly attributable to the achievement of project objective of increasing the security of their operation in the context of increasing attacks on Christian institutions and persons in Lebanon, but Sat-7 is of the view that the increased security of their premises has allowed them to retain qualified and experienced staff and host broadcast guests who might not otherwise have agreed to enter their premises and take part in their broadcasts. This has strengthened their continuing efforts to promote interfaith harmony and reconciliation.</p> <p>Télé-Lumière has indicated in their report that they have received endorsements and testimonies from a wide range of Christian and other religious leaders affirming the importance of their work. They state that they go beyond mere broadcasting, joining the struggle for basic rights by focusing on abuses committed and rights omitted.</p>			

	<p>They lead campaigns for peace and justice contributing social and community development through their broadcast programming which now reaches more people in some of the area previously covered by the transmitter destroyed by Israeli airstrikes.</p> <p>Maintaining peace in a country like Lebanon is the work of many hands. Lebanon has several times during the last 8 months pulled itself back from the brink of a much feared outbreak of widespread internal violence. The two broadcasters have done what was within their power to contribute to the peace that has been maintained so far.</p>
<p><b>10. Achievement of the objectives</b></p> <p><i>To what extent has the project achieved the intended <b>objectives</b>?</i></p> <p><i>Please list the objectives from the project proposal and explain the extent to which these have been met.</i></p> <p><i>Please expand the box or continue on a separate sheet if you require more space.</i></p>	<p>The objective was to help Télé-Lumière with replacing its Fatka TV transmitter covering a large part of the Lebanese coast destroyed during the 2006 Israeli incursion into Lebanon AND to purchase and install security equipment to protect the Sat 7 broadcasting studios in Lebanon.</p> <p>Both these objectives have now been met.</p>
<p><b>11. Impact of the project</b></p> <p><i>To what extent has the project changed</i></p> <ul style="list-style-type: none"> <li>• <i>the lives of the beneficiaries?</i></li> <li>• <i>the capacity of the organisation?</i></li> </ul> <p><i>Please refer to <b>each</b> of the beneficiary groups identified in the proposal</i></p> <p><i>Please expand the box or continue on a separate sheet if you require more space.</i></p> <p><b><i>Please describe two examples in the boxes below of how the project has changed people's lives.</i></b></p>	<p>As noted in Feed the Minds' emergency fundraising appeal issued in August 2007, Sat-7 and Télé-Lumière are working for improved understanding between faiths and to spread the value of peace, dialogue and forgiveness in a country with a long and bitter history of extremely violent internal conflict related to the wider sources of instability within the entire Middle East region. Unfortunately, several high profile political assassinations have taken place in Lebanon in the past year. With each fresh assassination, the Lebanese people fear another outbreak of civil war. Extraordinary efforts are being made to enable peace to continue to prevail over these provocations towards war. The two TV stations that have benefitted from this project stand firmly with the Lebanese people who do not want their country to descend into another civil war.</p> <p>Sat 7 states that the security measures they put in place with the support of this project have made it better able to continue its operations despite the volatile situation in the country, and even to increase its activities.</p> <p>Télé-Lumière operates in the belief that 'charity grows with knowledge that gives people immunity against fanaticism and seclusion.' Télé Lumière says that its programmes display openness to all religions. Close to 80% of the programs are produced internally, and range from spiritual guidance, documentaries, life of the saints, religious travelogues, testimonies, social and religious dramas, broadcasts of daily and Sunday Masses and live talk shows (spiritual, cultural, educational and social) in addition to coverage of the Church news and activities locally and internationally. They continue to produce programmes confronting all forms of violence. The project has been a contribution towards a larger initiative to enable these programmes to be seen by people living in the area of Lebanon covered by the transmitter that was destroyed during the 2006 Israeli incursion into Lebanon. Télé-Lumière says that it is advancing its ecumenical mission by promoting multi-cultural understanding and religious dialogue, and has been able to encourage a large number of Muslim viewers to watch and participate in campaigns and programmes strengthening peace, targeting coexistence and</p>

	opposing violence and terrorism.
<p>The impact of the project - example A regarding Télé-Lumière:</p> <p>Name: Hany Faheth, Shiite Leader in Lebanon:  ‘My friend the prince Hareth Chehab came to me at the Beirut International Airport and told me and my friends that a female employee told her colleague, pointing at me: “This bishop is very open to dialogue since I listen to him at the Television of Light talking with love about Muslims”. When we are confounded with one another on the religious level in the minds of our citizens, for national purposes, we would have avoided the most important trap, in order to sustain our common values and national unity. The communication that is rooted in faith and promotes unity is the most noble and secure way to achieve this beautiful confusion. I was blessed from my relationship with your TV by the honour of this confusions. Therefore my testimony to it is fulfilled through its testimony to me, in the opportunity it gave me to testify to him. We are exchanging testimonies, without forgetting that your TV was the pioneer on the road of Lebanon the message and the coexistence.’</p>	<p>The impact of the project - example B:</p> <p>Name: Naji Daoud, National Director, Sat 7 Lebanon  ‘Another way of measuring the success of this project is to look at the feedback to the live current affairs program, Nafitha, which is produced in SAT-7 Lebanon, This weekly live broadcast began at the height of the war in July 2006, and has continued every week since then...the security measures were vital in keeping staff and being able to invite guests.’</p> <p>Mr Daoud goes on to explain that Sat 7 has registered a considerable increase in viewer response in 2007 as compared to 2006. He cautions, however, that their database in 2006 contains limited information. It is possible that ‘the war’ in 2006 that he refers to may have affected their ability to document the pattern of viewer feedback during that year.</p>
<p><b>12. Sustainability</b></p> <p><i>Please explain how the achievements of the project will be sustained in the future.</i></p> <p><i>Please include information about future funding.</i></p>	<p>Both Sat-7 and Télé-Lumière have been active Christian broadcasters in Lebanon and, through satellite distribution, the Arab speaking countries for many years. Through their determination and with a strong network of Lebanese and international supporters, there does not seem to be any doubt that they will both continue their work spreading a message of love and peace and promoting interfaith harmony and reconciliation as well as supporting social development in Lebanon. This project has assisted to rebuild their operating strength and infrastructure and has contributed to the ongoing viability of these two broadcasters and to their ability to make a difference to their listeners and the broader society.</p>
<p><b>13. Any other information</b></p> <p><i>Please include any other information you would like to provide about the project.</i></p>	<p>The grant application mentioned that WACC would monitor the project from the perspective of assisting WACC and FTM to assess how their administrative procedures helped or hindered the success and timeliness of the Lebanon appeal with a view to deriving lessons that may be applied to future cooperative efforts to respond to needs arising from wars, violent conflicts and similar situations.</p> <p>The events to which this project was a response took place in July 2006. Feed the Minds issued a fundraising appeal in August 2006 mentioning Sat-7 and Télé-Lumière. The appeal also mentioned that FTM would be working in a ‘strategic relationship’ with WACC which would assist FTM in assessing and prioritising needs. In the following months, FTM continued to raise funds while WACC consulted with our partners and network in Lebanon. In late October, a meeting took place between then Director Rachel Searle for FTM and WACC’s Director of Programmes, Lavinia Mohr during which WACC and FTM reviewed the progress and plans, and in particular the amount of funds raised that were expected to be raised in response to the appeal. A few weeks later, WACC advised FTM concerning the identified priorities related to technical infrastructures, taking into account the amount of funds expected to be available. In early January 2007, after a period of some uncertainty, FTM determined that it would be necessary for this joint initiative to take the shape of a large grant application from WACC to FTM. An application for a large grant was provided by WACC to FTM in February after FTM revised the forms and made them available. It was approved by FTM’s grants committee in March and the funds were transferred to WACC at the end of July 2007, one year after the events that led to</p>

the issuing of the fundraising appeal.

This partnership was developed and carried out during a period of significant internal change for both WACC and FTM, changes that presented some difficulties for both WACC and FTM. We believe that the partnership between FTM and WACC to assist the two Christian TV broadcasters as a response to the violence of 2006 has been successful and has been of value in supporting the voices of those advocating for peace and reconciliation in what continues to be a very tense and volatile situation. We look forward to more cooperation between FTM and WACC.

There is some cause for concern about the rather long time between the issuing of the appeal, the assessment of needs and the point at which the Lebanese partners could benefit from the assistance provided through this project. In situations arising from disasters, human-made in this case, the ability to provide a rapid response is desirable. FTM demonstrated an excellent ability to respond rapidly with a fundraising appeal. From what we were able to see in the time following the appeal, it seemed that pace of delivering the support to the partners in Lebanon was considerably slower.

We respect FTM's internal policies and procedures, and we would like to suggest that FTM might like to consider whether the normal large grant procedures which were applied are suited to initiatives of this type, and whether different procedures might be desirable and possible in the event of future responses to similar situations.

Until recently, WACC enjoyed support from a donor for a 'Critical Situations Fund' which was available to respond to communication needs arising from 'human made disasters'. Our governing body approved a policy for the use of those funds which allowed the staff to assess needs and provide a rapid response based on the policy, thus enabling a relatively rapid response. Unfortunately, this fund is no longer available to WACC.


We would like to add that WACC was occasionally somewhat uncertain as to the nature of the partnership arising from the verbal agreement to work together on this initiative. The formal nature of the relationship initially remained undefined during a time when it seemed that a broader exploration of the shape of WACC and FTM's relationship was likely to occur. As time went on, it eventually resolved itself into one of donor and grantee with respect to this project. While we are happy to work with FTM on that basis, we would also welcome the opportunity to consider together additional forms of cooperation based on mutual interests.

We hope these comments are received in the spirit in the spirit of openness and dialogue between partners. We will be happy to receive your point of view and comments about our work together on this initiative, so that we may learn from each other together.

## C. BUDGET – END of GRANT FINANCIAL REPORT

**All expenditure should be in British pounds (GBP)**, please indicate the exchange rate used for calculations. Column A: insert the project budget from *Feed the Minds* for the year from your project proposal. Column B: insert the actual expenditure of the *Feed the Minds* grant FOR THE WHOLE YEAR of the project. Column C: calculate the DIFFERENCE between the expected and the actually expenditure for the project as a whole.

Exchange rate, where appropriate £ =			
Expenditure (items)	A Budget for <i>Feed the Minds</i> grant (12 months)	B Actual expenditure (12 months)	C Difference (A-B)
<b>CAPITAL COSTS</b>			
Contribution towards replacing Fatka station for Télé-Lumière (for which the total cost is US\$875,000)	£12,344	£12,344	0
Purchase, installation, testing of Access Control System for Sat -7 (US\$4,942)	£2,521	£2,521	0
Purchase, installation, testing of CCTV system for Sat-7 (US\$3,943)	£2,011	£2,011	0
<b>Total capital costs</b>	<b>£16,876</b>		<b>0</b>
<b>REVENUE COSTS</b>			
Salaries (where appropriate) Project Administration staff time	£280	£280	0
Administration, including stationery, printing, telephone			
Activities (e.g. workshops, trainings, publishing etc)			
Travel			
Communications			
Monitoring and evaluation	£100	£100	0
WACC overhead	£100	£100	0
<b>Total revenue costs</b>	<b>£480</b>	<b>£480</b>	<b>0</b>
<b>Total costs (Capital + Revenue)</b>	<b>£17,356</b>	<b>£17,356</b>	<b>0</b>

<b>Total grant awarded from Feed the Minds for this project</b> <i>As stated in the letter of approval</i> <i>Please use British pounds and state the exchange rate used.</i>	£17,356
<b>Additional funds provided for this project</b> <i>Please include the amount(s) and the source(s)</i>	0
<b>Is there any additional information you would like to include about the budget?</b>  <i>Please explain if expenditure on any individual line is more than 10% higher or lower than anticipated on the attached budget report sheet.</i>	
<b>Signed</b>  	
<b>Please print name and role in the organisation</b>  <b>Philip Lee, Deputy Director of Programmes</b>	
<b>For and on behalf of (organisation name)</b>  <b>World Association for Christian Communication</b>	<b>Date</b> <b>9 April 2008</b>

Please ensure that you have:

- completed sections A, B and C of the END OF PROJECT report
- completed the budget reporting form
- included examples of any materials which have been produced through the project

Please return to:

Linda Watson, Feed the Minds, 36 Causton Street, LONDON, SW1P 4AU, United Kingdom

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