Established in 2006, Arab Foundations Forum (AFF) only began a concerted effort to track, monitor, and analyze its impact in a meaningful way starting in 2015. A change in leadership in 2014 was partly responsible for this effort as AFF’s strategy, mission, and mandate were re-designed to accommodate a purposeful expansion of the network’s footprint throughout the region.

**AFF’s Growth 2014 - 2017**

<table>
<thead>
<tr>
<th>The Network</th>
<th>Core Support Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>2017</td>
</tr>
<tr>
<td><strong>25 Members</strong> (150% increase in membership)</td>
<td><strong>39 Members</strong> (56% increase in membership)</td>
</tr>
<tr>
<td><strong>8 Countries</strong> (33% expansion in country representation)</td>
<td><strong>11 Countries</strong> (37.5% expansion in country representation)</td>
</tr>
<tr>
<td><strong>2015 - 2016</strong></td>
<td><strong>2017</strong></td>
</tr>
<tr>
<td><strong>256% Increase</strong> (From 2 donors to 6 donors)</td>
<td><strong>77.3% Increase</strong> (new grant funding and increased membership)</td>
</tr>
</tbody>
</table>

Reasons for this steady increase in the visibility, expansion, fundraising potential, and overall growth of the Forum:

- Change in focus of AFF’s key strategic priorities
- Re-defining of AFF’s value proposition
- Increase the global visibility of AFF
- Creating and designing AFF-exclusive capacity development modules

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Two unique region-specific, network-wide philanthropy initiatives spear-headed by AFF

DATA COALITION

Launched in September 2016

- Creating valuable data on the sector
- Increasing the access to, availability of, and quality of sector-specific data on regional philanthropic activities, giving, and trends
- Launching a survey to create an in-depth database of the landscape of Arab philanthropy

Key success of the coalition

A rather noteworthy paradigm shift for the philanthropic sector in the region acknowledgement of the value and need for in-depth database of the landscape for philanthropy in the Arab region

The Challenges

Hesitation, including the region’s lack of security due to fear that sharing data will adversely affect organizations that choose to participate

Uncertainty around the ways in which AFF would use the information gathered

General discomfort around the “politics” of data given the region’s relative socio-political instability

Expected results: 6-8 (15%) responses to our survey

Actual results: 29 responses (75%) of those surveyed

(28 shared aggregate budgets, and 1 shared line-item detailed budgets)

YOUTH COALITION

Launched in November 2016

The AFF Youth Coalition is the first of its kind in the Arab Region. A key initiative of the Arab Foundations Forum, the youth coalition is made of our members that have demonstrated a clear consensus for youth employment and job creation activities.

- Assess multiple enterprise and job creation initiatives in MENA
- Addresses the problem in a coordinated, sector wide approach through multiple stakeholders
- Identifying core initiatives that have created social value at scale
- Applying scale to successful initiatives and designing interventions for gaps
- Demonstrates value add of partnership with evidence
- The Youth Coalition is also further committed to addressing SDG 8 specifically

Key success of the coalition

To date, there are 38 signatories to the “Commitment Pledge of AFF Youth Coalition Members” to:
- Collaborate
- Share data
- Share program frameworks – including successes, challenges, failures, and best practices
- Explore opportunities for co-funding of scaled-up, region-wide initiatives to address employment opportunities for Arab youth

The coalition will pilot its first project in Jordan in 2018 and will measure impact and monitor activities for a period of at least three years, with the intention to scale-up beyond that region-wide.

2015 - 2017 BY THE NUMBERS

<table>
<thead>
<tr>
<th>Members</th>
<th>Networking Events</th>
<th>AFF Capacity Building Workshops</th>
</tr>
</thead>
<tbody>
<tr>
<td>39 in 11 Countries</td>
<td>13 in 6 Countries</td>
<td>9 in 6 Countries</td>
</tr>
</tbody>
</table>

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