MEDIA DIVERSITY

England & Wales · Charity number 1110263

Details

Other names	MDI, MEDIA DIVERSITY INSTITUTE
Status	Registered
Legal form	Charitable company
Company number	04886768
Registered	2005-06-29
Register	View on the Charity Commission register

Contact

Address	85-87 Bayham Street Camden London NW1 0AG
Phone	020 7424 7816
Email	info@media-diversity.org
Website	www.media-diversity.org

Activities

Objects: FOR THE BENEFIT OF THE PUBLIC TO PROMOTE EQUALITY AND DIVERSITY, CONFLICT RESOLUTION AND RECONCILIATION AND HUMAN RIGHTS (AS SET OUT IN THE UNIVERSAL DECLARATION OF HUMAN RIGHTS AND SUBSEQUENT UN INSTRUMENTS) BY PROVIDING EDUCATION AND TRAINING DIRECTED TO PRODUCING FAIR AND ACCURATE MEDIA COVERAGE ANYWHERE IN THE WORLD OF DIVERSITY-RELATED ISSUES OF PUBLIC CONCERN, BY OTHERWISE CULTIVATING POPULAR SENTIMENT IN FAVOUR OF HUMAN RIGHTS, AND BY WORKING TO SUCH ENDS WITH JOURNALISTS, MEDIA DECISION-MAKERS, JOURNALISM EDUCATORS, MINORITY GROUPS, NON-GOVERNMENTAL ORGANISATIONS AND GOVERNMENTS TO FURTHER MUTUAL UNDERSTANDING BETWEEN DIFFERENT SOCIAL, GROUPS.

Activities: Training for Journalists; media relations training for NGOs; training for journalism academics and setting up specialist curricula in Universities; research and media monitoring.

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Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body
- **What:** Education/training
- **Who:** Children/young People, Elderly/old People, People With Disabilities, People Of A Particular Ethnic Or Racial Origin, The General Public/mankind

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Geography

- **Area of benefit:** WORLDWIDE.
- Algeria
- Austria
- Azerbaijan
- Belgium
- Bosnia And Herzegovina
- Bulgaria
- China
- Croatia
- Cuba
- Cyprus
- Czech Republic
- Denmark
- Egypt
- Estonia
- Finland
- France
- Germany
- Greece
- Hong Kong
- Hungary
- Iceland
- Indonesia
- Ireland
- Israel
- Italy
- Jordan
- Kazakhstan
- Kyrgyzstan
- Latvia
- Lebanon
- Libya
- Liechtenstein
- Lithuania

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- Luxembourg
- Mali
- Mauritania
- Morocco
- Netherlands
- Northern Ireland
- Norway
- Occupied Palestinian Territories
- Poland
- Portugal
- Romania
- Russia
- Scotland
- Serbia
- Slovakia
- Slovenia
- Sudan
- Sweden
- Syria
- Tunisia

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£658,783	£1,021,568	£1,101,681	3
2023-12-31	£913,072	£1,082,918	£1,464,466	6
2022-12-31	£1,545,235	£1,524,037	£1,634,312	9
2021-12-31	£2,167,631	£1,497,300	£1,613,114	7
2020-12-31	£1,337,811	£1,259,630	£942,783	4

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Trustees

Name	Role	Appointed
Christina Pribichevich-Zoric		2014-05-08
Dr Verica Rupar		2024-01-06
PARESH SOLANKI		
Professor Eric Heinze		2024-01-06

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MEDIA DIVERSITY

England & Wales - Charity number 1110263

Accounts

Docusign Envelope ID: AF091D80-246B-4317-83CC-F436B12763CC

Registered number: 04886768
Charity number: 1110263

MEDIA DIVERSITY

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

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MEDIA DIVERSITY

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MEDIA DIVERSITY

REFERENCE AND ADMINISTRATIVE DETAILS OF THE COMPANY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 DECEMBER 2024

Trustees	Julian Blake, Trustee (resigned 21 June 2025) Paresh Solanki, Trustee Christina Pribichevich - Zoric, Trustee Professor Eric Heinze, Trustee (appointed 6 January 2024) Dr Verica Rupar, Trustee (appointed 6 January 2024)
Company registered number	04886768
Charity registered number	1110263
Registered office	85-87 Bayham Street London NW1 0AG
Chief executive officer	Milica Pesic
Independent auditors	Desaur LLP Chartered Certified Accountants Statutory Auditor 5 Margaret Road Romford Essex RM2 5SH
Bankers	Barclay Bank Plc 15 Great Portland Street London W1W 8QA

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TRUSTEES' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2024

The Trustees present their annual report together with the audited financial statements of the company for the 1 January 2024 to 31 December 2024. The Annual Report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual Report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the company qualifies as small under section 382 of the Companies Act 2006, the Strategic Report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

Welcome to our 2024 Annual Report. The Media Diversity Institute (MDI; official name Media Diversity) is a charity that works internationally to encourage accurate and nuanced reporting on race, religion, ethnicity, class, disability, gender, and sexual identity issues in media landscapes around the world. While our work is grounded in the principles of freedom of expression and the values of diversity and inclusion, our day-to-day work focuses on cultivating practical skills to combat negative stereotypes and disinformation and to improve media and information literacy.

Objectives and activities

a. Policies and objectives

The policies adopted in the furtherance of objectives are to provide the education and training of persons who are or who may be engaged in such conflict or potential conflict environments through the activities of the media or otherwise. In addition, the charity advances the education of the public through research, monitoring and analysing the causes and effects of such conflicts, the best means of promoting their prevention,management, amelioration and resolution and the best means of educating and training persons in relation thereto and disseminating the useful results of such research, monitoring and analysis. There have been no changes in the year.

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

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Objectives and activities (continued)

b. Our key challenges and highlights

The year 2024 was another successful year for MDI, which has been going from strength to strength. As planned, we managed to set up and launch the Diversity and Media Research Center, which, in less than 5 months, produced 3 studies. We obtained new funding for Eastern Europe, including the South Caucasus, where MDI had been planning to go back to. We also signed a new contract for the Middle East and North Africa. We made full use of Core Funding by organising an Away Day for the whole team, including the staff and contractors of our sister organisations in Brussels and Belgrade. Our Brussels team won a EUR1.8m grant, the biggest ever single grant MDI has ever won, which is a significant sign of MDI Global becoming financially sustainable. We entered Latin America by holding an event in Santiago de Chile, initiating a partners' network, and submitting the first grant application for a programme in the region.

We continued practicing a hybrid modus operandi - a combination of remote and office work, which still needs to be assessed.

Unfortunately, the twelfth generation of students enrolled in the 2023 **Diversity and the Media MA Course** at the University of Westminster was the last one. Without consultation, the University of Westminster decided to close the course due to 'a lack of interest'.

The year 2024 was also devoted to the following activities:

a) Continuing the implementation, finalisation, and setting up of new programmes.

b) Exploring funding opportunities for all three sister organisations, with the focus on MDI Global in 2024 and beyond. In total, 26 applications were submitted to various funders; 11 were successful, all of them related to countries and regions where MDI has already been operating.

c) Further use of core funding. Following the complex rules for the use of this funding, MDI employed it for several purposes: to contribute to staff salaries in instances where they were not fully covered by the projects; the Away Day – in addition to all MDI team members, MDI's trustees were invited as well and, except for one, they all attended, which was a great opportunity for the trustees to meet the team; the launch of the Media Diversity Research Centre; and the celebration of the 10th anniversary of Media Diversity Western Balkans.

d) Development of the Media Diversity Research Centre's Strategy with the help of MDI Trustee, Dr Verica Rupar, and an external consultant.

e) Production of three studies by the Research Centre's team and experts. All three studies can be seen here.

f) Continuation of efforts to return to the South Caucasus, which resulted in the new grant enabling MDI to work in this region as well as in Ukraine, Moldova, and Belarus. The focus of the work is on the digital security of the CSOs representing minorities and the independent media.

g) Entering a new region. After submitting an abstract to UNESCO, MDI was invited to host a panel at the World Press Freedom Day (WPFD), held in Santiago de Chile, May 2024. MDI's representative used the opportunity to a) meet journalism academics at six different Chilean universities and b) introduce MDI's work to the media development organisations from Latin America, members of the Global Forum for Media Development, gathered at the WPFD side event. Based on these meetings, a new programme was developed with MAGENTA, a Mexican organisation that operates globally, to be submitted to a relevant funder.

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Objectives and activities (continued)

h) Further support to MDI Global and MDI WB. In addition to offering guidance through membership on the sister organizations' board of trustees, MDI involved the two organizations in project applications it participated in or connected them with organisations seeking partners in the Western Balkans for Belgium.

i) Raising the profile of MDI in the UK and abroad.

c. FUNDRAISING AND IMPLEMENTATION OF THE GRANTS

In 2024, a total of 11 grants were obtained between the three sister organisations, two of them for MDI's SALAM ONLINE's extension and new funding for the Digital Security project in Eastern Europe.

With the existing funding obtained before 2024, MDI's annual turnover in this given year was £658,783 (2023 - £913,072).

Listed below are projects whose implementation began in earlier years, but continued through 2024, as well as projects whose implementation started in 2024:

a) Implementing Phase 5 of the **'Get the Trolls Out'** project, 2023-2025.

b) Implementing and finalising the **RDN2.0** project, 2020-2024.

c) Implementing and finalising the '**Get the Trolls Out!' Sri Lanka** project, 2020-2024

d) Implementing and finalising the **MEDIADELCOM** project, 2021-2024

e) Implementing the **SALAM ONLINE** project, including Extension, 2022-2027.

f) Setting up the Implementation of the DigSec Programme, 2024-2027.

g) Looking for new opportunities to continue the **MA in Diversity and the Media programme**- at the University of Westminster or the University of Essex.

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Objectives and activities (continued)

d. MDI'S CHALLENGES IN 2024

The year 2024 ended without any serious challenges apart from the news that the University of Westminster unilaterally decided to close the MA course we were so proud of. This was all the more disappointing because MDI had come up with the idea of the MA course and initiated it. Minor challenges can be listed here:

- The State Department's NICRA – provider of MDI's core funding - reacted only in December to MDI's first report (covering Year 2023) submitted to them in June 2024. They questioned some of the expenses that MDI had to justify, following NICRA'S very complex rules. Still, less than 2% of the expenses failed to receive NICRA's approval. The MDI team is still learning the rules, and more timely NICRA responses will help MDI plan better for 2024 expenses

- Towards the end of the year, it was clear that MDI needed to downsize the role of the Communications Director in accordance with MDI's relevant Budget. It was agreed that the Communications Director's contract would not be renewed and an internal solution for the Comms Head would be sought.

e. MANAGEMENT DECISIONS

Several personnel changes occurred this year.

MDI Global finally had sufficient funds to hire a full-time Head of Operations, and so Luc Steinberg, who had been an MDI Contractor for several years, providing different services, was hired for this position.

Instead of the full-time Communications Director whose contract expired on December 31, MDI has appointed a part-time Head of Communications to start January 2025.

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Objectives and activities (continued)

f. RAISING THE PROFILE OF MDI IN THE UK AND ABROAD

Representatives of MDI were invited to join several high-level events, as speakers, trainers, jurors, or contributors. Some of the most important events attended included the following:

a) Media Development Funding Conference. The FCDO, London, March 26th. Speaker.

b) Religious Freedom Belvedere Event. The UK Parliament, London, April 18th. Attendee.

c) Environmental Journalism Conference. UNESCO WPFD, Santiago de Chile, May 3-5. MDI panel on Art, Climate Change, Media, and Diversity.

d) International Religious Freedom Stakeholder Conference. The FCDO, Wilton Park, May 29-31. Speaker.

e) Academia and NGO Cooperation Conference. The University of Westminster, May 31st. Speaker.

f) Western Balkans Journalism Award Ceremony. The EUD and ARTICLE 19, London, June 19th. Attendee.

g) Media and Human Rights Summer ONLINE School. Human Rights Centre, Essex University, June 10th. Speakers.

h) 'Equality, Diversity and Inclusion in Journalism Teaching' Conference. John Moore University, Liverpool, June 26th. Speaker.

i) Academia and Civil Society Activism Conference. Human Rights Centre, Essex University, September 12th. Speaker.

j) International Religious Freedom Ministerial. The German and US Governments, Berlin, Oct 9-11. MDI panel.

k) Berlin Process Conference. The German Government, Berlin, October 9-10. Attendee.

l) Reclaiming Our Shared Humanity Conference. IEMed, Barcelona, October 26-27. Moderator of two sessions.

m) "Building New Solidarities" Conference. The US Government, Cape Town, November 4-8. Attendee.

n) 'What's Working: Responding to AI-Induced Volatility in the Media'. Prague Media Days, Prague, November 29th. MDI Panel.

o) 'Combatting Anti-Muslim hatred and discrimination in Europe' Conference. The EC, The Hague, November 20th. Speaker.

p) 'Journalism Unbound', ARIJ's 17th Annual Forum. ARIJ, Amman, Dec 6-8. Speaker.

Achievements and performance

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Achievements and performance (continued)

a. Main achievements of the company

The Charity's acheivements and performance are fully detailed in the section above.

b. Review of activities

The Statement of Financial Activities shows grants received of £658,546 (2023: £912,588) and expenditure of £1,021,568 (2023: £1,082,918). This has resulted in a net deficit of 362,785 (2023:£169,846) after taking into account the amounts received as investment and other income. It is the policy of the charity that funds are sought well in advance of its activities in order to ensure that it will be able to continue the charity's current objectives while consideration is given to ways in which additional funds may be raised.

Financial review

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

b. Reserves policy

The Trustees have examined the charity's requirements for reserves needed to meet the working capital requirements of the charity and they are confident that the charity is able to continue the current charitable activities.

Structure, governance and management

a. Constitution

Media Diversity is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association.

b. Methods of appointment or election of Trustees

The management of the company is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association.

c. Financial risk management

The Trustees have assessed the major risks to which the company is exposed, in particular those related to the operations and finances of the company, and are satisfied that systems and procedures are in place to mitigate exposure to the major risks.

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Plans for future periods

KEY 2025 OBJECTIVES

a) Hiring the head of the Diversity and Media Research Centre and tending to its further development

b) Bringing new funding to MDI

c) Further development of the MDI Latin America network and programme, including assessing funding opportunities

d) Full familiarity with the use of Core Funding

e) Further support to MDI Global and MDI WB

f) Revision of MDI's Communications Strategy as a priority of the new Communications team leader.

Members' liability

The Members of the company guarantee to contribute an amount not exceeding £1 to the assets of the company in the event of winding up.

Statement of Trustees' responsibilities

The Trustees (who are also the directors of the company for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial . Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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Disclosure of information to auditors

Each of the persons who are Trustees at the time when this Trustees' Report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Auditors

The auditors, Desaur LLP, have indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditors at a meeting of the Trustees.

Approved by order of the members of the board of Trustees on 23 September 2025 and signed on their behalf by:

DocuSigned by:
Paresh Solanki
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Paresh Solanki
(Chair of Trustees)

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INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MEDIA DIVERSITY

Opinion

We have audited the financial statements of Media Diversity (the 'charitable company') for the Year ended 31 December 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2024 and of its incoming resources and application of resources, including its income and expenditure for the Year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

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Other information

The other information comprises the information included in the Annual Report other than the financial statements and our Auditors' Report thereon. The Trustees are responsible for the other information contained within the Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Trustees' Report is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

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Auditors' responsibilities for the audit of the financial statements

We have been appointed as auditor under section 145 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the company and industry, we identified the principal risks of non-compliance with laws and regulations. We also considered those laws and regulations that have both a direct and non-direct impact on the financial statements.

Audit procedures performed included:

- Enquiring with management including consideration of known or suspected instances of non- compliance with laws and regulation and fraud.
- Identifying and testing journal entries, in particular any journal entries posted with unusual account combinations.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

Other matters

We draw attention to the fact that the circumstances of a repaid loan made in 2018 are currently the subject of an internal investigation. The Trustees have clarified that this investigation relates to a staff complaint, which is currently under review. Our opinion is not modified in respect of this matter.

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Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.

Desaur LLP

Desaur LLP
Chartered Certified Accountants
Statutory Auditor
5 Margaret Road
Romford
Essex
RM2 5SH

23 September 2025

Desaur LLP are eligible to act as auditors in terms of section 1212 of the Companies Act 2006.

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STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 DECEMBER 2024

	Note	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Income from:					
Donations and legacies	3	-	**658,546**	**658,546**	*912,588*
Investments	4	**237**	-	**237**	*187*
Other income	5	-	-	-	*297*
Total income		**237**	**658,546**	**658,783**	*913,072*
Expenditure on:					
Raising funds	6	**155,693**	-	**155,693**	*156,888*
Charitable activities		**173,614**	**692,261**	**865,875**	*926,030*
Total expenditure		**329,307**	**692,261**	**1,021,568**	*1,082,918*
Net expenditure		**(329,070)**	**(33,715)**	**(362,785)**	*(169,846)*
Transfers between funds	14	**62,848**	**(62,848)**	-	-
Net movement in funds		**(266,222)**	**(96,563)**	**(362,785)**	*(169,846)*
Reconciliation of funds:					
Total funds brought forward		**1,189,876**	**274,590**	**1,464,466**	*1,634,312*
Net movement in funds		**(266,222)**	**(96,563)**	**(362,785)**	*(169,846)*
Total funds carried forward		**923,654**	**178,027**	**1,101,681**	*1,464,466*

The Statement of Financial Activities includes all gains and losses recognised in the Year.

The notes on pages 18 to 31 form part of these financial statements.

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MEDIA DIVERSITY
REGISTERED NUMBER: 04886768

BALANCE SHEET
AS AT 31 DECEMBER 2024

	Note		2024 £		2023 £
Fixed assets					
Tangible assets	11		**1,308**		*1,743*
			1,308		*1,743*
Current assets					
Debtors	12	**734,680**		*605,361*	
Cash at bank and in hand		**516,449**		*958,719*	
		1,251,129		*1,564,080*	
Current liabilities					
Creditors: amounts falling due within one year	13	**(150,756)**		*(101,357)*	
Net current assets			**1,100,373**		*1,462,723*
Total assets less current liabilities			**1,101,681**		*1,464,466*
Net assets excluding pension asset			**1,101,681**		*1,464,466*
Total net assets			**1,101,681**		*1,464,466*
Charity funds					
Restricted funds	14		**178,027**		*274,590*
Unrestricted funds	14		**923,654**		*1,189,876*
Total funds			**1,101,681**		*1,464,466*

The entity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the entity to obtain an audit for the Year in question in accordance with section 476 of the Companies Act 2006.

However, an audit is required in accordance with section 145 of the Charities Act 2011.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees on 23 September 2025 and signed on their behalf by:

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BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2024

DocuSigned by:
Paresh Solanki
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.....

Paresh Solanki
(Chair of Trustees)

The notes on pages 18 to 31 form part of these financial statements.

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MEDIA DIVERSITY

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2024

	2024 £	*2023* *£*
Cash flows from operating activities		
Net cash used in operating activities	**(442,270)**	*(655,109)*
Cash flows from investing activities		
Net cash provided by investing activities	**-**	*-*
Cash flows from financing activities		
Net cash provided by financing activities	**-**	*-*
Change in cash and cash equivalents in the Year	**(442,270)**	**(655,109)**
Cash and cash equivalents at the beginning of the Year	**958,719**	*1,613,828*
Cash and cash equivalents at the end of the Year	**516,449**	*958,719*

The notes on pages 18 to 31 form part of these financial statements

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

1. General information

Media Diversity is a private company limited by guarantee incorporated in England and Wales. The registered office is 85-87 Bayham Street, London, NW1 0AG.

The members of the company are the Trustees named on page 1. In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the company.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Media Diversity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

2.2 Going concern

At the time of approving the accounts, the trustees have reasonable expectation that the charity has adequate resources to continue in operational existence for the forseeable future. Despite the impact of COVID-19, the charity continues to generate income and plans on continuing business as normal following the gradual return to operations after the national lockdown period. On this basis, the trustees continue to adopt the going concern basis of accounting in preparing the accounts.

2.3 Income

All income is recognised once the company has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Income from grants is recognised when the charity has entitlements to the funds, any performance conditions attached to the grants have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably..

Other income includes reimbursed expenses and rental income which are recognised in the period in which it is receivable.

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2. Accounting policies (continued)

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is acounted for on an accrual basis and has been classified under headings that aggregate all costs related to that category.Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of the resources.Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities. Support costs include governance costs incurred directly in support of expenditure and administration of the company in connection for compliance with constitutional and statutory requirements.

Expenditure on raising funds includes all expenditure incurred by the company to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the company's objectives, as well as any associated support costs.

2.5 Tangible fixed assets and depreciation

Tangible fixed assets costing £NIL or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, .

Depreciation is provided on the following bases:

Plant and machinery	- 25% reducing balance
Fixtures and fittings	- 25% reducing balance

2.6 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.7 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

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2. Accounting policies (continued)

2.8 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the company anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

2.9 Financial instruments

The company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.10 Pensions

The company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the company to the fund in respect of the Year.

2.11 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the company and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

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3. Income from donations and legacies

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Grants	-	658,546	**658,546**	*912,588*
Total 2023	*71,811*	*840,777*	*912,588*	

4. Investment income

	Unrestricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Bank interest	237	**237**	*187*
Total 2023	*187*	*187*	

5. Other incoming resources

	Unrestricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Other operating income	-	-	*297*
Total 2023	*297*	*297*	

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6. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Consultation costs	155,693	-	**155,693**	*156,888*
Total 2023	*72,533*	*84,355*	*156,888*	

7. Analysis of expenditure by activities

	Activities undertaken directly 2024 £	Support costs 2024 £	Total funds 2024 £	*Total funds 2023 £*
Training workshops and conferences	692,261	173,614	**865,875**	*926,030*
Total 2023	*499,157*	*426,873*	*926,030*	

Analysis of direct costs

	Total funds 2024 £	*Total funds 2023 £*
Project expenses	**692,261**	*499,157*

7. Analysis of expenditure by activities (continued)

Analysis of support costs

	Activities 2024 £	Total funds 2024 £	*Total funds 2023 £*
Staff costs	94,598	**94,598**	*263,446*
Depreciation	436	**436**	*910*
Audit fees	3,000	**3,000**	*3,000*
Rental expense	20,865	**20,865**	*17,326*
Consultancy fees	1,331	**1,331**	*3,510*
IT Costs	6,243	**6,243**	*9,943*
Finance costs	4,195	**4,195**	*3,341*
Office costs	49,832	**49,832**	*113,920*
Exchange differences	(6,886)	**(6,886)**	*11,477*
	173,614	**173,614**	*426,873*
Total 2023	*426,873*	*426,873*	

8. Auditors' remuneration

	2024 £	*2023 £*
Fees payable to the company's auditor for the audit of the company's annual accounts	**3,000**	*3,000*

9. Staff costs

	2024 £	*2023 £*
Wages and salaries	**74,408**	*234,921*
Social security costs	**16,550**	*25,088*
Contribution to defined contribution pension schemes	**3,640**	*3,437*
	94,598	*263,446*

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9. Staff costs (continued)

The average number of persons employed by the company during the Year was as follows:

	2024 No.	*2023* *No.*
Executive Director and Co-ordinator	**1**	*1*
Project Manager	**1**	*1*
Fundraising and charitable activities	**1**	*4*
	3	*6*

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2024 No.	*2023* *No.*
In the band £90,001 - £100,000	**1**	*1*

10. Trustees' remuneration and expenses

During the Year, no Trustees received any remuneration or other benefits *(2023 - £NIL)*.

During the Year ended 31 December 2024, no Trustee expenses have been incurred *(2023 - £NIL)*.

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

11. Tangible fixed assets

	Plant and machinery £	Fixtures and fittings £	Total £
Cost or valuation			
At 1 January 2024	**2,305**	**9,186**	**11,491**
At 31 December 2024	**2,305**	**9,186**	**11,491**
Depreciation			
At 1 January 2024	**2,181**	**7,566**	**9,747**
Charge for the Year	**31**	**405**	**436**
At 31 December 2024	**2,212**	**7,971**	**10,183**
Net book value			
At 31 December 2024	**93**	**1,215**	**1,308**
At 31 December 2023	*124*	*1,620*	*1,744*

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12. Debtors

	2024	2023
	£	£
Due within one year		
Other debtors	**728,598**	*601,638*
Prepayments and accrued income	**6,082**	*3,723*
	734,680	*605,361*

13. Creditors: Amounts falling due within one year

	2024	2023
	£	£
Other taxation and social security	**5,737**	*11,887*
Other creditors	**139,713**	*82,541*
Accruals and deferred income	**5,306**	*6,929*
	150,756	*101,357*

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14. Statement of funds

Statement of funds - current Year

	Balance at 1 January 2024 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 December 2024 £
Unrestricted funds					
General Funds	1,189,876	237	(329,307)	62,848	923,654
Restricted funds					
European Union	100,105	109,417	(104,705)	-	104,817
US State Department	174,485	549,129	(587,556)	(62,848)	73,210
	274,590	658,546	(692,261)	(62,848)	178,027
Total of funds	1,464,466	658,783	(1,021,568)	-	1,101,681

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14. Statement of funds (continued)

Statement of funds - prior Year

	Balance at 1 January 2023 £	*Income* £	*Expenditure* £	*Transfers in/out* £	*Balance at 31 December 2023* £
Unrestricted funds					
General Funds	*1,083,104*	*72,295*	*(272,861)*	*307,338*	*1,189,876*
Restricted funds					
European Union	*307,296*	*329,709*	*(408,090)*	*(128,810)*	*100,105*
US State Department	*233,619*	*511,068*	*(401,967)*	*(168,235)*	*174,485*
Others	*10,293*	-	-	*(10,293)*	-
	551,208	*840,777*	*(810,057)*	*(307,338)*	*274,590*
Total of funds	*1,634,312*	*913,072*	*(1,082,918)*	-	*1,464,466*

15. Summary of funds

Summary of funds - current Year

	Balance at 1 January 2024 £	**Income** £	**Expenditure** £	**Transfers in/out** £	**Balance at 31 December 2024** £
General funds	**1,189,876**	**237**	**(329,307)**	**62,848**	**923,654**
Restricted funds	**274,590**	**658,546**	**(692,261)**	**(62,848)**	**178,027**
	1,464,466	**658,783**	**(1,021,568)**	**-**	**1,101,681**

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15. Summary of funds (continued)

Summary of funds - prior Year

	Balance at 1 January 2023 £	*Income* £	*Expenditure* £	*Transfers in/out* £	*Balance at 31 December 2023* £
General funds	*1,083,104*	*72,295*	*(272,861)*	*307,338*	*1,189,876*
Restricted funds	*551,208*	*840,777*	*(810,057)*	*(307,338)*	*274,590*
	1,634,312	*913,072*	*(1,082,918)*	-	*1,464,466*

16. Analysis of net assets between funds

Analysis of net assets between funds - current period

	Unrestricted funds 2024 £	**Restricted funds 2024 £**	**Total funds 2024 £**
Tangible fixed assets	1,308	-	**1,308**
Current assets	1,073,102	178,027	**1,251,129**
Creditors due within one year	(150,756)	-	**(150,756)**
Total	923,654	178,027	**1,101,681**

Analysis of net assets between funds - prior period

	Unrestricted funds 2023 £	*Restricted funds 2023* £	*Total funds 2023* £
Tangible fixed assets	*1,743*	-	*1,743*
Current assets	*1,289,490*	*274,590*	*1,564,080*
Creditors due within one year	*(101,357)*	-	*(101,357)*
Total	*1,189,876*	*274,590*	*1,464,466*

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17. Reconciliation of net movement in funds to net cash flow from operating activities

	2024 £	*2023* *£*
Net expenditure for the period (as per Statement of Financial Activities)	**(362,785)**	*(169,846)*
Adjustments for:		
Depreciation charges	**436**	*910*
Increase in debtors	**(126,960)**	*(522,323)*
Increase in creditors	**47,039**	*36,150*
Net cash used in operating activities	**(442,270)**	*(655,109)*

18. Analysis of cash and cash equivalents

	2024 £	*2023* *£*
Cash in hand	**516,449**	*958,719*
Total cash and cash equivalents	**516,449**	*958,719*

19. Analysis of changes in net debt

	At 1 January 2024 £	Cash flows £	At 31 December 2024 £
Cash at bank and in hand	**958,719**	**(442,270)**	**516,449**
	958,719	**(442,270)**	**516,449**

20. Contingent liabilities

The accounts do not include any provision in respect of a rent review increase claimed by MDI's previous landlord, which was challenged by MDI and remains unresolved.

The circumstances of a repaid loan made in 2018 are currently the subject of an internal investigation.

21. Pension commitments

"The company operates a defined contribution pension scheme. The assets of the scheme are held

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21. Pension commitments (continued)

separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to £3,640 (2023: £3,437) were payable to the fund.

22. Operating lease commitments

The company had no commitments under non-cancellable operating leases at 31 December 2024.

23. Related party transactions

	2024 £	*2023* *£*
MDI Global	**(52,102)**	*(10,216)*
	(52,102)	*(10,216)*

24. Controlling party

The charity is under the control of its trustees.

MEDIA DIVERSITY

England & Wales - Charity number 1110263

Accounts

Registered number: 04886768
Charity number: 1110263

MEDIA DIVERSITY

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

MEDIA DIVERSITY

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REFERENCE AND ADMINISTRATIVE DETAILS OF THE COMPANY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 DECEMBER 2023

Trustees	Julian Blake, Trustee Paresh Solanki, Trustee Christina Pribichevich - Zoric, Trustee Professor Eric Heinze, Trustee (appointed 6 January 2024) Dr Verica Rupar, Trustee (appointed 6 January 2024)
Company registered number	04886768
Charity registered number	1110263
Registered office	85-87 Bayham Street London NW1 0AG
Company secretary	Julian Blake
Chief executive officer	Milica Pesic
Independent auditors	Desaur LLP Chartered Certified Accountants Statutory Auditor CEME Campus Marsh Way Rainham Essex RM13 8EU
Bankers	Barclay Bank Plc 15 Great Portland Street London W1W 8QA

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2023

The Trustees present their annual report together with the audited financial statements of the company for the 1 January 2023 to 31 December 2023. The Annual Report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual Report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the company qualifies as small under section 382 of the Companies Act 2006, the Strategic Report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

Welcome to our 2023 Annual Report. The Media Diversity Institute (MDI; official name **Media Diversity**) is a charity that works internationally to encourage accurate and nuanced reporting on race, religion, ethnicity, class, disability, gender, and sexual identity issues in media landscapes around the world. While our work is grounded in the principles of freedom of expression and the values of diversity and inclusion, our day-to-day work focuses on cultivating practical skills to combat negative stereotypes and disinformation and to improve media and information literacy.

Objectives and activities

a. Policies and objectives

The policies adopted in the furtherance of objectives are to provide the education and training of persons who are or who may be engaged in such conflict or potential conflict environments through the activities of the media or otherwise. In addition, the charity advances the education of the public through research, monitoring and analysing the causes and effects of such conflicts, the best means of promoting their prevention,management, amelioration and resolution and the best means of educating and training persons in relation thereto and disseminating the useful results of such research, monitoring and analysis. There have been no changes in the year.

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

Objectives and activities (continued)

b. Our key challenges and highlights

The year 2023 was much more about achievements than about challenges. It was marked by several successes including: a long-term core funding contract, the second in MDI's history, but the very first long-term one; setting up the Media and Diversity Research Center (MDRC); the celebration of MDI's 25th anniversary and to mark the occasion the publication of the book *Diversity and the Media: Then, Now and Beyond.* There were some challenges too, such as the financial solidification of MDI Global, the MDI's Brussels-based sister organisation[i]; and MDI's internal redistribution of responsibilities, both of them met with appropriate solutions.

The MDI team is very proud of its core funding for the following reasons: it has allowed us to do things we were unable to do before by using project funds such as events to raise relevant Diversity and Media issues, produce publications relevant to our activities, set up a Research Centre, and host an Away Day for the MDI team.

We continued practicing post-pandemic modus operandi - a combination of remote and office work which will be assessed once the MDI Research Centre is set up and its team hired.

Our 25th Anniversary, November 17th, brought together some 120 people who attended in person and more than 300 people who watched the recording of it. More details about the event and the book are here[ii]. The e-version of the book is available for free on the MDI website while hard copies will be available for purchasing through platforms such as Amazon. A decision was to be taken the following year, once different options had been explored.

In 2023 the contract with the US State Department for our flagship project Get the Trolls Out! was extended for another two years, making for a total of 10 years of implementation time. After this period, we can still go to the same funder with the same project but we will need to look for appropriate funding opportunities.

In 2023, the twelfth generation of students enrolled in the **Diversity and the Media MA Course** at the University of Westminster. Unfortunately, there was a significant drop in the number of enrolled students and in the variety of modules on offer, raising the question of whether the latter caused the former.

After 14 months, the new Deputy Executive Director (DED) left MDI. The majority of the responsibilities were divided between MDI's Executive Director and MDI's Western Balkans Executive Director. The latter was promoted to MDI Head of Development and Delivery. One of the MDI project managers, who was previously in charge of MDI Communications, took over the DED's communications responsibilities, thus giving MDI the space and the time to hire a new communications director the following year.

The year 2023 was also devoted to the following activities:

a) The continual implementation, finalisation, and setting up of new programmes.

b) Exploring funding opportunities for all three sister organisations, focusing on MDI Global in 2023 and beyond. In total, 32 applications were submitted to various funders, of which 10 were successful, all relating to countries and regions where MDI has already been operating previously.

c) Use of core funding. Following the complex rules for the use of this funding, MDI utilised it for several purposes – to contribute to staff salaries in instances where they were not fully covered by the projects; the MDI Anniversary, the away day, and producing the book.

d) Development of MDI's 5-year Development Strategy. The task was initially the responsibility of the DED. After several delays and challenges, the work was outsourced to an external consultant, and the work scheduled for completion the following year.

e) Development of MDI's 5-year Communications Strategy. For the reason listed under item d), this task

Objectives and activities (continued)

was moved to the following year when a Communications Director would be hired.

f) Continuation of efforts to return to the South Caucasus. Though this did not happen as planned, the feedback from the Funder was very positive, prompting MDI to decide to resubmit the proposal the following year.

g) Building contacts within the FCDO. Unfortunately, this did not happen either. All our efforts to make our work visible and appealing to the British government ended in the hope that the 2024 Elections would bring into power a party that would have more understanding for and appreciation of charitable work in the field of diversity and inclusion.

h) Raising the profile of MDI in the UK and abroad.

[i] Media Diversity Institute Global, MDI Global is associated public benefit charity. It is registered as a not-for-profit organisation in Brussels; Registration No. 554723-046-69. Official address: Rue d'Edimbourg 26, Ixelles 1050, Belgium.

[ii] https://www.media-diversity.org/category/25th-anniversary/

c. FUNDRAISING AND IMPLEMENTATION OF THE GRANTS

In 2023, a total of 10 grants were obtained between the three sister organisations, one of them for MDI's **Get the Trolls Out! Phase 5**.

With the existing funding obtained before 2023, MDI's annual turnover in this given year was £913,072 (2022 - £1,545,235).

Listed below are projects whose implementation began in earlier years, but continued throughout 2022, as well as projects whose implementation started in 2023:

a) Implementing and Finalising Phase 4 of the **'Get the Trolls Out' project,** 2021-2023.

b) Implementing and Finalising the **RDN2.0** project, 2020-2024.

c) Implementing and Finalising the **Inclusive Media, Cohesive Society** project, Lebanon, 2020-2023

d) Implementing the **'Get the Trolls Out!' Sri Lanka** project, 2020-2024

e) Implementing and Finalising the **MEDIADELCOM** project, 2021-2024

f) Implementing and Finalising the **MAGIC** project, 2021-2023

g) Implementing and Finalising the **COVINFORM** project, 2021-2023

h) Implementing the **SALAM ONLINE** project, 2022-2005.

i) Co-running the **MA in Diversity and the Media programme** at the University of Westminster.

Objectives and activities (continued)

d. MDI'S CHALLENGES IN 2023

The following challenges were faced in 2023:

- Organising MDI's 25th Anniversary with the team which was already very busy with their regular work. The team's enthusiasm and creativity resulted in an event we are all very proud of. Significant help was provided by MDI Trustees Peresh Solanki and Julian Blake who helped with the agenda, filming the event, and speaking at it.

- Producing a book to mark MDI's 25th anniversary. This was the task of the Executive Director. Having 24 MDI advisors, consultants, trainers and friends contribute their essays to the book was a challenge but also a joy, since the process proved once more how important the role of these people has been in MDI's success. MDI is very thankful to MDI Trustee Christina Pribichevich Zoric who helped with the translation of some of the essays.

- The Second MDI Team Away Day. MDI is still searching for the right way to organise this practice. Bringing some 15 people from MDI sister organisations to London and offering the same programme to ALL MDI staff – some of them Londoners - while making it exciting and valuable for each of us turned into a memorable gathering, thanks to Ms. Pribichevich Zoric, who hosted part of the Away Day.

- Support our Brussels-based sister organisation, Media Diversity Institute Global (MDIG), so that it becomes financially viable, and has enough funds to hire a full-time Head of Operations.

- Negotiating and understanding the core funding procedures and use of it. This complex and time-consuming process started in September 2022 and finished in September 2023, resulting in 26.82% of each US grant to be used as core funding. Some of the questions regarding how to use it remain open and will be clarified only once the 2023 Narrative and Financial reports are submitted to the funder (June 2024).

e. MANAGEMENT DECISIONS

Personnel changes

After 14 months with the MDI, the Deputy Executive Director (DED) left the organisation by mutual agreement. This posed several challenges: finding an expert to do MDI Strategy 2024-2029, and finding internal personnel solutions to take on other DED responsibilities. An inspiring strategy and 10 new grants enabled the challenge to turn into the success that MDI deserves. MDI also concluded that each new job should first be offered to those who know MDI and share its values.

The Project Manager of Get the Trolls Out! (GTTO) left the organisation one month after the new contract for GTTO Phase Five was signed. The bridging solution was found in collaboration with the funder who agreed for MDI's Executive Director to assume the role of GTTO Project Manager while looking for a long-term solution.

Objectives and activities (continued)

f. RAISING THE PROFILE OF MDI IN THE UK AND ABROAD

Representatives of MDI were invited to join several high-level events, as speakers, trainers, jurors, or contributors. Some of the most important events attended were the following:

a) EC Media Literacy Expert Group Conference, Brussels, 16th February. Speaker.

b) Guest on BBC Radio, London, 2nd April- Commentator.

c) Wroclaw University, Journalism MA, 25th May, online. Speaker.

d) Civil Society Hackathon, Chisinau, 23rd-25th June. Speaker/Juror.

e) Brussels Afternoon Tea for UK Associations, Embassy of Belgium, London, 5th October. Attendance.

f) Wellbeing Forum, London, 9th October. Participants.

g) Conference on the Prevention of Intolerance, Discrimination, and Hate, The European Parliament, Brussels, 24th October. Speaker.

h) CAICIID 5th European Policy Dialogue Forum, Rotterdam, 13th-15th November. Speaker.

i) Egyptian International Media Forum, Cairo, 26th-27th November. Speaker.

j) University of Westminster Journalism Course, London, 30th November. Speaker.

k) Arab Reporters for Investigative Journalism (ARIJ) Annual Forum, Amman, 1st-3rd December. Attendance.

Achievements and performance

a. Main achievements of the company

The Charity's acheivements and performance are fully detailed in the section above.

b. Review of activities

The Statement of Financial Activities shows grants received of £912,588 (2022: £1,535,908) and expenditure of £1,082,918 (2022: £1,524,037). This has resulted in a net deficit of 169,846 (2022: Surplus of £21,198) after taking into account the amounts received as investment and other income. It is the policy of the charity that funds are sought well in advance of its activities in order to ensure that it will be able to continue the charity's current objectives while consideration is given to ways in which additional funds may be raised.

Financial review

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

b. Reserves policy

The Trustees have examined the charity's requirements for reserves needed to meet the working capital requirements of the charity and they are confident that the charity is able to continue the current charitable activities.

Structure, governance and management

a. Constitution

Media Diversity is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association.

b. Methods of appointment or election of Trustees

The management of the company is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association.

c. Financial risk management

The Trustees have assessed the major risks to which the company is exposed, in particular those related to the operations and finances of the company, and are satisfied that systems and procedures are in place to mitigate exposure to the major risks.

Plans for future periods

KEY 2024 OBJECTIVES

a) Setting up the Diversity and Media Research Center

b) Bringing new funding to MDI

c) Entering a new region - Latin America

d) Making full use of Core Funding

e) Further support to MDI Global and MDI WB

f) Returning to the South Caucasus

g) The search for a Communications Director

h) Building contacts within the FCDO

Members' liability

The Members of the company guarantee to contribute an amount not exceeding £1 to the assets of the company in the event of winding up.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2023

Statement of Trustees' responsibilities

The Trustees (who are also the directors of the company for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditors

Each of the persons who are Trustees at the time when this Trustees' Report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Auditors

The auditors, Desaur LLP, have indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditors at a meeting of the Trustees.

Approved by order of the members of the board of Trustees on 19 September 2024 and signed on their behalf by:



.....

Julian Blake
(Trustee)

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MEDIA DIVERSITY

Opinion

We have audited the financial statements of Media Diversity (the 'charitable company') for the Year ended 31 December 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2023 and of its incoming resources and application of resources, including its income and expenditure for the Year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Annual Report other than the financial statements and our Auditors' Report thereon. The Trustees are responsible for the other information contained within the Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Trustees' Report is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

We have been appointed as auditor under section 145 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the company and industry, we identified the principal risks of non-compliance with laws and regulations. We also considered those laws and regulations that have both a direct and non-direct impact on the financial statements.

Audit procedures performed included:

- Enquiring with management including consideration of known or suspected instances of non- compliance with laws and regulation and fraud.
- Identifying and testing journal entries, in particular any journal entries posted with unusual account combinations.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MEDIA DIVERSITY (CONTINUED)

Desaur LLP
Chartered Certified Accountants
Statutory Auditor
CEME Campus
Marsh Way
Rainham
Essex
RM13 8EU

19 September 2024

Desaur LLP are eligible to act as auditors in terms of section 1212 of the Companies Act 2006.

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 DECEMBER 2023

	Note	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Income from:					
Donations and legacies	3	**71,811**	**840,777**	**912,588**	*1,535,908*
Investments	4	**187**	**-**	**187**	*89*
Other income	5	**297**	**-**	**297**	*9,238*
Total income		**72,295**	**840,777**	**913,072**	*1,545,235*
Expenditure on:					
Raising funds	6	**72,533**	**84,355**	**156,888**	*111,597*
Charitable activities		**200,328**	**725,702**	**926,030**	*1,412,440*
Total expenditure		**272,861**	**810,057**	**1,082,918**	*1,524,037*
Net (expenditure)/income		**(200,566)**	**30,720**	**(169,846)**	*21,198*
Transfers between funds	14	**307,338**	**(307,338)**	**-**	*-*
Net movement in funds		**106,772**	**(276,618)**	**(169,846)**	*21,198*
Reconciliation of funds:					
Total funds brought forward		**1,083,104**	**551,208**	**1,634,312**	*1,613,114*
Net movement in funds		**106,772**	**(276,618)**	**(169,846)**	*21,198*
Total funds carried forward		**1,189,876**	**274,590**	**1,464,466**	*1,634,312*

The Statement of Financial Activities includes all gains and losses recognised in the Year.

The notes on pages 17 to 30 form part of these financial statements.

MEDIA DIVERSITY
REGISTERED NUMBER: 04886768

BALANCE SHEET
AS AT 31 DECEMBER 2023

	Note		2023 £		2022 £
Fixed assets					
Tangible assets	11		**1,743**		*2,653*
			1,743		*2,653*
Current assets					
Debtors	12	**605,361**		*85,079*	
Cash at bank and in hand		**958,719**		*1,613,828*	
		1,564,080		*1,698,907*	
Creditors: amounts falling due within one year	13	**(101,357)**		*(67,248)*	
Net current assets			**1,462,723**		*1,631,659*
Total assets less current liabilities			**1,464,466**		*1,634,312*
Net assets excluding pension asset			**1,464,466**		*1,634,312*
Total net assets			**1,464,466**		*1,634,312*
Charity funds					
Restricted funds	14		**274,590**		*551,208*
Unrestricted funds	14		**1,189,876**		*1,083,104*
Total funds			**1,464,466**		*1,634,312*

The entity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the entity to obtain an audit for the Year in question in accordance with section 476 of the Companies Act 2006.

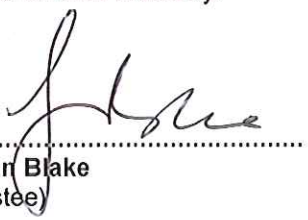
However, an audit is required in accordance with section 145 of the Charities Act 2011.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2023

The financial statements were approved and authorised for issue by the Trustees on 19 September 2024 and signed on their behalf by:



.....
Julian Blake
(Trustee)

The notes on pages 17 to 30 form part of these financial statements.

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2023

	2023 £	*2022* *£*
Cash flows from operating activities		
Net cash used in operating activities	**(655,109)**	*16,651*
Cash flows from investing activities		
Net cash provided by investing activities	**-**	**-**
Cash flows from financing activities		
Net cash provided by financing activities	**-**	**-**
Change in cash and cash equivalents in the Year	**(655,109)**	**16,651**
Cash and cash equivalents at the beginning of the Year	**1,613,828**	*1,597,177*
Cash and cash equivalents at the end of the Year	**958,719**	*1,613,828*

The notes on pages 17 to 30 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

1. General information

Media Diversity is a private company limited by guarantee incorporated in England and Wales. The registered office is 85-87 Bayham Street, London, NW1 0AG.

The members of the company are the Trustees named on page 1. In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the company.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Media Diversity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

2.2 Going concern

At the time of approving the accounts, the trustees have reasonable expectation that the charity has adequate resources to continue in operational existence for the forseeable future. Despite the impact of COVID-19, the charity continues to generate income and plans on continuing business as normal following the gradual return to operations after the national lockdown period. On this basis, the trustees continue to adopt the going concern basis of accounting in preparing the accounts.

2.3 Income

All income is recognised once the company has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Income from grants is recognised when the charity has entitlements to the funds, any performance conditions attached to the grants have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably..

Other income includes reimbursed expenses and rental income which are recognised in the period in which it is receivable.

2. Accounting policies (continued)

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is acounted for on an accrual basis and has been classified under headings that aggregate all costs related to that category.Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of the resources.Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities. Support costs include governance costs incurred directly in support of expenditure and administration of the company in connection for compliance with constitutional and statutory requirements.

Expenditure on raising funds includes all expenditure incurred by the company to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the company's objectives, as well as any associated support costs.

2.5 Tangible fixed assets and depreciation

Tangible fixed assets costing £NIL or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, .

Depreciation is provided on the following bases:

Plant and machinery	- 25% reducing balance
Fixtures and fittings	- 25% reducing balance

2.6 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.7 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2. Accounting policies (continued)

2.8 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the company anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

2.9 Financial instruments

The company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.10 Pensions

The company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the company to the fund in respect of the Year.

2.11 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the company and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

3. Income from donations and legacies

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Grants	71,811	840,777	**912,588**	*1,535,908*
Total 2022	*532,752*	*1,003,156*	*1,535,908*	

4. Investment income

	Unrestricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Bank interest	187	**187**	*89*
Total 2022	*89*	*89*	

5. Other incoming resources

	Unrestricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Other operating income	297	**297**	*9,238*
Total 2022	*9,238*	*9,238*	

6. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Consultation costs	72,533	84,355	**156,888**	*111,597*
Total 2022	*111,597*	-	*111,597*	

7. Analysis of expenditure by activities

	Activities undertaken directly 2023 £	Support costs 2023 £	Total funds 2023 £	*Total funds 2022 £*
Training workshops and conferences	499,157	426,873	**926,030**	*1,412,440*
Total 2022	*1,092,375*	*320,065*	*1,412,440*	

Analysis of direct costs

	Total funds 2023 £	*Total funds 2022 £*
Project expenses	**499,157**	*1,092,375*

7. Analysis of expenditure by activities (continued)

Analysis of support costs

	Activities 2023 £	Total funds 2023 £	*Total funds 2022 £*
Staff costs	263,446	**263,446**	*258,643*
Depreciation	910	**910**	*885*
Audit fees	3,000	**3,000**	*2,500*
Rental expense	17,326	**17,326**	*9,645*
Consultancy fees	3,510	**3,510**	*4,707*
IT Costs	9,943	**9,943**	*2,094*
Finance costs	3,341	**3,341**	*2,912*
Office costs	113,920	**113,920**	*97,423*
Exchange differences	11,477	**11,477**	*(58,744)*
	426,873	**426,873**	*320,065*
Total 2022	*320,065*	*320,065*	

8. Auditors' remuneration

	2023 £	*2022 £*
Fees payable to the company's auditor for the audit of the company's annual accounts	**3,000**	*2,500*

9. Staff costs

	2023 £	*2022 £*
Wages and salaries	**234,921**	*229,822*
Social security costs	**25,088**	*25,211*
Contribution to defined contribution pension schemes	**3,437**	*3,610*
	263,446	*258,643*

9. Staff costs (continued)

The average number of persons employed by the company during the Year was as follows:

	2023 No.	*2022* *No.*
Executive Director and Co-ordinator	1	*1*
Project Manager	1	*1*
Fundraising and charitable activities	4	*4*
	6	*6*

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2023 No.	*2022* *No.*
In the band £90,001 - £100,000	1	*1*

10. Trustees' remuneration and expenses

During the Year, no Trustees received any remuneration or other benefits *(2022 - £NIL)*.

During the Year ended 31 December 2023, no Trustee expenses have been incurred *(2022 - £NIL)*.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

11. Tangible fixed assets

	Plant and machinery £	Fixtures and fittings £	Total £
Cost or valuation			
At 1 January 2023	**2,305**	**9,186**	**11,491**
At 31 December 2023	**2,305**	**9,186**	**11,491**
Depreciation			
At 1 January 2023	**2,139**	**6,699**	**8,838**
Charge for the Year	**42**	**868**	**910**
At 31 December 2023	**2,181**	**7,567**	**9,748**
Net book value			
At 31 December 2023	**124**	**1,619**	**1,743**
At 31 December 2022	*166*	*2,487*	*2,653*

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

12. Debtors

	2023 £	2022 £
Due within one year		
Other debtors	**601,638**	*79,315*
Prepayments and accrued income	**3,723**	*5,764*
	605,361	*85,079*

13. Creditors: Amounts falling due within one year

	2023 £	2022 £
Other taxation and social security	**11,887**	*15,028*
Other creditors	**82,541**	*46,833*
Accruals and deferred income	**6,929**	*5,387*
	101,357	*67,248*

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

14. Statement of funds

Statement of funds - current Year

	Balance at 1 January 2023 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 December 2023 £
Unrestricted funds					
General Funds	1,083,104	72,295	(272,861)	307,338	1,189,876
Restricted funds					
European Union	307,296	329,709	(408,090)	(128,810)	100,105
US State Department	233,619	511,068	(401,967)	(168,235)	174,485
Others	10,293	-	-	(10,293)	-
	551,208	840,777	(810,057)	(307,338)	274,590
Total of funds	1,634,312	913,072	(1,082,918)	-	1,464,466

14. Statement of funds (continued)

Statement of funds - prior Year

	Balance at 1 January 2022 £	*Income* £	*Expenditure* £	*Transfers in/out* £	*Balance at 31 December 2022* £
Unrestricted funds					
General Funds	*954,993*	*542,079*	*(834,586)*	*420,618*	*1,083,104*
Restricted funds					
European Union	*552,962*	*384,036*	*(439,633)*	*(190,069)*	*307,296*
US State Department	*94,866*	*619,120*	*(249,818)*	*(230,549)*	*233,619*
Others	*10,293*	-	-	-	*10,293*
	658,121	*1,003,156*	*(689,451)*	*(420,618)*	*551,208*
Total of funds	*1,613,114*	*1,545,235*	*(1,524,037)*	-	*1,634,312*

15. Summary of funds

Summary of funds - current Year

	Balance at 1 January 2023 £	**Income** £	**Expenditure** £	**Transfers in/out** £	**Balance at 31 December 2023** £
General funds	**1,083,104**	**72,295**	**(272,861)**	**307,338**	**1,189,876**
Restricted funds	**551,208**	**840,777**	**(810,057)**	**(307,338)**	**274,590**
	1,634,312	**913,072**	**(1,082,918)**	-	**1,464,466**

15. Summary of funds (continued)

Summary of funds - prior Year

	Balance at 1 January 2022 £	*Income* £	*Expenditure* £	*Transfers in/out* £	*Balance at 31 December 2022* £
General funds	*954,993*	*542,079*	*(834,586)*	*420,618*	*1,083,104*
Restricted funds	*658,121*	*1,003,156*	*(689,451)*	*(420,618)*	*551,208*
	1,613,114	*1,545,235*	*(1,524,037)*	-	*1,634,312*

16. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2023 £	**Restricted funds 2023** £	**Total funds 2023** £
Tangible fixed assets	1,743	-	**1,743**
Current assets	1,289,490	274,590	**1,564,080**
Creditors due within one year	(101,357)	-	**(101,357)**
Total	1,189,876	274,590	**1,464,466**

Analysis of net assets between funds - prior year

	Unrestricted funds 2022 £	*Restricted funds 2022* £	*Total funds 2022* £
Tangible fixed assets	*2,653*	-	*2,653*
Current assets	*1,147,699*	*551,208*	*1,698,907*
Creditors due within one year	*(67,248)*	-	*(67,248)*
Total	*1,083,104*	*551,208*	*1,634,312*

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

17. Reconciliation of net movement in funds to net cash flow from operating activities

	2023 £	2022 £
Net income/expenditure for the year (as per Statement of Financial Activities)	(169,846)	21,198
Adjustments for:		
Depreciation charges	910	885
Increase in debtors	(522,323)	(44,106)
Increase in creditors	36,150	38,674
Net cash provided by/(used in) operating activities	(655,109)	16,651

18. Analysis of cash and cash equivalents

	2023 £	2022 £
Cash in hand	958,719	1,613,828
Total cash and cash equivalents	958,719	1,613,828

19. Analysis of changes in net debt

	At 1 January 2020 £	Cash flows £	At 31 December 2020 £
Cash at bank and in hand	1,613,828	(655,109)	958,719
	1,613,828	(655,109)	958,719

20. Contingent liabilities

The accounts do not include any provision in respect of a rent review increase claimed by MDI's previous landlord, which was challenged by MDI and remains unresolved.

The company is also waiting for the outcome of a fraud investigation where funds remitted were not received by the associated partner.

21. Pension commitments

"The company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to £3,437 (2022: £3,610) were payable to the fund.

22. Operating lease commitments

The company had no commitments under non-cancellable operating leases at 31 December 2023.

23. Related party transactions

	2023 £	*2022* *£*
MDI Global	**(10,216)**	*5,323*
	(10,216)	*5,323*

24. Controlling party

The charity is under the control of its trustees.

MEDIA DIVERSITY

England & Wales - Charity number 1110263

Accounts

Registered number: 04886768
Charity number: 1110263

MEDIA DIVERSITY

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2022

MEDIA DIVERSITY

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REFERENCE AND ADMINISTRATIVE DETAILS OF THE COMPANY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 DECEMBER 2022

Trustees	Julian Blake, Trustee Paresh Solanki, Trustee Joy Francis, Trustee (resigned 30 September 2022) Christina Pribichevich - Zoric, Trustee
Company registered number	04886768
Charity registered number	1110263
Registered office	85-87 Bayham Street London NW1 0AG
Company secretary	Julian Blake
Chief executive officer	Milica Pesic
Independent auditors	Desaur LLP Chartered Certified Accountants Statutory Auditor CEME Campus Marsh Way Rainham Essex RM13 8EU
Bankers	Barclay Bank Plc 15 Great Portland Street London W1W 8QA

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2022

The Trustees present their annual report together with the audited financial statements of the company for the 1 January 2022 to 31 December 2022. The Annual Report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual Report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the company qualifies as small under section 382 of the Companies Act 2006, the Strategic Report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

Welcome to our 2022 Annual Report. The Media Diversity Institute (MDI; official name Media Diversity) is a charity that works internationally to encourage accurate and nuanced reporting on race, religion, ethnicity, class, disability, gender, and sexual identity issues in media landscapes around the world. While our work is grounded in the principles of freedom of expression and the values of diversity and inclusion, our day-to-day work focuses on cultivating practical skills to combat negative stereotypes and disinformation and to improve media and information literacy.

Objectives and activities

a. Policies and objectives

The policies adopted in the furtherance of objectives are to provide the education and training of persons who are or who may be engaged in such conflict or potential conflict environments through the activities of the media or otherwise. In addition, the charity advances the education of the public through research, monitoring and analysing the causes and effects of such conflicts, the best means of promoting their prevention,management, amelioration and resolution and the best means of educating and training persons in relation thereto and disseminating the useful results of such research, monitoring and analysis. There have been no changes in the year.

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

Objectives and activities (continued)

b. Our Key challenges and highlights

The year 2022 was marked by several challenges and highlights. The main challenge was of a programmatic nature: the further growth of populism, nativism, the far-right, antisemitism, Islamophobia, and, related to all of these, expanding conservativism and conspiracy theories massively shared by, primarily, social media. And while in previous years the worsening media ecosystem caused by the above-mentioned challenges made MDI's work more relevant and MDI more sought after as an implementer of programmes dealing with these challenges, in 2022 we had to fight for the clarification of the basic terms we use, such as diversity which was linked to the woke movement, one of the far-right's targets.

After two years of working remotely due to the pandemic we opted for a new modus operandi: a combination of remote and office work which led to renting a new office space.

We are pleased that the results of the Governance Review which lasted for 9 months were satisfactory. Its main outcomes: revised MDI policies put together into an updated MDI Staff Handbook; adjusted employment contracts, and a decision to recruit new Trustees in 2023. The MDI Board and the Executives looked into the following MDI work:

- Personnel
- Finance
- Board Governance and delegation and Executive Management
- International Offices
- Personnel Consultation
- Finalisation of Governance Review

The year also marked a return to the Middle East and North Africa, with a 36-month programme funded by the US State Department.

In 2022, the eleventh generation of students from across the world enrolled in the **Diversity and the Media MA Course** at the University of Westminster. It was the year when, together with the University of Westminster, we also marked the MA course's 10th Anniversary, which, due to the pandemic was moved from 2021 to 2022.

Support was provided to our new Deputy Executive Director, who joined MDI on March 1, 2022.

The year 2022 was also devoted to the following activities:

a) The continual implementation, finalisation, and setting up of new programmes.

b) Preparations for and co-hosting of the Diversity and the Media MA Course's 10th Anniversary.

c) The financial solidification of MDI in 2022 and beyond. In total, 16 applications were submitted to various donors. Most of them were related to the countries and regions where MDI has already been operating.

d) Raising the profile of MDI in the UK and abroad.

Objectives and activities (continued)

c. Fundraising and implementation of the grants

In 2022, a total of 3 grants were obtained, one of which, **SALAM ONLINE** (36 months; US$1m) came from the US State Department, while the other two - **Erasmus** and **CoachMIL** - came from the EC to MDI WB.

With the existing funding obtained before 2022, MDI's annual turnover in this given year was £1,545,235 (2021 - £2,167,631).

Listed below are projects whose implementation began in earlier years, but continued throughout 2022, as well as projects whose implementation started in 2022:

a) Implementing Phase 4 of the '**Get the Trolls Out**' project, 2021-2023.

b) Finalising the '**Media Literacy**' programme in China, 2018-2022.

c) Finalising the implementation of the '**MLADI**' project in Serbia, 2019-2022.

d) Implementing and finalising the **GERIS** project, 2020-2022.

e) Implementing the **RDN2.0** project, 2020-2024.

f) Implementing the **Inclusive Media, Cohesive Society** project, Lebanon, 2020-2023.

g) Implementing the '**Get the Trolls Out!' Sri Lanka** project, 2020-2023.

h) Implementing the **MEDIADELCOM** project, 2021-2024.

i) Implementing the **MAGIC** project, 2021-2023.

j) Implementing the **COVINFORM** project, 2021-2024.

k) Setting up and implementing the **SALAM ONLINE** project, 2022-2005.

l) Co-running an **MA in Diversity and the Media** at the University of Westminster.

Objectives and activities (continued)

d. MDI'S Challenges in 2022

The following challenges were faced in 2022:

- Support for our Brussels-based sister organisation, Media Diversity Institute Global (MDIG), so it becomes as financially stable as possible, with the aim of having enough funds to hire a full-time Head of Operations.

- Applying for the **Negotiated Indirect Cost Rate Agreement (NICRA)**. At the invitation of the US State Department, one of the MDI funders, we applied for NICRA – the indirect cost rate to be negotiated between the US State Department and a Grantee's organisation which reflects the indirect costs (facilities and administrative costs) and fringe benefit expenses incurred by the organisation. This complex and time-consuming process started in September 2022 to be finished in the following year.

- Continuation of the EC's programmatic and financial auditing of the EC-funded MDI Reporting Diversity Network 2.0 programme. Another complex and time-consuming job needing the engagement of three of the MDI team members and continued into the following year.

e. Management Decisions

Several personnel changes occurred this year.
For the first time in MDI history, it hired a Deputy Executive Director, who started on March 1, 2022. Her major role was to help MDI on a programmatic level and assist with updating MDI staff-related policies.

Also, for the first time in its history, MDI organised an away day. It was MDI's way of celebrating the end of the pandemic with the team but also for team bonding between new and old staff. The experience was so positive for all team members, and for the MDI Executives who attended, that, if possible, we the plan to organise an away day every year, particularly if NICRA is obtained.

The Head of Operations at MDI Global left MDI due to the lack of funds to offer him a full-time job. However, we plan to bring him back as soon as MDIG's financial situation improves.

Objectives and activities (continued)

f. Raising the profile of MDI in the UK and abroad

Representatives of MDI were invited to join several high-level events, as speakers, trainers, jurors, or contributors. Some of the most important events attended were the following:

a) Asia-Pacific Institute for Broadcasting Development's Conference on Inclusive and Gender-sensitive Reporting, 23- 26 MAY 2022, KUALA LUMPUR, MALAYSIA. Speaker.

b) European Commission's EDMO Conference, 13 – 14 June 2022. Brussels. Speaker.

c) Egypt Media Forum, November 27-28, Cairo. Speaker.

d) Fetisov Journalism Award, Juror.

e) International Ministerial Conference on Religious Freedom, July 5-6, London. Contributor.

f) KAICIID'S European Dialogue International Conference, November 9-10, Barcelona. Moderator.

g) KAICIID's Religion and civil society workshop. June 28-30, Stockholm. Speaker.

h) British Parliament, BELLWETHER INTERNATIONAL RELIGIOUS FREEDOM AND MEDIA GALA, October 27, London. Invitee.

i) International Journalism Festival, April 6-10. Perugia. MDI Panel.

j) EJTA Annual Conference, November 7-8. Poznan. Keynote speaker.

k) SEMO Annual Journalism Conference, November 14-18, Sarajevo. Speaker.

l) South Korean Press Foundation Annual Conference, November 9-11. Online. Speaker.

m) WJEC Conference, June 30. Online. Two panels by MDI.

Achievements and performance

a. Main achievements of the company

The Charity's acheivements and performance are fully detailed in the section above.

b. Review of activities

The Statement of Financial Activities shows grants received of £1,535,908 (2021: £2,163,706) and expenditure of £1,524,037 (2021: £1,497,300). This has resulted in a net surplus of £21,198 (2021: £670,331) after taking into account the amounts received as investment and other income. It is the policy of the charity that funds are sought well in advance of its activities in order to ensure that it will be able to continue the charity's current objectives while consideration is given to ways in which additional funds may be raised.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

Financial review

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

b. Reserves policy

The Trustees have examined the charity's requirements for reserves needed to meet the working capital requirements of the charity and they are confident that the charity is able to continue the current charitable activities.

Structure, governance and management

a. Constitution

Media Diversity is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association.

b. Methods of appointment or election of Trustees

The management of the company is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association.

c. Financial risk management

The Trustees have assessed the major risks to which the company is exposed, in particular those related to the operations and finances of the company, and are satisfied that systems and procedures are in place to mitigate exposure to the major risks.

Plans for future periods

Key 2023 Objectives:

a) Organising MDI's 25th anniversary

b) Publishing a book about MDI's first 25 years

c) Making full use of NICRA

d) Development of MDI's 5-year Development Strategy

e) Development of MDI's 5-year Communication Strategy

f) Further support to MDI Global and MDI WB

g) Continuation of efforts to return to the South Caucasus

h) The search for a Communications Director

i) Building contacts within the FCDO

Members' liability

The Members of the company guarantee to contribute an amount not exceeding £1 to the assets of the company in the event of winding up.

Statement of Trustees' responsibilities

The Trustees (who are also the directors of the company for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

Disclosure of information to auditors

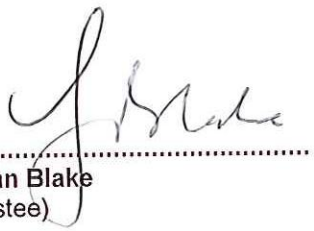
Each of the persons who are Trustees at the time when this Trustees' Report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Auditors

The auditors, Desaur LLP, have indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditors at a meeting of the Trustees.

Approved by order of the members of the board of Trustees on 22 September 2023 and signed on their behalf by:



.....

Julian Blake
(Trustee)

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MEDIA DIVERSITY

Opinion

We have audited the financial statements of Media Diversity (the 'charitable company') for the Year ended 31 December 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2022 and of its incoming resources and application of resources, including its income and expenditure for the Year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Annual Report other than the financial statements and our Auditors' Report thereon. The Trustees are responsible for the other information contained within the Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Trustees' Report is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MEDIA DIVERSITY (CONTINUED)

Auditors' responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the company and industry, we identified the principal risks of non-compliance with laws and regulations. We also considered those laws and regulations that have both a direct and non-direct impact on the financial statements.

Audit procedures performed included:

- Enquiring with management including consideration of known or suspected instances of non- compliance with laws and regulation and fraud.
- Identifying and testing journal entries, in particular any journal entries posted with unusual account combinations.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.



Desaur LLP
Chartered Certified Accountants
Statutory Auditor
CEME Campus
Marsh Way
Rainham
Essex
RM13 8EU

22 September 2023

Desaur LLP are eligible to act as auditors in terms of section 1212 of the Companies Act 2006.

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 DECEMBER 2022

	Note	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Income from:					
Donations and legacies	3	**532,752**	**1,003,156**	**1,535,908**	*2,163,706*
Investments	4	**89**	**-**	**89**	*361*
Other income	5	**9,238**	**-**	**9,238**	*3,564*
Total income		**542,079**	**1,003,156**	**1,545,235**	*2,167,631*
Expenditure on:					
Raising funds	6	**111,597**	**-**	**111,597**	*43,435*
Charitable activities		**722,989**	**689,451**	**1,412,440**	*1,453,865*
Total expenditure		**834,586**	**689,451**	**1,524,037**	*1,497,300*
Net (expenditure)/income		**(292,507)**	**313,705**	**21,198**	*670,331*
Transfers between funds	14	**420,618**	**(420,618)**	**-**	-
Net movement in funds		**128,111**	**(106,913)**	**21,198**	*670,331*
Reconciliation of funds:					
Total funds brought forward		**954,993**	**658,121**	**1,613,114**	*942,783*
Net movement in funds		**128,111**	**(106,913)**	**21,198**	*670,331*
Total funds carried forward		**1,083,104**	**551,208**	**1,634,312**	*1,613,114*

The Statement of Financial Activities includes all gains and losses recognised in the Year.

The notes on pages 18 to 31 form part of these financial statements.

MEDIA DIVERSITY
REGISTERED NUMBER: 04886768

BALANCE SHEET
AS AT 31 DECEMBER 2022

	Note		2022 £		2021 £
Fixed assets					
Tangible assets	11		2,653		635
			2,653		635
Current assets					
Debtors	12	85,079		35,209	
Cash at bank and in hand		1,613,828		1,597,177	
		1,698,907		1,632,386	
Creditors: amounts falling due within one year	13	(67,248)		(19,907)	
Net current assets			1,631,659		1,612,479
Total assets less current liabilities			1,634,312		1,613,114
Net assets excluding pension asset			1,634,312		1,613,114
Total net assets			1,634,312		1,613,114
Charity funds					
Restricted funds	14		551,208		658,121
Unrestricted funds	14		1,083,104		954,993
Total funds			1,634,312		1,613,114

The entity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the entity to obtain an audit for the Year in question in accordance with section 476 of the Companies Act 2006.

However, an audit is required in accordance with section 144 of the Charities Act 2011.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2022

The financial statements were approved and authorised for issue by the Trustees on 22 September 2023 and signed on their behalf by:



.....

Julian Blake
(Trustee)

The notes on pages 18 to 31 form part of these financial statements.

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2022

	2022 £	2021 £
Cash flows from operating activities		
Net cash used in operating activities	**16,651**	*545,393*
Cash flows from investing activities		
Net cash provided by investing activities	**-**	**-**
Cash flows from financing activities		
Net cash provided by financing activities	**-**	**-**
Change in cash and cash equivalents in the Year	**16,651**	**545,393**
Cash and cash equivalents at the beginning of the Year	**1,597,177**	*1,051,784*
Cash and cash equivalents at the end of the Year	**1,613,828**	*1,597,177*

The notes on pages 18 to 31 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

1. General information

Media Diversity is a private company limited by guarantee incorporated in England and Wales. The registered office is 85-87 Bayham Street, London, NW1 0AG.

The members of the company are the Trustees named on page 1. In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the company.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Media Diversity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

2.2 Going concern

At the time of approving the accounts, the trustees have reasonable expectation that the charity has adequate resources to continue in operational existence for the forseeable future. Despite the impact of COVID-19, the charity continues to generate income and plans on continuing business as normal following the gradual return to operations after the national lockdown period. On this basis, the trustees continue to adopt the going concern basis of accounting in preparing the accounts.

2.3 Income

All income is recognised once the company has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Income from grants is recognised when the charity has entitlements to the funds, any performance conditions attached to the grants have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably..

Other income includes reimbursed expenses and rental income which are recognised in the period in which it is receivable.

2. Accounting policies (continued)

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is acounted for on an accrual basis and has been classified under headings that aggregate all costs related to that category.Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of the resources.Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities. Support costs include governance costs incurred directly in support of expenditure and administration of the company in connection for compliance with constitutional and statutory requirements.

Expenditure on raising funds includes all expenditure incurred by the company to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the company's objectives, as well as any associated support costs.

2.5 Tangible fixed assets and depreciation

Tangible fixed assets costing £NIL or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, .

Depreciation is provided on the following bases:

Plant and machinery	- 25% reducing balance
Fixtures and fittings	- 25% reducing balance

2.6 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.7 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2. Accounting policies (continued)

2.8 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the company anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

2.9 Financial instruments

The company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.10 Pensions

The company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the company to the fund in respect of the Year.

2.11 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the company and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

3. Income from donations and legacies

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Grants	532,752	1,003,156	**1,535,908**	*2,163,706*
Total 2021	*773,627*	*1,390,079*	*2,163,706*	

4. Investment income

	Unrestricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Bank interest	89	**89**	*361*
Total 2021	*361*	*361*	

5. Other incoming resources

	Unrestricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Other operating income	9,238	**9,238**	*3,564*
Total 2021	*3,564*	*3,564*	

6. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2022 £	Total funds 2022 £	*Total funds 2021 £*
Consultation costs	111,597	**111,597**	*43,435*
Total 2021	*43,435*	*43,435*	

7. Analysis of expenditure by activities

	Activities undertaken directly 2022 £	Support costs 2022 £	Total funds 2022 £	*Total funds 2021 £*
Training workshops and conferences	1,092,375	320,065	**1,412,440**	*1,453,865*
Total 2021	*1,045,974*	*407,891*	*1,453,865*	

Analysis of direct costs

	Total funds 2022 £	*Total funds 2021 £*
Project expenses	**1,092,375**	*1,045,974*

7. Analysis of expenditure by activities (continued)

Analysis of support costs

	Activities 2022 £	Total funds 2022 £	*Total funds 2021 £*
Staff costs	258,643	**258,643**	*241,270*
Depreciation	885	**885**	*211*
Audit fees	2,500	**2,500**	*2,500*
Rental expense	9,645	**9,645**	*3,072*
Consultancy fees	4,707	**4,707**	*3,227*
IT Costs	2,094	**2,094**	*4,027*
Finance costs	2,912	**2,912**	*3,567*
Office costs	97,423	**97,423**	*112,201*
Exchange differences	(58,744)	**(58,744)**	*37,816*
	320,065	**320,065**	*407,891*
Total 2021	*407,891*	*407,891*	

8. Auditors' remuneration

	2022 £	*2021 £*
Fees payable to the company's auditor for the audit of the company's annual accounts	**2,500**	*2,500*

9. Staff costs

	2022 £	*2021 £*
Wages and salaries	**229,822**	*219,227*
Social security costs	**25,211**	*19,027*
Contribution to defined contribution pension schemes	**3,610**	*3,016*
	258,643	*241,270*

9. Staff costs (continued)

The average number of persons employed by the company during the Year was as follows:

	2022 No.	*2021* *No.*
Executive Director and Co-ordinator	1	*1*
Project Manager	1	*1*
Fundraising and charitable activities	4	*2*
	6	*4*

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2022 No.	*2021* *No.*
In the band £60,001 - £70,000	-	*1*
In the band £90,001 - £100,000	1	-

10. Trustees' remuneration and expenses

During the Year, no Trustees received any remuneration or other benefits *(2021 - £NIL)*.

During the Year ended 31 December 2022, no Trustee expenses have been incurred *(2021 - £NIL)*.

11. Tangible fixed assets

	Plant and machinery £	Fixtures and fittings £	Total £
Cost or valuation			
At 1 January 2022	2,305	6,283	8,588
Additions	-	2,903	2,903
At 31 December 2022	2,305	9,186	11,491
Depreciation			
At 1 January 2022	2,084	5,869	7,953
Charge for the Year	55	830	885
At 31 December 2022	2,139	6,699	8,838
Net book value			
At 31 December 2022	166	2,487	2,653
At 31 December 2021	*221*	*414*	*635*

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

12. Debtors

	2022 £	2021 £
Due within one year		
Other debtors	79,315	35,209
Prepayments and accrued income	5,764	-
	85,079	35,209

13. Creditors: Amounts falling due within one year

	2022 £	2021 £
Other taxation and social security	15,028	4,834
Other creditors	46,833	5,102
Accruals and deferred income	5,387	9,971
	67,248	19,907

14. Statement of funds

Statement of funds - current Year

	Balance at 1 January 2022 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 December 2022 £
Unrestricted funds					
General Funds	954,993	542,079	(834,586)	420,618	1,083,104
Restricted funds					
European Union	552,962	384,036	(439,633)	(190,069)	307,296
ICFJ - Infotainment	-	-	-	-	-
US State Department	94,866	619,120	(249,818)	(230,549)	233,619
Others	10,293	-	-	-	10,293
	658,121	1,003,156	(689,451)	(420,618)	551,208
Total of funds	1,613,114	1,545,235	(1,524,037)	-	1,634,312

14. Statement of funds (continued)

Statement of funds - prior Year

	Balance at 1 January 2021 £	*Income* £	*Expenditure* £	*Transfers in/out* £	*Balance at 31 December 2021* £
Unrestricted funds					
General Funds	*599,298*	*777,552*	*(951,807)*	*529,950*	*954,993*
Restricted funds					
European Union	*363,911*	*437,761*	*(128,924)*	*(119,786)*	*552,962*
ICFJ - Infotainment	*(30,719)*	*42,982*	*(32,512)*	*20,249*	-
US State Department	-	*909,336*	*(384,057)*	*(430,413)*	*94,866*
Others	*10,293*	-	-	-	*10,293*
	343,485	*1,390,079*	*(545,493)*	*(529,950)*	*658,121*
Total of funds	*942,783*	*2,167,631*	*(1,497,300)*	-	*1,613,114*

15. Summary of funds

Summary of funds - current Year

	Balance at 1 January 2022 £	**Income** £	**Expenditure** £	**Transfers in/out** £	**Balance at 31 December 2022** £
General funds	**954,993**	**542,079**	**(834,586)**	**420,618**	**1,083,104**
Restricted funds	**658,121**	**1,003,156**	**(689,451)**	**(420,618)**	**551,208**
	1,613,114	**1,545,235**	**(1,524,037)**	**-**	**1,634,312**

15. Summary of funds (continued)

Summary of funds - prior Year

	Balance at 1 January 2021 £	*Income* £	*Expenditure* £	*Transfers in/out* £	*Balance at 31 December 2021* £
General funds	*599,298*	*777,552*	*(951,807)*	*529,950*	*954,993*
Restricted funds	*343,485*	*1,390,079*	*(545,493)*	*(529,950)*	*658,121*
	942,783	*2,167,631*	*(1,497,300)*	-	*1,613,114*

16. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2022 £	**Restricted funds 2022** £	**Total funds 2022** £
Tangible fixed assets	2,653	-	**2,653**
Current assets	1,147,699	551,208	**1,698,907**
Creditors due within one year	(67,248)	-	**(67,248)**
Total	1,083,104	551,208	**1,634,312**

Analysis of net assets between funds - prior year

	Unrestricted funds 2021 £	*Restricted funds 2021* £	*Total funds 2021* £
Tangible fixed assets	*635*	-	*635*
Current assets	*974,265*	*658,121*	*1,632,386*
Creditors due within one year	*(19,907)*	-	*(19,907)*
Total	*954,993*	*658,121*	*1,613,114*

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022

17. Reconciliation of net movement in funds to net cash flow from operating activities

	2022 £	*2021 £*
Net income for the year (as per Statement of Financial Activities)	**21,198**	*670,331*
Adjustments for:		
Depreciation charges	**885**	*211*
Increase in debtors	**(44,106)**	*(12,596)*
Increase/(decrease) in creditors	**38,674**	*(112,553)*
Net cash provided by operating activities	**16,651**	*545,393*

18. Analysis of cash and cash equivalents

	2022 £	*2021 £*
Cash in hand	**1,613,828**	*1,597,177*
Total cash and cash equivalents	**1,613,828**	*1,597,177*

19. Analysis of changes in net debt

	At 1 January 2020 £	Cash flows £	At 31 December 2020 £
Cash at bank and in hand	**1,597,177**	**16,651**	**1,613,828**
	1,597,177	**16,651**	**1,613,828**

20. Contingent liabilities

The accounts do not include any provision in respect of a rent review increase claimed by MDI's previous landlord, which was challenged by MDI and remains unresolved.

The company is also waiting for the outcome of a fraud investigation where funds remitted were not received by the associated partner.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022

21. Pension commitments

"The company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to £3,610 (2021: £3,016) were payable to the fund. At the balance sheet date the amount payable was £nil (2021: £511) and is included in creditors.

22. Operating lease commitments

The company had no commitments under non-cancellable operating leases at 31 December 2022.

23. Related party transactions

	2020 £	*2021* *£*
MDI Global	**35,269**	*35,209*
	35,269	*35,209*

24. Controlling party

The charity is under the control of its trustees.

MEDIA DIVERSITY

England & Wales - Charity number 1110263

Accounts

Registered number: 04886768
Charity number: 1110263

MEDIA DIVERSITY

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

MEDIA DIVERSITY

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MEDIA DIVERSITY

REFERENCE AND ADMINISTRATIVE DETAILS OF THE COMPANY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 DECEMBER 2021

Trustees	Julian Blake, Trustee Paresh Solanki, Trustee Joy Francis, Trustee Christina Pribichevich - Zoric, Trustee
Company registered number	04886768
Charity registered number	1110263
Registered office	85-87 Bayham Street London NW1 0AG
Company secretary	Julian Blake
Chief executive officer	Milica Pesic
Independent auditors	Desaur LLP Chartered Certified Accountants Statutory Auditor CEME Campus Marsh Way Rainham Essex RM13 8EU
Bankers	Barclay Bank Plc 15 Great Portland Street London W1W 8QA

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2021

The Trustees present their annual report together with the audited financial statements of the company for the 1 January 2021 to 31 December 2021. The Annual Report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual Report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the company qualifies as small under section 382 of the Companies Act 2006, the Strategic Report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

The Media Diversity Institute (MDI) – its official name being Media Diversity - is a charity which works internationally to encourage accurate and nuanced reporting on race, religion, ethnic, class, disability, gender and sexual identity issues in media landscapes around the world. While our work is grounded in the principles of freedom of expression and the values of diversity and inclusion, our day-to-day work focuses on cultivating practical skills to combat negative stereotypes and disinformation and to improve media and information literacy.

Objectives and activities

a. Policies and objectives

The policies adopted in the furtherance of objectives are to provide the education and training of persons who are or who may be engaged in such conflict or potential conflict environments through the activities of the media or otherwise. In addition, the charity advances the education of the public through research, monitoring and analysing the causes and effects of such conflicts, the best means of promoting their prevention,management, amelioration and resolution and the best means of educating and training persons in relation thereto and disseminating the useful results of such research, monitoring and analysis. There has been no changes in the year.

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

Objectives and activities (continued)

b. Our Key challenges and highlights

The year 2021 was another pandemic year which meant: a continuation of remote working, organising and hosting MDI events online and offline, and preparation for post-pandemic modus operandi - from deciding on hiring new office space to the recruitment of a Deputy Executive Director.

The pandemic did not negatively impact the implementation of projects. A total of 17 funding applications were submitted by MDI and its sister organisations, MDI Global and MDI Western Balkans. In each case, MDI decided on the activities and partners, as well as providing the know-how and fees for fundraising consultants. Three applications were successful, totalling EUR 8.2m, of which MDI's part was over EUR 500,000.

It was a year when MDI's Board of Trustees had a meeting with the entire MDI team, resulting in the Board's decision to proceed with a Governance Review, aware that MDI had reached the stage when it needed to move from a small organisation to a mid-sized one. All procedures and policies were to be reviewed and updated through a Governance Review, which was to be carried out over 6 – 9 months. As part of the Review, a new Deputy Executive Director was recruited in 2022.

Despite our efforts to return to North Africa and South Caucasus, our three applications for these regions were unsuccessful. The plans to search for a part-time MDI US Head of Operations scheduled for 2021 and to develop the option of linking all MDI sister organisations under a single umbrella of one Board were postponed due to the planned Governance Review.

2021 proved what we had assumed earlier: the post-Brexit worsening of the UK-EU relationship, which further reduced MDI's possibilities for seeking EU funding, pushing MDI to search for other funding opportunities such as the UK Government, the UNDEF, the Dutch Government and the embassies. The biggest challenge in 2021 was the increase of diversity-based discrimination by the media, relating to the pandemic when certain sections of the media held minority communities and/or individuals coming from a minority background responsible for spreading the virus.

Ironically as in 2020, the worsening media ecosystem caused by the challenges made MDI's work even more important as an implementer of programmes dealing with these issues. In addition, MDI had to strengthen our Communications team. For the first time in MDI's history, two more people were recruited onto the team, enabling MDI to cope with a massive amount of negative diversity-related media content across the globe.

In 2021, the eleventh generation of students from across the world enrolled in the **Diversity and the Media MA Course** at the University of Westminster. The marking of its tenth anniversary in **2020, postponed to 2021, to develop an in-person event**, did not materialise. The MDI Communication Team and the University of Westminster jointly decided to move it to 2022.

In summary, the year 2021 was devoted to:

a) The continual implementation, finalisation or setting up of new programmes.

b) The search for a Deputy Executive Director.

c) Preparations for the Diversity and the Media MA Course Anniversary.

d) The further financial solidification of MDI in 2021 and beyond. In total, 17 applications were submitted to various donors: 14 grant applications and 3 tender bids. Most of them were related to the countries and regions where MDI has already been operating.

e) Raising the profile of MDI in the UK and abroad.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

Objectives and activities (continued)

c. Fundraising and implementation of the grants

In 2021, a total of 3 grants were obtained, two of which, MEDIADELCOM (three years; EUR3m) and MAGIC (two years; EUR206,000), came via MDI Global (Brussels) and one, COVINFORM (three years; 5m) came via MDI UK. All three grants were obtained from the EC, and in each MDI is a partner.

With the existing funding obtained before 2021, MDI's annual turnover in this given year was £2,167,631 (2020 - £1,337,811).

Listed below are projects whose implementation began in earlier years, but continued throughout 2021, as well as projects whose implementation started in 2021:

a) Finalising Phase 3 of **'Get the Trolls Out'** September 2016 – January 2021.

b) Finalising the **'Quality Infotainment for Eurasia'** project, 2016-2021.

c) Implementing the **'Media Literacy'** programme in China, 2018-2021, which got another extension due to the political situation in China, with a plan to end it in 2022.

d) Finalizing the **'New Neighbours'** project, 2018-2021.

e) Implementing the **'Open Information Programme'**, 2018-2021, which was given another extension due to Covid.

f) Continuing the implementation of the **'MLADI'** project in Serbia, 2019-2022.

g) Implementing and finalising the **'DeTact'**, run by MDIG, 2019-2021.

h) Implementing and finalising the **'Disinformation and Diversity'** project, Middle East, 2019-2021.

i) Implementing the **GERIS** project, 2020-2022.

j) Implementing the **RDN2.0** project, 2020-2024.

k) Implementing Phase 4 of the **'Get the Trolls Out'** project, 2020-2023.

l) Implementing the **Inclusive Media, Cohesive Society** project, Lebanon, 2020-2023.

m) Implementing the **'Get the Trolls Out!' Sri Lanka** project, 2020-2023.

n) Setting up and running the **MEDIADELCOM** project, 2021-2024.

o) Setting up and running the **MAGIC** project, 2021-2023.

p) Setting up and running the **COVINFORM** project, 2021-2024.

q) Co-running an **MA in Diversity and the Media** at the University of Westminster.

Objectives and activities (continued)

d. MDI'S Challenges in 2021

The following challenges were faced in 2021:

a) **Continuing lack of core funding.** No attempts in this respect were made in the given year, primarily because of the huge amount of work involved in obtaining new grants and implementing current and new projects. This was also due to a plan to have the new Deputy Executive Director work with all MDI sister organisations on a new 5-year strategy which will be a solid basis to go to potential, mainly private donors/ foundations for which strategic plans are among the key criteria for providing funding. In 2021, MDI again had to use its reserves to cover running costs. The reserves came mainly from non-paid overtime and/or the same MDI team members covering several project roles.

b) **Hiring new team members remotely.** In 2021, MDI needed five new team members: a Communication Manager Assistant, a GTTO project assistant, the RDN Social Media Campaigner, a new MDI Global Head of Operations, and the EDD. Interviewing and hiring employees without meeting them in person was slightly easier in this year due to MDI's experience from 2020. But, working with people whom one has never met in person was, and is, a continuing learning process.

e. Management Decisions

In 2021 it became evident that the 2020 choice of a part-time Head of MDI Global was not the most suitable solution for the organisation. This was due to several reasons, including lack of the right contacts at the EC and other Brussels-based policymakers; lack of experience in fundraising; the Belgian lockdown; failure to develop MDIG's Development strategy; and lack of contacts with offline and online advocacy groups, which continued to communicate with and about EC policies. Attempts to include her in other MDI projects in 2021 did not materialise. She resigned in June 2021. The new person was selected among MDI consultants who took over in November 2021.

In the same year, and after working for MDI for three months, the Social Media Campaign Manager in the RDN project (Western Balkans), hired through an open call for applications, resigned without giving us an opportunity to discuss his resignation. As in the case of the MDIG Head, a solution was found within two months among contributors to the MDI Western Balkans.

MDI continued to hire volunteers and interns to help with work on MDI communication platforms, as well as with several projects and research for applications, etc. The main source of this kind of help has been MDI's MA course, as well as academics who serve as MDI curriculum advisers.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

Objectives and activities (continued)

f. Raising the profile of MDI in the UK and abroad

Representatives of MDI were invited to join several high-level events, as speakers, trainers or contributors. Some of the most important events attended were the following:

a) *Arab States Broadcasting Union's* **Media in the time of Covid-19 pandemic** Conference, **online**, January 14.

b) EU'S **RESPONSIBLE REPORTING ON ROMA INCLUSION Conference, online, January 25.**

c) AIBD/IOM's MEDIA **MATTERS: DISPELLING DISINFORMATION ABOUT MIGRANTS AND REFUGEES** Conference, hybrid, March 16 -23.

d) Weekend programme, BBC World Service Radio, 2h, April 4.

e) **UNESCO World Press Freedom Day** Conference, online, April 29-May 3.

f) **JEUNES EUROPEENS FEDERALISTES INTERNET GOVERNANCE** Seminar, Alicante (online), July 9.

g) European Broadcasting Union's EUROVISION **INTERCULTUAL AND DIVERSITY** Conference, Zagreb, July 15.

h) **MEDIENDIENST INTEGRATION NETWORKING** Workshop, Berlin, September 9-10.

i) **TRUST, SECURITY AND PROTECTION OF VULNERABLE GROUPS** Workshop, Youth & Policy Makers Trust, online, September 23.

j) **EU's PSM RADIO, TV AND ONLINE CONTENT FOR ETHNIC MINORITIES IN THE WESTERN BALKANS** Conference, Novi Sad, October 7-8.

k) **ODIHR/KAICIID's** High-Level Dialogue on Social Cohesion Conference, Lisbon, October 19-21.

l) **UNESCO SEE Regional Conference on Media Literacy** GLOBAL MIL WEEK, online, October 21, 2021

m) **Stereotyped Race and Gender: Importance of Media Monitoring,** Bournemouth, online, UK, October 25.

n) **Conference on Migration and Media Awareness,** Hamburg, Germany, October 28-30. Panel **"Youth initiatives in Europe on countering hate speech: good practices and challenges"**, online, November 9, 2021.

o) MAX Event, AEIDL, Brussels, November 25-26.

p) **'Conspiracies of Hate: Antisemitism in Online Anti-Vax Discourse',** Graduate Centre for Europe, University of Birmingham [online], November 30, 2021.

q) Council of Europe's **Intercultural Dialogue in the infodemic era Conference, Lisbon, December 9.**

r) UNESCO Internet Government Conference, December 9.

s) **JEUNES EUROPEENS FEDERALISTES INTERNET GOVERNANCE** Final Conference, Belgium, online, December 8-10.

Objectives and activities (continued)

t) **The EU Investigative Journalism Award** Juror, Montenegro, January – November.

u) **The Fetisov Journalism Awards**: MDI rep as a member of the Expert Council, April – November.

v) **Global Forum for Media Development**, MDI Rep at its Steering Committee, 2021 – on.

Achievements and performance

a. Main achievements of the company

The Charity's acheivements and performance are fully detailed in the section above.

b. Review of activities

The Statement of Financial Activities shows grants received of £2,163,706 (2020: £1,316,209) and expenditure of £1,497,300 (2020: £1,259,630). This has resulted in a net surplus of £670,331 (2020: £78,181) after taking into account the amounts received as investment and other income. It is the policy of the charity that funds are sought well in advance of its activities in order to ensure that it will be able to continue the charity's current objectives while consideration is given to ways in which additional funds may be raised.

Financial review

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

b. Reserves policy

The Trustees have examined the charity's requirements for reserves needed to meet the working capital requirements of the charity and they are confident that the charity is able to continue the current charitable activities.

Structure, governance and management

a. Constitution

Media Diversity is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association.

b. Methods of appointment or election of Trustees

The management of the company is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association.

Structure, governance and management (continued)

c. Financial risk management

The Trustees have assessed the major risks to which the company is exposed, in particular those related to the operations and finances of the company, and are satisfied that systems and procedures are in place to mitigate exposure to the major risks.

Plans for future periods

Key 2022 Objectives:

a) Appointment of Deputy Executive Director

b) Development of MDI's 5-year Development Strategy.

c) Development of MDI's 5-year Communication Strategy.

d) Improvement and development of MDI policies.

e) Further support to MDI Global and MDI WB.

f) Continuation of efforts to return to the regions of North Africa and South Caucasus.

g) The search for and move to new office premises.

h) Applying for the **Negotiated Indirect Cost Rate Agreement** (NICRA) - indirect cost rate to be negotiated between the US State Department and a Grantee's organisation which reflects the indirect costs (facilities and administrative costs) and fringe benefit expenses incurred by the organisation.

Members' liability

The Members of the company guarantee to contribute an amount not exceeding £1 to the assets of the company in the event of winding up.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

Statement of Trustees' responsibilities

The Trustees (who are also the directors of the company for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial . Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditors

Each of the persons who are Trustees at the time when this Trustees' Report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Auditors

The auditors, Desaur LLP, have indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditors at a meeting of the Trustees.

Approved by order of the members of the board of Trustees on 21 September 2022 and signed on their behalf by:



.....
Julian Blake
(Trustee)

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MEDIA DIVERSITY

Opinion

We have audited the financial statements of Media Diversity (the 'charitable company') for the Year ended 31 December 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2021 and of its incoming resources and application of resources, including its income and expenditure for the Year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and the provisions available for small entities, in the circumstances set out in note 25 to the financial statements, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MEDIA DIVERSITY (CONTINUED)

Other information

The other information comprises the information included in the Annual Report other than the financial statements and our Auditors' Report thereon. The Trustees are responsible for the other information contained within the Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Trustees' Report is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the company and industry, we identified the principal risks of non-compliance with laws and regulations. We also considered those laws and regulations that have both a direct and non-direct impact on the financial statements.

Audit procedures performed included:

- Enquiring with management including consideration of known or suspected instances of non- compliance with laws and regulation and fraud.
- Identifying and testing journal entries, in particular any journal entries posted with unusual account combinations.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MEDIA DIVERSITY (CONTINUED)

Desaur LLP
Chartered Certified Accountants
Statutory Auditor
CEME Campus
Marsh Way
Rainham
Essex
RM13 8EU

21 September 2022

Desaur LLP are eligible to act as auditors in terms of section 1212 of the Companies Act 2006.

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 DECEMBER 2021

	Note	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Income from:					
Donations and legacies	3	**773,627**	**1,390,079**	**2,163,706**	*1,316,209*
Investments	4	**361**	**-**	**361**	*1,690*
Other income	5	**3,564**	**-**	**3,564**	*19,912*
Total income		**777,552**	**1,390,079**	**2,167,631**	*1,337,811*
Expenditure on:					
Raising funds	6	**43,435**	**-**	**43,435**	*35,319*
Charitable activities		**908,372**	**545,493**	**1,453,865**	*1,224,311*
Total expenditure		**951,807**	**545,493**	**1,497,300**	*1,259,630*
Net (expenditure)/income		**(174,255)**	**844,586**	**670,331**	*78,181*
Transfers between funds	14	**529,950**	**(529,950)**	**-**	*-*
Net movement in funds		**355,695**	**314,636**	**670,331**	*78,181*
Reconciliation of funds:					
Total funds brought forward		**599,298**	**343,485**	**942,783**	*864,602*
Net movement in funds		**355,695**	**314,636**	**670,331**	*78,181*
Total funds carried forward		**954,993**	**658,121**	**1,613,114**	*942,783*

The Statement of Financial Activities includes all gains and losses recognised in the Year.

The notes on pages 18 to 30 form part of these financial statements.

MEDIA DIVERSITY
REGISTERED NUMBER: 04886768

BALANCE SHEET
AS AT 31 DECEMBER 2021

	Note		2021 £		2020 £
Fixed assets					
Tangible assets	11		**635**		*847*
			635		*847*
Current assets					
Debtors	12	**35,209**		*25,004*	
Cash at bank and in hand		**1,597,177**		*1,051,785*	
		1,632,386		*1,076,789*	
Creditors: amounts falling due within one year	13	**(19,907)**		*(134,853)*	
Net current assets			**1,612,479**		*941,936*
Total assets less current liabilities			**1,613,114**		*942,783*
Net assets excluding pension asset			**1,613,114**		*942,783*
Total net assets			**1,613,114**		*942,783*
Charity funds					
Restricted funds	14		**658,121**		*343,485*
Unrestricted funds	14		**954,993**		*599,298*
Total funds			**1,613,114**		*942,783*

The entity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the entity to obtain an audit for the Year in question in accordance with section 476 of the Companies Act 2006.

However, an audit is required in accordance with section 144 of the Charities Act 2011.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2021

The financial statements were approved and authorised for issue by the Trustees on 21 September 2022 and signed on their behalf by:



.....
Julian Blake
(Trustee)

The notes on pages 18 to 30 form part of these financial statements.

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2021

	2021 £	*2020* *£*
Cash flows from operating activities		
Net cash used in operating activities	**545,393**	*519,989*
Cash flows from investing activities		
Net cash provided by investing activities	**-**	*-*
Cash flows from financing activities		
Net cash provided by financing activities	**-**	*-*
Change in cash and cash equivalents in the Year	**545,393**	**519,989**
Cash and cash equivalents at the beginning of the Year	**1,051,784**	*531,795*
Cash and cash equivalents at the end of the Year	**1,597,177**	*1,051,784*

The notes on pages 18 to 30 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

1. General information

Media Diversity is a private company limited by guarantee incorporated in England and Wales. The registered office is 85-87 Bayham Street, London, NW1 0AG.

The members of the company are the Trustees named on page 1. In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the company.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Media Diversity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

2.2 Going concern

At the time of approving the accounts, the trustees have reasonable expectation that the charity has adequate resources to continue in operational existence for the forseeable future. Despite the impact of COVID-19, the charity continues to generate income and plans on continuing business as normal following the gradual return to operations after the national lockdown period. On this basis, the trustees continue to adopt the going concern basis of accounting in preparing the accounts.

2.3 Income

All income is recognised once the company has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Income from grants is recognised when the charity has entitlements to the funds, any performance conditions attached to the grants have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably..

Other income includes reimbursed expenses and rental income which are recognised in the period in which it is receivable.

2. Accounting policies (continued)

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is acounted for on an accrual basis and has been classified under headings that aggregate all costs related to that category.Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of the resources.Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities. Support costs include governance costs incurred directly in support of expenditure and administration of the company in connection for compliance with constitutional and statutory requirements.

Expenditure on raising funds includes all expenditure incurred by the company to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the company's objectives, as well as any associated support costs.

2.5 Tangible fixed assets and depreciation

Tangible fixed assets costing £NIL or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, .

Depreciation is provided on the following bases:

Plant and machinery	- 25% reducing balance
Fixtures and fittings	- 25% reducing balance

2.6 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.7 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2. Accounting policies (continued)

2.8 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the company anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

2.9 Financial instruments

The company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.10 Pensions

The company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the company to the fund in respect of the Year.

2.11 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the company and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

3. Income from donations and legacies

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Grants	773,627	1,390,079	**2,163,706**	*1,316,209*
Total 2020	*200,887*	*1,115,322*	*1,316,209*	

4. Investment income

	Unrestricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Bank interest	361	**361**	*1,690*
Total 2020	*1,690*	*1,690*	

5. Other incoming resources

	Unrestricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Other operating income	3,564	**3,564**	*19,912*
Total 2020	*19,912*	*19,912*	

6. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2021 £	Total funds 2021 £	*Total funds 2020 £*
Consultation costs	43,435	**43,435**	*35,319*
Total 2020	*35,319*	*35,319*	

7. Analysis of expenditure by activities

	Activities undertaken directly 2021 £	Support costs 2021 £	Total funds 2021 £	*Total funds 2020 £*
Training workshops and conferences	1,045,974	407,891	**1,453,865**	*1,224,311*
Total 2020	*920,577*	*303,734*	*1,224,311*	

Analysis of direct costs

	Total funds 2021 £	*Total funds 2020 £*
Project expenses	**1,045,974**	*920,577*

7. Analysis of expenditure by activities (continued)

Analysis of support costs

	Activities 2021 £	Total funds 2021 £	*Total funds 2020 £*
Staff costs	241,270	**241,270**	*182,740*
Depreciation	211	**211**	*283*
Audit fees	2,500	**2,500**	*2,500*
Rental expense	3,072	**3,072**	*19,045*
Consultancy fees	3,227	**3,227**	*2,167*
IT Costs	4,027	**4,027**	*1,848*
Finance costs	3,567	**3,567**	*2,015*
Office costs	112,201	**112,201**	*52,973*
Exchange differences	37,816	**37,816**	*40,163*
	407,891	**407,891**	*303,734*
Total 2020	*303,734*	*303,734*	

8. Auditors' remuneration

	2021 £	*2020 £*
Fees payable to the company's auditor for the audit of the company's annual accounts	**2,500**	*2,500*

9. Staff costs

	2021 £	*2020 £*
Wages and salaries	**219,227**	*162,050*
Social security costs	**19,027**	*17,861*
Contribution to defined contribution pension schemes	**3,016**	*2,829*
	241,270	*182,740*

9. Staff costs (continued)

The average number of persons employed by the company during the Year was as follows:

	2021 No.	*2020* *No.*
Executive Director and Co-ordinator	**1**	*1*
Project Manager	**1**	*1*
Fundraising and charitable activities	**2**	*2*
	4	*4*

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2021 No.	*2020* *No.*
In the band £60,001 - £70,000	**1**	*1*

10. Trustees' remuneration and expenses

During the Year, no Trustees received any remuneration or other benefits *(2020 - £NIL)*.

During the Year ended 31 December 2021, no Trustee expenses have been incurred *(2020 - £NIL)*.

11. Tangible fixed assets

	Plant and machinery £	Fixtures and fittings £	Total £
Cost or valuation			
At 1 January 2021	**2,305**	**6,283**	**8,588**
At 31 December 2021	**2,305**	**6,283**	**8,588**
Depreciation			
At 1 January 2021	**2,010**	**5,731**	**7,741**
Charge for the Year	**74**	**138**	**212**
At 31 December 2021	**2,084**	**5,869**	**7,953**
Net book value			
At 31 December 2021	**221**	**414**	**635**
At 31 December 2020	*295*	*552*	*847*

12. Debtors

	2021 £	2020 £
Due within one year		
Other debtors	**35,209**	*25,004*
	35,209	*25,004*

13. Creditors: Amounts falling due within one year

	2021 £	2020 £
Other taxation and social security	**4,834**	*6,812*
Other creditors	**5,102**	*511*
Accruals and deferred income	**9,971**	*127,530*
	19,907	*134,853*

14. Statement of funds

Statement of funds - current Year

	Balance at 1 January 2021 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 December 2021 £
Unrestricted funds					
General Funds	599,298	777,552	(951,807)	529,950	954,993
Restricted funds					
European Union	363,911	437,761	(128,924)	(119,786)	552,962
ICFJ - Infotainment	(30,719)	42,982	(32,512)	20,249	-
US State Department	-	909,336	(384,057)	(430,413)	94,866
Others	10,293	-	-	-	10,293
	343,485	1,390,079	(545,493)	(529,950)	658,121
Total of funds	942,783	2,167,631	(1,497,300)	-	1,613,114

14. Statement of funds (continued)

Statement of funds - prior Year

	Balance at 1 January 2020 £	*Income* £	*Expenditure* £	*Transfers in/out* £	*Balance at 31 December 2020* £
Unrestricted funds					
General Funds	*809,580*	*222,489*	*(549,043)*	*116,272*	*599,298*
Restricted funds					
European Union	*68,315*	*712,905*	*(163,430)*	*(253,879)*	*363,911*
ICFJ - Infotainment	*(20,053)*	*195,354*	*(206,020)*	-	*(30,719)*
US State Department	*(4,375)*	*207,063*	*(341,137)*	*138,449*	-
Others	*11,135*	-	-	*(842)*	*10,293*
	55,022	*1,115,322*	*(710,587)*	*(116,272)*	*343,485*
Total of funds	*864,602*	*1,337,811*	*(1,259,630)*	-	*942,783*

15. Summary of funds

Summary of funds - current Year

	Balance at 1 January 2021 £	**Income** £	**Expenditure** £	**Transfers in/out** £	**Balance at 31 December 2021** £
General funds	**599,298**	**777,552**	**(951,807)**	**529,950**	**954,993**
Restricted funds	**343,485**	**1,390,079**	**(545,493)**	**(529,950)**	**658,121**
	942,783	**2,167,631**	**(1,497,300)**	-	**1,613,114**

15. Summary of funds (continued)

Summary of funds - prior Year

	Balance at 1 January 2020 £	*Income* £	*Expenditure* £	*Transfers in/out* £	*Balance at 31 December 2020* £
General funds	*809,580*	*222,489*	*(549,043)*	*116,272*	*599,298*
Restricted funds	*55,022*	*1,115,322*	*(710,587)*	*(116,272)*	*343,485*
	864,602	*1,337,811*	*(1,259,630)*	-	*942,783*

16. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2021 £	**Restricted funds 2021** £	**Total funds 2021** £
Tangible fixed assets	635	-	**635**
Current assets	974,265	658,121	**1,632,386**
Creditors due within one year	(19,907)	-	**(19,907)**
Total	954,993	658,121	**1,613,114**

Analysis of net assets between funds - prior year

	Unrestricted funds 2020 £	*Restricted funds 2020* £	*Total funds 2020* £
Tangible fixed assets	*847*	-	*847*
Current assets	*733,304*	*343,484*	*1,076,788*
Creditors due within one year	*(134,853)*	-	*(134,853)*
Total	*599,298*	*343,484*	*942,782*

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

17. Reconciliation of net movement in funds to net cash flow from operating activities

	2021 £	2020 £
Net income for the year (as per Statement of Financial Activities)	**670,331**	*78,181*
Adjustments for:		
Depreciation charges	**211**	*283*
Decrease/(increase) in debtors	**(12,596)**	*355,183*
Increase/(decrease) in creditors	**(112,553)**	*86,342*
Net cash provided by operating activities	**545,393**	*519,989*

18. Analysis of cash and cash equivalents

	2021 £	2020 £
Cash in hand	**1,597,177**	*1,051,784*
Total cash and cash equivalents	**1,597,177**	*1,051,784*

19. Analysis of changes in net debt

	At 1 January 2020 £	Cash flows £	At 31 December 2020 £
Cash at bank and in hand	**1,051,784**	**545,393**	**1,597,177**
	1,051,784	**545,393**	**1,597,177**

20. Contingent liabilities

The accounts do not include any provision in respect of a rent review increase claimed by MDI's previous landlord, which was challenged by MDI and remains unresolved.

The company is also waiting for the outcome of a fraud investigation where funds remitted were not received by the associated partner.

21. Pension commitments

"The company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to £3,016 (2020: £2,829) were payable to the fund. At the balance sheet date the amount payable was £511 (2020: £511) and is included in creditors.

22. Operating lease commitments

The company had no commitments under non-cancellable operating leases at 31 December 2021.

23. Related party transactions

	2020 £	*2020* *£*
MDI Global	**35,209**	*16,636*
	35,209	*16,636*

24. Controlling party

The charity is under the control of its trustees.

25. Provisions available for audits of small entities

In common with other charities of our size and nature we use our auditors to prepare and submit tax returns to the tax authorities and assist with the preparation of the financial statements.

MEDIA DIVERSITY

England & Wales - Charity number 1110263

Accounts

Registered number: 04886768
Charity number: 1110263

MEDIA DIVERSITY

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2020

MEDIA DIVERSITY

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REFERENCE AND ADMINISTRATIVE DETAILS OF THE COMPANY, ITS TRUSTEES AND ADVISERS FOR THE YEAR ENDED 31 DECEMBER 2020

Trustees	Julian Blake, Trustee Paresh Solanki, Trustee Joy Francis, Trustee Christina Pribichevich - Zoric, Trustee
Company registered number	04886768
Charity registered number	1110263
Registered office	78 Brading Crescent London E11 3RS
Company secretary	Julian Blake
Chief executive officer	Milica Pesic
Independent auditors	Desaur LLP Chartered Certified Accountants Statutory Auditor CEME Campus Marsh Way Rainham Essex RM13 8EU
Bankers	Barclay Bank Plc 15 Great Portland Street London W1W 8QA

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2020

The Trustees present their annual report together with the audited financial statements of the company for the 1 January 2020 to 31 December 2020. The Annual Report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual Report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the company qualifies as small under section 382 of the Companies Act 2006, the Strategic Report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

The Media Diversity Institute (MDI) – its official name being Media Diversity - is a charity which works internationally to encourage accurate and nuanced reporting on race, religion, ethnic, class, disability, gender and sexual identity issues in media landscapes around the world. While our work is grounded in the principles of freedom of expression and the values of diversity and inclusion, our day-to-day work focuses on cultivating practical skills to combat negative stereotypes and disinformation and to improve media and information literacy.

Objectives and activities

a. Policies and objectives

The policies adopted in the furtherance of objectives are to provide the education and training of persons who are or who may be engaged in such conflict or potential conflict environments through the activities of the media or otherwise. In addition, the charity advances the education of the public through research, monitoring and analysing the causes and effects of such conflicts, the best means of promoting their prevention,management, amelioration and resolution and the best means of educating and training persons in relation thereto and disseminating the useful results of such research, monitoring and analysis. There has been no changes in the year.

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

Objectives and activities (continued)

b. Our Key challenges and highlights

The year 2020 was marked by several challenges, the main being the pandemic and an urgent need for the MDI team to switch from in-person to remote work, while making sure that the projects' implementation would go smoothly enough so that we wouldn't need to freeze any of our 18 projects. For, any freezing of a project would mean that MDI team members in charge of the frozen projects could be made redundant if the British Government did not come up with a relevant solution for such cases. We are pleased to say that this main challenge was dealt with successfully. Moving all MDI data to the Cloud and turning almost all our 2020 scheduled activities into virtual events took some time, and therefore some of the plans we had for the year had to be abandoned or moved to the following year, as was the case with the following 2020 objectives:

a) Exploring options for MDI US: a part-time Head of Operations;
b) Returning to the regions of North Africa and South Caucuses;
c) Further search for management solutions in the London office.

Additional challenges came in the following forms: the post-Brexit worsening of the UK-EU relationship, which further reduced MDI's possibilities for seeking EU funding; a further tightening of media freedoms in China which, twinned with Covid-19, made the implementation of the China programme highly complicated; further increase in diversity-based discrimination by the media, this time related to the pandemic when unprofessional media held minority communities as a whole, or individuals coming from a minority background, responsible for spreading the virus. Ironically – but, similar to the previous year - the worsening media ecosystem caused by the above challenges has made MDI's work more significant and MDI more sought after as an implementer of programmes dealing with these issues.

This resulted in five new grants, new partnerships, and, to our delight, two of them to our sister organizations, Media Diversity Institute Global (Brussels) and Media Diversity Institute Western Balkans (Belgrade).

In 2020 the tenth generation of students from across the world enrolled in the Diversity and the Media MA course at the University of Westminster - a unique collaboration between a charity (MDI) and an academic institution. Unlike previous years, the number of students dropped due to the pandemic and the move to virtual teaching, which seemed to be unattractive to those who wanted not only to learn through the Course but also to personally experience the multiculturalism concept of the UK. Keeping the fee at the same level did not help to enhance the attractiveness of the Course.

This year was devoted to:
a) Moving MDI data to Cloud.
b) Moving from in-person to remote work.
c) The further implementation, finalisation or setting up of new programmes.
d) The further financial solidification of MDI in 2020 and beyond. In total, 31 applications were submitted to various donors: 23 grant applications and 8 bids for tenders. Most of them were related to the countries and regions where MDI has already been operating.
e) Effecting USA funding through MDI US or MDI Headquarters.
f) Effecting the funding for MDI Global in Brussels, Belgium.
g) Raising the profile of MDI in the UK and abroad.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

Objectives and activities (continued)

c. Fundraising and implementation of the grants

In 2020 a total of 5 grants and tenders was obtained: one extension grant and one new grant came from the US State Department (regional funding for **Get the Trolls Out**! and a grant for Lebanon), while three came from the EC (**GERIS, RDN2.0, GTTO Sri Lanka**).

With the existing funding obtained before 2020, MDI's annual turnover in this given year was £1,337,811 (2019 - £1,718,912).

Listed below are projects whose implementation began in earlier years, but continued throughout 2019, as well as projects whose implementation started in 2019:

a) Implementing Phase 3 of '**Get The Trolls Out**', September 2016 –January 2021.

b) Implementing and finalising the '**Quality Infotainment for Eurasia**' project, 2016-2020.

c) Implementing and finalising the '**Media Literacy**' programme in China, 2018-2021.

d) Continuing the implementation of the '**New Neighbours project**, 2018-2021.

e) Continuing the implementation of the '**Open Information Programme**', 2018-2021.

f) Continuing the implementation of the '**MLADI**' project in Serbia, 2019-2022.

g) Implementing and finalising the '**DeTact**', run by MDIG, 2019-2021.

h) Implementing and finalising the **FACE** project, run by MDIG, 2019-2021.

i) Implementing and finalising the '**Disinformation and Diversity**' project, Middle East, 2019-2021.

k) Setting up and running the **GERIS** project, 2020-2022.

l) Setting up and running the **RDN2.0** project, 2020-2024.

m) Implementing Phase 4 of the '**Get the Trolls Out**' project, 2020-2023.

n) Setting up and running the **Inclusive Media** project, Lebanon, 2020-2023.

o) Setting up and running the '**Get the Trolls Out**' Sri Lanka project, 2020-2023.

p) Co-running of an **MA in Diversity and the Media** at the University of Westminster.

Objectives and activities (continued)

d. MDI'S Challenges in 2020

The following challenges were faced in 2020:

a) **Moving MDI data from MDI central PC to Cloud**. A massive data transfer (some 22 yearsof MDI work) took several months but was done just before the pandemic lockdown started, thus once we moved to remote work the data was already on Cloud and accessible to the MDI team.

b) **Switching MDI activities from in-person to virtual.** Due to the Pandemic and the UK Government relevant decisions, MDI had to close the office in March 2020 and move to remote work. This is a challenge for any organisation whose core activities are workshops, seminars, conferences. Thanks to MDI team members, who are very familiar with and fond of digital technology, it took us two months to start organising virtual versions of our planned in-person activities for 2020. MDI even helped some organisations, such as the Washington DC-based National Democratic Institute, to do four workshops in Central Europe. And while doing virtual activities in Spring and Summer 2020 was very appealing to potential attendees, in the Fall the mood was different: 'Zoom fatigue' affected even Governments. For instance, the US State Department, whose International Religion Freedom Ministerial usually attracts 400-500 participants, averaged only 130 attendees per virtual session. MDI Middle East's four workshops attracted only 48 participants instead of 80, so the fifth workshop was organised in 2021, when hybrid events started taking place.

   Due to the UK Government's different lockdown decisions throughout 2020, MDI Board decided already in June 2020 to monitor the situation and advise the MDI team on whether to go back to the office or continue working remotely. The situation was assessed by the Board again in September 2020 and at the December 2020 Board meeting resulting in the Board decision to keep the MDI working remotely while continuing to assess the lockdown situation.

c) **Continuing lack of core funding.** No attempts in this respect were made in the given year, primarily because of the huge amount of work involved in obtaining new grants and implementing current and new projects. The attempts made in previous years led us to conclude that the best way to obtain core funding is through private donors/ foundations. In 2020 MDI again had to use its reserves to cover running costs. Also such costs were reduced, to some extent, through the same MDI team members covering several roles in a project.

d) **Hiring new team members remotely**. In 2020 MDI needed two new team members: a Communication Manager (the previous one moved to the position of a mentor in our Middle East Project) and a Social Media Campaigner. Interviewing and hiring employees without meeting them in person was a new experience no one had thought of before. We still have people whom we have never met in person.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

Objectives and activities (continued)

e. Management Decisions

MDI has hired a part time Head of MDI Global who started in 2020. Her main task was to make MDI more present at decision-making events of the EC and other Brussels-based policy makers. Unfortunately, within a month of the hiring, Belgium imposed a lockdown, thus preventing her from doing her main task. Her second key task was to come up with MDIG'S Development strategy. It did not materialise in 2020 for several reasons: the impossibility of meeting EC contacts in person; lack of contacts with off-line and-on-line advocacy groups which continued to communicate with and about EC policies. Attempts to have her included in other MDI projects as an adviser succeeded only once when MDI Western Balkans needed someone for a selection committee involved in assessing applications for subgrants by local CSOs.

In 2020, one of MDI's project managers resigned with 30-days notice. Luckily, the person who had managed the same project for the previous two years was available to take over, thus ensuring that the transition and handover ran smoothly, which was very important since this is one of MDI's flagship projects and very much liked by the donor who welcomed the return of the original project manager.

MDI continued to hire volunteers and interns to help with work on MDI communication platforms, as well as with several projects and research for applications, etc. The main source for this kind of help has been MDI's MA course, as well as academics who serve as MDI curriculum advisers.

Objectives and activities (continued)

f. Raising the profile of MDI in the UK and abroad

Representatives of MDI were invited to join several high-level events, as speakers, trainers or contributors. Some of the most important events attended were the following:

a) UK Diversity in Journalism Publication, MDI Contribution

b) Gender and Media in East of Africa Conference, Dakar, February 9-14.

c) International Religious Freedom, UN Conference, Geneva, March 2

d) Media and Diversity in Serbia, Conference, May 22, virtual

e) FAZANA International Media Festival, MDI co-organiser, Sept 6-12

f) Mutual Learning Virtual Regional Conference, Ljubljana, Oct 14-15, virtual

g) Antisemitism and Media, Conference, US State Dept, October 21-22, virtual

h) Facebook Roundtable with EU Code of Conduct on Hate Speech, October 7, virtual

i) Twitter #StandUpToHate Campaign Launch Event, October 13, virtual

j) Inclusion & Diversity Virtual Event with Twitter, October 26, virtual

k) Twitter/NGO Hate Speech Code of Conduct Event, November 24, virtual

l) Interview about MDI, M Pesic, PRIZMA, HTV, November 12

m) International Religious Freedom, US State Dept Conf., November 17, virtual

n) Global Media Freedom Conference, UK/Canada Govs, virtual, November 16

o) Media and Conflict, South Caucasus Conference, Dec 17, virtual

p) PRAGUE MEDIA POINT Conference, December 1-11, virtual

q) Interview for 021 Radio, M Pesic, Serbia, December 22

r) EIYN - Religions for Peace, Hate speech Conference, 22 December, virtual

Achievements and performance

a. Main achievements of the company

The Charity's acheivements and performance are fully detailed in the section above.

Achievements and performance (continued)

b. Review of activities

The Statement of Financial Activities shows grants received of £1,316,209 (2019: £1,716,112) and expenditure of £1,259,630 (2019: £1,858,097). This has resulted in a net surplus of £78,181 (2019: deficit of £139,185) after taking into account the amounts received as investment and other income. It is the policy of the charity that funds are sought well in advance of its activities in order to ensure that it will be able to continue the charity's current objectives while consideration is given to ways in which additional funds may be raised.

Financial review

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

Structure, governance and management

a. Constitution

Media Diversity is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association.

b. Methods of appointment or election of Trustees

The management of the company is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association.

c. Financial risk management

The Trustees have assessed the major risks to which the company is exposed, in particular those related to the operations and finances of the company, and are satisfied that systems and procedures are in place to mitigate exposure to the major risks.

Plans for future periods

Key 2021 Objectives:

a) Further support to MDI Global – to establish itself and MDI as a relevant Brussels-based promoter of diversity and media accountability.

b) Continuation of efforts to return to the regions of North Africa and South Caucuses.

c) Further search for management solutions in the London office (Director of Operations plans to switch to part-time from 2021).

d) Updating the MDI Communication Strategy.

e) Searching for new office premises due to the expiry of the current contract (max 10 years) in 2021.

Members' liability

The Members of the company guarantee to contribute an amount not exceeding £1 to the assets of the company in the event of winding up.

Statement of Trustees' responsibilities

The Trustees (who are also the directors of the company for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial . Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

Disclosure of information to auditors

Each of the persons who are Trustees at the time when this Trustees' Report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Auditors

The auditors, Desaur LLP, have indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditors at a meeting of the Trustees.

Approved by order of the members of the board of Trustees on 17 September 2021 and signed on their behalf by:



.....
Julian Blake

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MEDIA DIVERSITY

Opinion

We have audited the financial statements of Media Diversity (the 'charitable company') for the Year ended 31 December 2020 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2020 and of its incoming resources and application of resources, including its income and expenditure for the Year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MEDIA DIVERSITY (CONTINUED)

Other information

The other information comprises the information included in the Annual Report other than the financial statements and our Auditors' Report thereon. The Trustees are responsible for the other information contained within the Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Trustees' Report is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MEDIA DIVERSITY (CONTINUED)

Auditors' responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.

Desaur LLP

Desaur LLP
Chartered Certified Accountants
Statutory Auditor
CEME Campus
Marsh Way
Rainham
Essex
RM13 8EU

17 September 2021

Desaur LLP are eligible to act as auditors in terms of section 1212 of the Companies Act 2006

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 DECEMBER 2020

	Note	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £	*Total funds 2019 £*
Income from:					
Donations and legacies	3	**200,887**	**1,115,322**	**1,316,209**	*1,716,112*
Investments	4	**1,690**	**-**	**1,690**	*2,800*
Other income	5	**19,912**	**-**	**19,912**	*-*
Total income		**222,489**	**1,115,322**	**1,337,811**	*1,718,912*
Expenditure on:					
Raising funds	6	**35,319**	**-**	**35,319**	*28,265*
Charitable activities		**513,724**	**710,587**	**1,224,311**	*1,829,832*
Total expenditure		**549,043**	**710,587**	**1,259,630**	*1,858,097*
Net (expenditure)/income		**(326,554)**	**404,735**	**78,181**	*(139,185)*
Transfers between funds	14	**116,272**	**(116,272)**	**-**	*-*
Net movement in funds		**(210,282)**	**288,463**	**78,181**	*(139,185)*
Reconciliation of funds:					
Total funds brought forward		**809,580**	**55,022**	**864,602**	*1,003,787*
Net movement in funds		**(210,282)**	**288,463**	**78,181**	*(139,185)*
Total funds carried forward		**599,298**	**343,485**	**942,783**	*864,602*

The Statement of Financial Activities includes all gains and losses recognised in the Year.

The notes on pages 18 to 29 form part of these financial statements.

MEDIA DIVERSITY
REGISTERED NUMBER: 04886768

BALANCE SHEET
AS AT 31 DECEMBER 2020

	Note		2020 £		*2019 £*
Fixed assets					
Tangible assets	11		**847**		*1,130*
			847		*1,130*
Current assets					
Debtors	12	**25,004**		*380,187*	
Cash at bank and in hand		**1,051,785**		*531,796*	
		1,076,789		*911,983*	
Creditors: amounts falling due within one year	13	**(134,853)**		*(48,511)*	
Net current assets			**941,936**		*863,472*
Total assets less current liabilities			**942,783**		*864,602*
Net assets excluding pension asset			**942,783**		*864,602*
Total net assets			**942,783**		*864,602*
Charity funds					
Restricted funds	14		**343,485**		*55,022*
Unrestricted funds	14		**599,298**		*809,580*
Total funds			**942,783**		*864,602*

The entity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the entity to obtain an audit for the Year in question in accordance with section 476 of the Companies Act 2006.

However, an audit is required in accordance with section 144 of the Charities Act 2011.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2020

The financial statements were approved and authorised for issue by the Trustees on 17 September 2021 and signed on their behalf by:



.....
Julian Blake
(Trustee)

The notes on pages 18 to 29 form part of these financial statements.

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2020

	2020 £	*2019* *£*
Cash flows from operating activities		
Net cash used in operating activities	**519,989**	*(388,709)*
Cash flows from investing activities		
Net cash provided by investing activities	**-**	**-**
Cash flows from financing activities		
Net cash provided by financing activities	**-**	**-**
Change in cash and cash equivalents in the Year	**519,989**	**(388,709)**
Cash and cash equivalents at the beginning of the Year	**531,795**	*920,504*
Cash and cash equivalents at the end of the Year	**1,051,784**	*531,795*

The notes on pages 18 to 29 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

1. General information

Media Diversity is a private company limited by guarantee incorporated in England and Wales. The registered office is 78 Brading Crescent, London, E11 3RS.

The members of the company are the Trustees named on page 1. In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the company.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Media Diversity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

2.2 Going concern

At the time of approving the accounts, the trustees have reasonable expectation that the charity has adequate resources to continue in operational existence for the forseeable future. Despite the impact of COVID-19, the charity continues to generate income and plans on continuing business as normal following the gradual return to operations after the national lockdown period. On this basis, the trustees continue to adopt the going concern basis of accounting in preparing the accounts.

2.3 Income

All income is recognised once the company has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Income from grants is recognised when the charity has entitlements to the funds, any performance conditions attached to the grants have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably..

2. Accounting policies (continued)

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is acounted for on an accrual basis and has been classified under headings that aggregate all costs related to that category.Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of the resources.Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Fundraising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities. Support costs include governance costs incurred directly in support of expenditure and administration of the company in connection for compliance with constitutional and statutory requirements.

Expenditure on raising funds includes all expenditure incurred by the company to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the company's objectives, as well as any associated support costs.

2.5 Tangible fixed assets and depreciation

Tangible fixed assets costing £NIL or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, .

Depreciation is provided on the following bases:

Plant and machinery	- 25% reducing balance
Fixtures and fittings	- 25% reducing balance

2.6 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.7 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2. Accounting policies (continued)

2.8 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the company anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

2.9 Financial instruments

The company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.10 Pensions

The company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the company to the fund in respect of the Year.

2.11 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the company and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

3. Income from donations and legacies

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £	*Total funds 2019 £*
Grants	200,887	1,115,322	**1,316,209**	*1,716,112*
Total 2019	*238,116*	*1,477,996*	*1,716,112*	

3. Income from donations and legacies (continued)

4. Investment income

	Unrestricted funds 2020 £	Total funds 2020 £	*Total funds 2019 £*
Bank interest	1,690	**1,690**	*2,800*
Total 2019	*2,800*	*2,800*	

5. Other incoming resources

	Unrestricted funds 2020 £	Total funds 2020 £	*Total funds 2019 £*
Other operating income	19,912	**19,912**	-

6. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2020 £	Total funds 2020 £	*Total funds 2019 £*
Consultation costs	35,319	**35,319**	*28,265*
Total 2019	*28,265*	*28,265*	

7. Analysis of expenditure by activities

	Activities undertaken directly 2020 £	Support costs 2020 £	Total funds 2020 £	*Total funds 2019 £*
Training workshops and conferences	920,577	303,734	**1,224,311**	*1,829,832*
Total 2019	*1,543,905*	*285,927*	*1,829,832*	

Analysis of direct costs

	Total funds 2020 £	*Total funds 2019 £*
Project expenses	**920,577**	*1,543,905*

Analysis of support costs

	Activities 2020 £	Total funds 2020 £	*Total funds 2019 £*
Staff costs	182,740	**182,740**	*194,525*
Depreciation	283	**283**	*377*
Audit fees	2,500	**2,500**	*2,250*
Rental expense	19,045	**19,045**	*37,953*
Consultancy fees	2,167	**2,167**	*18,620*
IT Costs	1,848	**1,848**	*11,612*
Volunteer expenses	-	**-**	*505*
Finance costs	2,015	**2,015**	*14,584*
Office costs	52,973	**52,973**	*45,287*
Exchange differences	40,163	**40,163**	*(39,786)*
	303,734	**303,734**	*285,927*
Total 2019	*285,927*	*285,927*	

7. Analysis of expenditure by activities (continued)

Analysis of support costs (continued)

8. Auditors' remuneration

	2020 £	2019 £
Fees payable to the company's auditor for the audit of the company's annual accounts	**2,500**	*2,250*

9. Staff costs

	2020 £	2019 £
Wages and salaries	**162,050**	*172,086*
Social security costs	**17,861**	*19,376*
Contribution to defined contribution pension schemes	**2,829**	*3,063*
	182,740	*194,525*

The average number of persons employed by the company during the Year was as follows:

	2020 No.	2019 No.
Executive Director and Co-ordinator	**1**	*1*
Project Manager	**1**	*1*
Fundraising and charitable activities	**2**	*2*
	4	*4*

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2020 No.	2019 No.
In the band £60,001 - £70,000	**1**	*1*

10. Trustees' remuneration and expenses

During the Year, no Trustees received any remuneration or other benefits *(2019 - £NIL)*.

During the Year ended 31 December 2020, no Trustee expenses have been incurred *(2019 - £NIL)*.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

11. Tangible fixed assets

	Plant and machinery £	Fixtures and fittings £	Total £
Cost or valuation			
At 1 January 2020	**2,305**	**6,283**	**8,588**
At 31 December 2020	**2,305**	**6,283**	**8,588**
Depreciation			
At 1 January 2020	**1,911**	**5,547**	**7,458**
Charge for the Year	**99**	**184**	**283**
At 31 December 2020	**2,010**	**5,731**	**7,741**
Net book value			
At 31 December 2020	**295**	**552**	**847**
At 31 December 2019	*394*	*736*	*1,130*

12. Debtors

	2020 £	*2019 £*
Due within one year		
Other debtors	**25,004**	*380,187*
	25,004	*380,187*

13. Creditors: Amounts falling due within one year

	2020 £	*2019 £*
Other taxation and social security	**6,812**	*2,734*
Other creditors	**511**	*5,653*
Accruals and deferred income	**127,530**	*40,124*
	134,853	*48,511*

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020

14. Statement of funds

Statement of funds - current Year

	Balance at 1 January 2020 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 December 2020 £
Unrestricted funds					
General Funds	809,580	222,489	(549,043)	116,272	599,298
Restricted funds					
European Union	68,315	712,905	(163,430)	(253,879)	363,911
ICFJ - Infotainment	(20,053)	195,354	(206,020)	-	(30,719)
US State Department	(4,375)	207,063	(341,137)	138,449	-
Others	11,135	-	-	(842)	10,293
	55,022	1,115,322	(710,587)	(116,272)	343,485
Total of funds	864,602	1,337,811	(1,259,630)	-	942,783

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

14. Statement of funds (continued)

Statement of funds - prior Year

	Balance at 1 January 2019 £	*Income £*	*Expenditure £*	*Transfers in/out £*	*Balance at 31 December 2019 £*
Unrestricted funds					
General Funds	*983,028*	*240,916*	*(655,307)*	*240,943*	*809,580*
Restricted funds					
European Union	*27,866*	*428,056*	*(282,227)*	*(105,380)*	*68,315*
ICFJ - Infotainment	*(20,054)*	*564,451*	*(558,392)*	*(6,058)*	*(20,053)*
US State Department	*1,812*	*485,489*	*(362,171)*	*(129,505)*	*(4,375)*
Others	*11,135*	-	-	-	*11,135*
	20,759	*1,477,996*	*(1,202,790)*	*(240,943)*	*55,022*
Total of funds	*1,003,787*	*1,477,996*	*(1,858,097)*	-	*864,602*

15. Summary of funds

Summary of funds - current Year

	Balance at 1 January 2020 £	**Income £**	**Expenditure £**	**Transfers in/out £**	**Balance at 31 December 2020 £**
General funds	**809,580**	**222,489**	**(549,043)**	**116,272**	**599,298**
Restricted funds	**55,022**	**1,115,322**	**(710,587)**	**(116,272)**	**343,485**
	864,602	**1,337,811**	**(1,259,630)**	**-**	**942,783**

15. Summary of funds (continued)

Summary of funds - prior Year

	Balance at 1 January 2019 £	*Income* £	*Expenditure* £	*Transfers in/out* £	*Balance at 31 December 2019* £
General funds	*983,028*	*240,916*	*(655,307)*	*240,943*	*809,580*
Restricted funds	*20,759*	*1,477,996*	*(1,202,790)*	*(240,943)*	*55,022*
	1,003,787	*1,718,912*	*(1,858,097)*	-	*864,602*

16. Analysis of net assets between funds

Analysis of net assets between funds - current period

	Unrestricted funds 2020 £	**Restricted funds 2020** £	**Total funds 2020** £
Tangible fixed assets	847	-	**847**
Current assets	733,303	343,485	**1,076,788**
Creditors due within one year	(134,852)	-	**(134,852)**
Total	599,298	343,485	**942,783**

Analysis of net assets between funds - prior period

	Unrestricted funds 2019 £	*Restricted funds 2019* £	*Total funds 2019* £
Tangible fixed assets	*1,130*	-	*1,130*
Current assets	*856,960*	*55,022*	*911,982*
Creditors due within one year	*(48,510)*	-	*(48,510)*
Total	*809,580*	*55,022*	*864,602*

17. Reconciliation of net movement in funds to net cash flow from operating activities

	2020 £	*2019* *£*
Net income/expenditure for the period (as per Statement of Financial Activities)	**78,181**	*(139,185)*
Adjustments for:		
Depreciation charges	**283**	*377*
Decrease/(increase) in debtors	**355,183**	*(288,505)*
Increase in creditors	**86,342**	*38,604*
Net cash provided by/(used in) operating activities	**519,989**	*(388,709)*

18. Analysis of cash and cash equivalents

	2020 £	*2019* *£*
Cash in hand	**1,051,784**	*531,795*
Total cash and cash equivalents	**1,051,784**	*531,795*

19. Analysis of changes in net debt

	At 1 January 2020 £	Cash flows £	At 31 December 2020 £
Cash at bank and in hand	**531,795**	**519,989**	**1,051,784**
	531,795	**519,989**	**1,051,784**

20. Contingent liabilities

The accounts do not include any provision in respect of a rent review increase claimed by MDI's previous landlord, which was challenged by MDI and remains unresolved.

The company is also waiting for the outcome of a fraud investigation where funds remitted were not received by the associated partner.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

21. Pension commitments

"The company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. The pension cost charge represents contributions payable by the company to the fund and amounted to £2,829 (2019: £3,063) were payable to the fund. At the balance sheet date the amount payable was £511 (2019: £677) and is included in creditors.

22. Operating lease commitments

At 31 December 2020 the company had commitments to make future minimum lease payments under non-cancellable operating leases as follows:

	2020 £	*2019 £*
Not later than 1 year	-	*18,650*
Later than 1 year and not later than 5 years	-	*12,433*
	-	*31,083*

23. Related party transactions

	2020 £	*2019 £*
MDI Global	**16,636**	*28,178*
	16,636	*28,178*

24. Post balance sheet events

The outbreak of COVID-19 at the end of 2019 was followed by a national lockdown order by the government on 23 March 2020 which resulted in closures across the country and affected the charity's projects. This will have an impact on the income from various donors. However the charity continues to obtain funding from various donors on projects and the trustees regularly review the impact of the closures. A reliable estimate of the impact on donor funding could not be made.

25. Controlling party

The charity is under the control of its trustees.