

Registered number: 04886768  
Charity number: 1110263

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## **MEDIA DIVERSITY**

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**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2023**

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## **MEDIA DIVERSITY**

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## MEDIA DIVERSITY

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

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<b>Trustees</b>	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)
<b>Company registered number</b>	04886768
<b>Charity registered number</b>	1110263
<b>Registered office</b>	85-87 Bayham Street London NW1 0AG
<b>Company secretary</b>	Julian Blake
<b>Chief executive officer</b>	Milica Pesic
<b>Independent auditors</b>	Desaur LLP Chartered Certified Accountants Statutory Auditor CEME Campus Marsh Way Rainham Essex RM13 8EU
<b>Bankers</b>	Barclay Bank Plc 15 Great Portland Street London W1W 8QA

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## MEDIA DIVERSITY

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### TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2023

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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)'.



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## MEDIA DIVERSITY

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

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#### 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<sup>1</sup>; 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<sup>2</sup>. 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

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## MEDIA DIVERSITY

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

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#### 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.

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<sup>i</sup> 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.

<sup>ii</sup> <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.



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## MEDIA DIVERSITY

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

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#### 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.

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## MEDIA DIVERSITY

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

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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 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 achievements 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.



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## MEDIA DIVERSITY

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

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#### **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.

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## MEDIA DIVERSITY

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

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#### 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)



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## MEDIA DIVERSITY

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### INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MEDIA DIVERSITY

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#### 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.



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## MEDIA DIVERSITY

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

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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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## MEDIA DIVERSITY

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

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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](http://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.

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MEDIA DIVERSITY

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

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*Desaur LLP*

**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.



MEDIA DIVERSITY

**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 £
<b>Income from:</b>					
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
<b>Total income</b>		<b>72,295</b>	<b>840,777</b>	<b>913,072</b>	<b>1,545,235</b>
<b>Expenditure on:</b>					
Raising funds	6	72,533	84,355	156,888	111,597
Charitable activities		200,328	725,702	926,030	1,412,440
<b>Total expenditure</b>		<b>272,861</b>	<b>810,057</b>	<b>1,082,918</b>	<b>1,524,037</b>
<b>Net (expenditure)/income</b>		<b>(200,566)</b>	<b>30,720</b>	<b>(169,846)</b>	<b>21,198</b>
Transfers between funds	14	307,338	(307,338)	-	-
<b>Net movement in funds</b>		<b>106,772</b>	<b>(276,618)</b>	<b>(169,846)</b>	<b>21,198</b>
<b>Reconciliation of funds:</b>					
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
<b>Total funds carried forward</b>		<b>1,189,876</b>	<b>274,590</b>	<b>1,464,466</b>	<b>1,634,312</b>

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

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.

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MEDIA DIVERSITY  
REGISTERED NUMBER: 04886768

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BALANCE SHEET (CONTINUED)  
AS AT 31 DECEMBER 2023

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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.



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**MEDIA DIVERSITY**

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**STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED 31 DECEMBER 2023**

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

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

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## MEDIA DIVERSITY

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

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#### 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 foreseeable 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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## MEDIA DIVERSITY

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

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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 accounted 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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## MEDIA DIVERSITY

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

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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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**MEDIA DIVERSITY**

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

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**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
	<u>71,811</u>	<u>840,777</u>	<u>912,588</u>	
<i>Total 2022</i>	<u>532,752</u>	<u>1,003,156</u>	<u>1,535,908</u>	

**4. Investment income**

	Unrestricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Bank interest	187	187	89
	<u>187</u>	<u>187</u>	
<i>Total 2022</i>	<u>89</u>	<u>89</u>	

**5. Other incoming resources**

	Unrestricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Other operating income	297	297	9,238
	<u>297</u>	<u>297</u>	
<i>Total 2022</i>	<u>9,238</u>	<u>9,238</u>	

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**MEDIA DIVERSITY**

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

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**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
	<u>72,533</u>	<u>84,355</u>	<u>156,888</u>	<u>111,597</u>
<i>Total 2022</i>	<u>111,597</u>	<u>-</u>	<u>111,597</u>	

**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
	<u>499,157</u>	<u>426,873</u>	<u>926,030</u>	<u>1,412,440</u>
<i>Total 2022</i>	<u>1,092,375</u>	<u>320,065</u>	<u>1,412,440</u>	

**Analysis of direct costs**

	Total funds 2023 £	Total funds 2022 £
Project expenses	499,157	1,092,375
	<u>499,157</u>	<u>1,092,375</u>



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**MEDIA DIVERSITY**

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

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**7. Analysis of expenditure by activities (continued)**

**Analysis of support costs**

	<b>Activities 2023 £</b>	<b>Total funds 2023 £</b>	<b>Total funds 2022 £</b>
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)
	<u>426,873</u>	<u>426,873</u>	<u>320,065</u>
<i>Total 2022</i>	<u>320,065</u>	<u>320,065</u>	

**8. Auditors' remuneration**

	<b>2023 £</b>	<b>2022 £</b>
Fees payable to the company's auditor for the audit of the company's annual accounts	<u>3,000</u>	<u>2,500</u>

**9. Staff costs**

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

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## MEDIA DIVERSITY

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

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#### 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
	<u>6</u>	<u>6</u>

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).

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**MEDIA DIVERSITY**

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

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**11. Tangible fixed assets**

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



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MEDIA DIVERSITY

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

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12. Debtors

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

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
	<u>101,357</u>	<u>67,248</u>

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**MEDIA DIVERSITY**

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

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**14. Statement of funds**

**Statement of funds - current Year**

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

**MEDIA DIVERSITY**

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

**14. Statement of funds (continued)**

**Statement of funds - prior Year**

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

**15. Summary of funds**

**Summary of funds - current Year**

	<i>Balance at 1 January 2023 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Transfers in/out £</i>	<i>Balance at 31 December 2023 £</i>
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
	<u>1,634,312</u>	<u>913,072</u>	<u>(1,082,918)</u>	<u>-</u>	<u>1,464,466</u>



**MEDIA DIVERSITY**

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

**15. Summary of funds (continued)**

**Summary of funds - prior Year**

	<i>Balance at 1 January 2022 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Transfers in/out £</i>	<i>Balance at 31 December 2022 £</i>
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
	<u>1,613,114</u>	<u>1,545,235</u>	<u>(1,524,037)</u>	<u>-</u>	<u>1,634,312</u>

**16. Analysis of net assets between funds**

**Analysis of net assets between funds - current year**

	<i>Unrestricted funds 2023 £</i>	<i>Restricted funds 2023 £</i>	<i>Total funds 2023 £</i>
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)
<b>Total</b>	<u>1,189,876</u>	<u>274,590</u>	<u>1,464,466</u>

**Analysis of net assets between funds - prior year**

	<i>Unrestricted funds 2022 £</i>	<i>Restricted funds 2022 £</i>	<i>Total funds 2022 £</i>
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)
<b>Total</b>	<u>1,083,104</u>	<u>551,208</u>	<u>1,634,312</u>

## MEDIA DIVERSITY

### 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
<b>Adjustments for:</b>		
Depreciation charges	910	885
Increase in debtors	(522,323)	(44,106)
Increase in creditors	36,150	38,674
<b>Net cash provided by/(used in) operating activities</b>	<b>(655,109)</b>	<b>16,651</b>

#### 18. Analysis of cash and cash equivalents

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

#### 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
	<b>1,613,828</b>	<b>(655,109)</b>	<b>958,719</b>

#### 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.

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## MEDIA DIVERSITY

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

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#### 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
	<u>(10,216)</u>	<u>5,323</u>

#### 24. Controlling party

The charity is under the control of its trustees.