

Staying Alive UK

England & Wales · Charity number 1140295

Details

Other names	MTV STAYING ALIVE UK
Status	Registered
Legal form	Charitable company
Company number	07364172
Registered	2011-02-08
Register	View on the Charity Commission register

Contact

Address	17-29 Hawley Crescent Camden London NW1 8TT
Phone	07957226809
Email	sara.piot@mtvstayingalive.org
Website	www.mtvstayingalive.org

Activities

Objects: (1) To protect, preserve and advance health, and save lives, particularly among other things by enabling young people to make informed choices about their health and wellbeing; (2) To increase awareness and knowledge by providing information to educate young people around the world for the public benefit by raising awareness and building knowledge of public health, social and economic inequality, environmental protection, law and social policy;(3) To fight discrimination and stigma faced by people because of their gender, sexual orientation, health status, colour, race, ethnicity or any other reason;(4) To encourage young people to take concrete action to improve their lives;(5) To promote safe sex among young people, particularly among other things by promoting sexual reproductive health and rights, building awareness of HIV and sexually transmitted infections and how to prevent such infections, and increasing knowledge of contraception and planned pregnancy; and(6) To promote other charitable purposes as may be determined, subject to the approval of the Commission.?

Activities: MTV Staying Alive UK is an international charity, working to save lives through storytelling. We create innovative mass media, which fuses social and health messaging into youth-relevant formats. Through powerful storytelling, MTV Staying Alive UK engages young people with life-changing information, and shifts the attitudes and social norms that drive behaviours.

Classification

- **How:** Makes Grants To Individuals, Makes Grants To Organisations, Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People

Geography

- City Of London

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£55,362	£118,847	-	-
2023-12-31	£449,354	£635,498	-	-
2022-12-31	£382,074	£213,903	-	-
2021-12-31	£238,287	£247,356	-	-
2020-12-31	£367,783	£484,397	-	-

Trustees

Name	Role	Appointed
Benedict Plumley		2019-07-31
James Chau		2019-07-08
Stephanie Ndlovu		2021-12-07

Staying Alive UK

England & Wales - Charity number 1140295

Accounts

Registered number: 07364172
Charity number: 1140295

MTV Staying Alive UK
(A company limited by guarantee)

Unaudited

Trustees' report and financial statements

For the year ended 31 December 2024

MTV Staying Alive UK
(A company limited by guarantee)

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MTV Staying Alive UK
(A company limited by guarantee)

Reference and administrative details of the Charity, its Trustees and advisers
For the year ended 31 December 2024

Trustees Bayju Ashvin Thakar
Benedict Plumley
James Chau
Sir Nick Partridge (resigned 31 July 2025)
Sara Cerrell (resigned 20 March 2024)
Stephanie Ndlovu
Tuvia Borok

Company registered number 07364172

Charity registered number 1140295

Registered office 17-29 Hawley Crescent
Camden
London
NW1 8TT

Executive Director Wame Jallow

Accountants Kreston Reeves LLP
Chartered Accountants
9 Donnington Park
85 Birdham Road
Chichester
West Sussex
PO20 7AJ

Bankers JP Morgan Chase Bank NA
25 Bank Street
London
E14 5JP

Independent Examiner Lucy Hammond BSc FCA
Kreston Reeves LLP
Chartered Accountants
9 Donnington Park
85 Birdham Road
Chichester
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PO20 7AJ

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report
For the year ended 31 December 2024

The Trustees present their annual report together with the financial statements of the Charity for the year ended 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 Ireland (FRS102) (effective 1 January 2019).

Since the Charity 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.

Objectives and activities

a. Vision

A world where every young person is empowered and equipped to make informed choices about their health and wellbeing.

b. Mission

To create media movements with young people, powered by their realities, which enables them to take control of their health and wellbeing.

c. Activities

MTV Staying Alive Foundation (MTV SAF) uses storytelling to change lives. We develop innovative mass media, which weaves lifechanging health messages into entertaining, youth relevant formats. We then distribute it via third party broadcasters, through our own platforms, and in partnership with a network of organizations working in high risks communities. Through relevant, entertaining and immersive content, we transform young people's knowledge, attitudes and behaviour towards their health and wellbeing.

d. Policies and objectives

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.

The charity's objects ("Objects") are for the public benefit and are specifically restricted to the following:

1. To protect, preserve and advance health, and save lives, particularly among other things by enabling young people to make informed choices about their health and wellbeing;
2. To increase awareness and knowledge by providing information to educate young people around the world for the public benefit by raising awareness and building knowledge of public health, social and economic inequality, environmental protection, law and social policy;
3. To fight discrimination and stigma faced by people because of their gender, sexual orientation, health status, colour, race, ethnicity or any other reason;
4. To encourage young people to take concrete action to improve their lives;
5. To promote safe sex among young people, particularly among other things by promoting sexual reproductive health and rights, building awareness of Human Immunodeficiency Virus ("HIV") and sexually transmitted infections and how to prevent such infections, and increasing knowledge of contraception and planned pregnancy; and
6. To promote other charitable purposes as may be determined, subject to the approval of the Commission.

MTV Staying Alive UK
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Trustees' report (continued)
For the year ended 31 December 2024

Achievements and performance

a. Review of activities

In 2024, MTV SAF has delivered an ambitious range of activities in multiple territories. This has included media campaigns in our established countries of South Africa, India and Nigeria, expansion into the USA, and reestablishing our work in Kenya – the site for our very first campaign 25 years ago. Across the course of the year, we have reached millions of young people with impactful media storytelling, covering a range of critical issues such as HIV, safe sex and Gender Based Violence (GBV).

South Africa

MTV-SAF develops a wide suite of assets, designed to diversify our audiences, expand our reach, and to facilitate repeat engagement. The range of our activities has been well represented in South Africa in 2024, where we developed diverse content, including radio, a comic book, and community education, as well as distributing MTV Shuga: Down South Three on terrestrial TV and digital platforms. Through this work, we have reached millions of young people with powerful behaviour change media.

In 2024, we distributed a radio series focused on HIV prevention. The drama chronicles the life of a character from the TV series and aired twice a day for two weeks in evening slots on national radio station YFM. In addition, we also distributed a comic book in South African schools. The comics were distributed by Free 4 All (a free school newspaper), in 416 schools. In total we distributed 250,000 copies but with many shared and passed on, the numbers of young people reached will be far beyond this quantity.

MTV Shuga Down South Three was developed in 2023 but the drama series continued to air in 2024, including on SABC 1, South Africa's principal terrestrial broadcaster. The content aired on weekly slots between May and June 2024, reaching an average of 1.8m households per week. In addition, we also continued to distribute the media on MTV Shuga social and digital platforms. On Facebook and Instagram, the content achieved a reach of 6.2m, and there were more than 170,000 views on YouTube.

Finally, we have also continued our peer education work in South Africa. It is built around partnerships with NGOs, where we train young peer educators to go into community settings and deliver screenings of our content, together with engaging education sessions in small group settings. In 2024, we worked in partnership with two NGOs – Snapshot Mobile Cinema and Dlananathi. In total, they reached more than 3,000 young people schools and community settings in Khayelitsha, Western Cape, and Pietermaritzburg, KwaZulu Natal.

India

MTV Nishedh, our Indian campaign, continues to make real strides. While we did not deliver a full MTV Nishedh campaign in 2024, we were able to deliver a range of assets, which reached young people at scale. This included a series of three bespoke digital pieces, influencer-led content, and a virtual peer education programme. Overall, the 12-month period was a huge success, and continued to expand our brand recognition, reach and impact outside of sub-Saharan Africa.

The three bespoke digital pieces sought to use light drama and humour to explore challenging subjects and facilitate engagement. 'Mard Kaun Hai Asli' explores masculinity through the format of a Hindi Rap music battle; 'Kuch Aisa Waisa' covers condom use via a Bollywood-style song and dance; while 'Pati Patni vs Duniya' humorously tackles societal expectations around parenthood in a courtroom satire. In total, the videos generated a reach of 21m and views of more than 10m.

Influencer collaborations are proving to be highly effective in reaching youth audiences and therefore increasingly central to our work. Across the course of 2024 in India, we worked with six Indian influencers and carried out content partnerships with them on their channels and as collaborations on our pages. The influencer activations were disseminated online through Moj, Instagram and YouTube. In total, the content generated 4.4m views online.

MTV Staying Alive UK
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Trustees' report (continued)
For the year ended 31 December 2024

Achievements and performance (continued)

Finally, in 2024 we delivered an innovative virtual peer education campaign in India. MTV-SAF peer education is typically built around young people going into community settings and using our media to conduct engaging learning activities with their peers. In 2024 in India, these activities took place online, with trained peer educators leading discussions on digital platforms. The programme reached 500,000 people online and showed impressive results relating to awareness of modern contraception and shifts in gender attitudes.

Nigeria

A full, 360-degree media campaign, encompassing TV dramas, radio, digital and peer education, is designed to reach expansive audiences and drive generational impact. However, due to the scale, it takes time to source the funding, to plan, and to identify strategic partners. In-between the delivery of full campaigns, we therefore undertake a range of activities, to maintain engagement with our audiences, and to continue to challenge the attitudes, awareness and social norms that underpin behaviour change.

In 2024 in Nigeria, we undertook a social and digital campaign in partnership with USAID. The campaign was built around the production of a series of short form pieces that explored themes such as HIV prevention (including Pre-Exposure Prophylaxis (PrEP)) and GBV. The content was then distributed through two core strategies – through MTV Shuga's own, wide-reaching social and digital platforms, and in partnership with popular youth influencers.

Between June 2024 and the end of the year, the newly produced content, together with edited clips from past MTV Shuga seasons, was distributed on MTV Shuga Instagram, X, Tik Tok, and YouTube. Over the period, the content reached a potential audience of 90m. One single piece generated more than 1.5m views on Instagram. Considering the relatively low levels of investment required to deliver a campaign of this type, this represents extremely cost-effective reach.

To enhance reach further, we also worked with influencers, including MTV Shuga cast members, health influencers, and broader Nigerian influencers with large followings. In partnership, we created short content (focused on HIV and GBV) and distributed it via their expansive social and digital accounts. Partnering with influencers in this way helps us to get the content to large audiences, as well as facilitating audience trust with the messaging. In total, the influencer campaign generated an additional 2.2m views.

USA

In 2024, we continued to develop the IN BLOOM programme. It is a global campaign, built around partnering with up-and-coming female filmmakers to create thought-provoking films about gender, economic and social empowerment. By investing in emerging female creatives, we aim to disrupt industry norms, while nurturing unique, unheard, and powerful gender-focused storytelling. Then, through distribution at scale, we aim to raise awareness of the systemic injustice and social and behavioural norms that reinforce inequality.

Against the backdrop of a narrowing of reproductive rights in the USA, in 2024 we produced IN BLOOM: Everybody's Fight. It consisted of a series of five films (two scripted and three documentaries), exploring reproductive freedom in the USA. Through powerful, emotive storytelling, the films seek to convey the realities of abortion and broader reproductive service provision in the context of post-Roe USA, while centralising inspiring stories of advocacy.

The production of the films took place throughout the early part of 2024, before a launch event in New York in October. Speakers included Phoebe Gates, Karlie Kloss, and MTV-SAF's Executive Director, Wame Jallow. The first three films then launched on YouTube in October 2024 and have generated more than 240,000 views already. The content will subsequently broadcast on Paramount+ (USA and International platforms) and MTV international platforms from March 2025, reaching even larger audiences.

MTV Staying Alive UK
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Trustees' report (continued)
For the year ended 31 December 2024

Achievements and performance (continued)

In addition to content creation, in 2024 we secured a grant from the Gates Foundation to plan the future for IN BLOOM. The first two campaigns have been a big success, but if we are truly to establish IN BLOOM as the leading brand in gender storytelling, then we need to analyse our approach and to rigorously prepare for the future. The grant will enable us to scope our audiences, distribution channels, and modes of engagement, and will be integral to reaching millions of young people with powerful gender-focused storytelling.

Kenya

Kenya was home to the first and second MTV Shuga campaigns in 2009 and 2011. Because of this, the country has held a special place in MTV Shuga's history, and we have maintained a loyal local following, with broader campaigns (such as those developed in Nigeria and South Africa) broadcasting in-country. We have been exploring opportunities to take our work back for several years and in 2024, fourteen years after the last series, we began work on Surround Sound Kenya (SSK), our most expansive campaign yet.

SSK is a unique programme. Through the campaign, we are teaming up with Shujaaz Inc., a Kenyan behaviour change campaign with national reach. Through the collaboration, we will leverage our two brands, expansive audiences and networks, to achieve near total saturation for storytelling that makes gender equality its foundational theme. Operating at this unprecedented scale, we aim to shift social and gender norms for a generation of young people and change the story for women and girls in Kenya, for good.

SSK began in 2024 with an extensive, six-month formative research process with young Kenyans. The research included participatory group discussions, in-depth interviews, action research, and rapid quantitative data collection to identify the beliefs, attitudes, and behaviours concerning gender equality among young Kenyans. The insights were then consolidated into a shared strategy, which will power the campaign, across all media platforms and engagement touchpoints.

Leveraging the insights from the formative research, we began content creation. For MTV-SAF in 2024, this has included work on a multi-episode TV drama series, as well as a series of documentaries. For Shujaaz Inc, this included a comic book series, as well as a digital campaign. In the future, these media outputs will continue to broaden, saturating the media landscape with powerful gender-focused storytelling, to fundamentally shift the gender landscape for a generation.

Financial review

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity 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 Charity aims to hold reserves amounting to a minimum of 3 months' operating expenditure. This is necessary to mitigate the risks associated with fluctuations in charity fundraising. At the end of 2024 the Charity has £99,737 (2023: £163,843) in unrestricted reserves which reflects the Trustees commitment to increase the focus on raising unrestricted funds whilst remaining engaged with the organizations that are providing restricted funds.

c. Principal funding

The Charity had income of £55,362 (2023: £449,354) in this year from donations, grants, and charitable activities. Funding into the UK charity decreased due to funders paying grants into the USA and South Africa organisations.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
For the year ended 31 December 2024

Structure, governance and management

a. Constitution

The Charity is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association on 2 September 2010.

The Charity is constituted under a Memorandum of Association dated 2 September 2010 and is a registered charity number 1140295. The Revised Memorandum of Association was approved on 23 November 2020.

b. Methods of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected and coopted under terms of the Articles of Association. Trustees are appointed by the existing Trustees. As at the 31st of December 2024, the Board consists of 6 members. The Trustees who served during the year are listed on page 1. At each annual general meeting the Trustees reaffirm their commitment to the Charity, The Trustees meet often enough to ensure that the Charity is administered properly and during this year they met twice.

c. Organisational structure and decision-making policies

The Charity's Executive Director, Wame Jallow, is responsible for the day-to-day operation of the Charity and its fundraising and manages the staff of the charity on behalf of the Trustees. During the year under review the Charity had 4 staff members (full time equivalent of 1), the majority of whom are shared with the Charity's affiliate in the USA, Staying Alive Foundation Inc.

d. Policies adopted for the induction and training of Trustees

The Trustees fully recognise the importance of ensuring that the governance systems for the MTV Staying Alive UK reflect both good practice and Charity Commission guidance and that they are also workable for MTV Staying Alive UK, given its staff size, resources and range of activities. In this regard, the Trustees maintain their interest in improving Trustees induction, training and recruitment.

e. Relationship with MTV and Paramount (formerly Viacom International Media Networks)

The Charity is an independent legal entity to MTV and Paramount, MTV's parent company, and legal agreements are in place to ensure the maintenance of this independent relationship, including a letter from MTV Networks International dated 25th January 2011. The company donates the use of the MTV brand, which is a highly valuable asset for the Charity and the young people it works with. The MTV brand is internationally recognised and enhances the reputations of partners in their communities and gives their initiatives legitimacy and recognition.

The Charity also works with Paramount to develop HIV and SRH behaviour change media campaigns. Paramount provides expertise and facilities, donates airtime and covers costs of distributing media content for free to any broadcaster or organisation in the world. Paramount's support in this area ensures that the Charity can reach millions of people globally.

In addition to the already significant contribution, Paramount donates pro bono support to the Charity. This includes office space, HR, legal and IT support, and staff training.

As Paramount does not fund the Charity's programmes, fundraising is undertaken by staff of the charity, including the Executive Director, Deputy Executive Director, and the Director of Development.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
For the year ended 31 December 2024

Structure, governance and management (continued)

f. Relationship with Staying Alive Foundation Inc. (USA) and MTV Staying Alive Foundation (South Africa)

The Charity has a very close relationship with Staying Alive Foundation Inc. in the USA and MTV Staying Alive Foundation in South Africa. Staying Alive Foundation Inc. has been operating as a charitable organisation in the USA since 2003 and the South African entity was registered in 2020. Both the USA and South African organisations share staff members with the UK charity, and some of the UK charity's Trustees also serve as Trustees for the US and South African entities. More details of this can be found in note 17.

g. Risk management

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

Plans for future periods

Building on our success in 2024, the coming 12 months will be among the most intensive period in our history. Activities will encompass an ambitious community engagement programme in South Africa; digital-focused campaigns in Nigeria and India; and a new MTV Shuga season in Kenya. We will also undertake critical planning exercises, including the development of a programme strategy for IN BLOOM. These activities will be pivotal in reaching millions of young people with immersive behaviour change storytelling.

In South Africa, we have established an education programme that uses our media to reach thousands of young people. In 2025, this work will deepen. Using existing media focused on HIV prevention and GBV, we will work with local NGOs to deliver screenings and small group education sessions in schools and community settings. In total, we aim to reach 25,000 young people, shifting attitudes and behaviours surrounding HIV and GBV, and directing them to services and care.

In Nigeria, we will leverage our extensive back catalogue of content to engage young people through a host of different mediums. This will include distribution via third party Nigerian broadcasters, as well as on our own expansive social and digital platforms. In addition, in response to the extremely low levels of modern contraceptive usage in Nigeria, we will begin preparing for a new campaign focused on family planning, including fundraising for the programme.

In India, MTV Nishedh Season 3 will broadcast. Building on our expanding digital audiences in India and trends that show that media consumption will increasingly take place online, the campaign will have digital formats at its centre, including through shorter format drama episodes of approximately 10 minutes. It represents a real innovation for MTV SAF campaigns, which have traditionally been built around TV drama series and the results could have big implications for our global campaigns.

In 2025, we will strengthen the IN BLOOM programme through a series of planning activities. This will include in-depth analysis of past evaluations, partnerships with external experts working on our thematic areas, and pilot testing different delivery models. Through these activities, we aim to focus our target audience(s), our methods of engagement, and the most effective model for working with filmmakers. This will be filtered into a strategy document, which will shape the trajectory of IN BLOOM.

Our ambitious programme will continue in Kenya. The production of the TV series began in 2024, but it will continue into 2025 before going out on national terrestrial and international broadcasters, as well as MTV Shuga digital platforms. This will be combined with social and digital outreach and community education. Together with our partner, Shujaaz Inc., our work will reach more than 70% of young Kenyans annually, with profound potential effects on norms surrounding gender and empowerment.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
For the year ended 31 December 2024

Plans for future periods (continued)

Our global work in 2025 represents an ambitious programme that can generate critical social and health outcomes for young people all over the world. However, it will take place in an increasingly unstable world, when the challenges for youth are intensifying. Beyond this core body of work, we will therefore continue to explore additional opportunities to reach young people with powerful, immersive storytelling, which can empower them to take control of their health and wellbeing.

Information on fundraising practices

Over recent years, and particularly during the COVID-19 pandemic, fundraising from specific funding streams became increasingly challenging. For MTV-SAF, we had historically raised a significant part of our income from events fundraising, but this was particularly hard hit by the pandemic. In response to the changing landscape, MTV-SAF chose to shift its focus to trusts, foundations, and broader institutional fundraising, where the organization's income had steadily increased in recent years, and which was not being as hard hit by COVID-19. This means that, in recent years, the size of the fundraising team has been decreased. Fundraising is now undertaken by the Executive Director, Deputy Executive Director, and the Director of Business Development.

MTV Staying Alive UK is registered with The Fundraising Regulator and is committed to following the Code of Fundraising Practice. We proactively comply with the Fundraising Regulator's voluntary regulation scheme, aligning all our fundraising policies and practices with the Fundraising Codes of Conduct, as well as complying with all related legislation and marketing regulation.

We proactively monitor any fundraising undertaken on our behalf-such as our corporate partnerships who engage in employee fundraising – and require external partners to comply with the Fundraising Regulator. The Charity and its agents do not undertake any direct fundraising, such as door-to-door, direct mail or cold calling. In line with current data protection regulation, we only contact individuals with prior consent. We are subscribed to the Fundraising Preference Service (FPS) and have had no requests or complaints that affect the organization since our subscription.

We continue to develop ways to protect vulnerable people and continue to uphold high standards for managing the personal information of our supporters. As a result, we continue to use Salesforce as our donor management tools so that we remain compliant with GDPR and funding regulations.

Any third party or fundraising technology organizations are vetted by our legal team and official contracts and agreements are produced by Viacom lawyers, are in place for them all. The Charity ensure that fundraising agreements and contracts are in place with its supporters, particularly Commercial Participators, where applicable.

Modern slavery

We are committed to full compliance with the Modern Slavery Act 2015.

MTV Staying Alive Foundation will not knowingly support, partner with or receive funds from any businesses involved in slavery or human trafficking. We have taken steps to ensure that slavery or human trafficking are not taking place in our organisation or supply chains, and we are working to put enhanced policies and procedures in place to address the risk of modern slavery in our supply chain, and that of our partners.

MTV Staying Alive UK
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Trustees' report (continued)
For the year ended 31 December 2024

Statement of Trustees' responsibilities


The Trustees (who are also the directors of the Charity 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 Charity 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 judgements 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 Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity 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 Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

DocuSigned by:

D094D520547B45F...
Benedict Plumley
Trustee

Date: 9/1/2025

MTV Staying Alive UK
(A company limited by guarantee)

Independent examiner's report
For the year ended 31 December 2024

Independent examiner's report to the Trustees of MTV Staying Alive UK ('the Charity')

I report to the charity Trustees on my examination of the accounts of the Charity for the year ended 31 December 2024.

Responsibilities and basis of report

As the Trustees of the Charity (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Charity's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Charity as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

This report is made solely to the Charity's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Charity's Trustees those matters I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Charity and the Charity's Trustees as a body, for my work or for this report.

Signed: *Kreston Reeves LLP*

Dated: 2 September 2025

Lucy Hammond

BSc FCA

Kreston Reeves LLP
Chartered Accountants
9 Donnington Park
Chichester
West Sussex
PO20 7AJ

MTV Staying Alive UK
(A company limited by guarantee)

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	13,606	31,219	44,825	438,909
Charitable activities	4	7,329	-	7,329	6,587
Investments	5	3,208	-	3,208	3,858
Total income		24,143	31,219	55,362	449,354
Expenditure on:					
Raising funds	6	-	-	-	18
Charitable activities	7	91,371	27,476	118,847	635,480
Total expenditure		91,371	27,476	118,847	635,498
Net (expenditure)/income		(67,228)	3,743	(63,485)	(186,144)
Transfers between funds	14	3,122	(3,122)	-	-
Net movement in funds		(64,106)	621	(63,485)	(186,144)
Reconciliation of funds:					
Total funds brought forward		163,843	19,687	183,530	369,674
Net movement in funds		(64,106)	621	(63,485)	(186,144)
Total funds carried forward		99,737	20,308	120,045	183,530

The Statement of financial activities includes all gains and losses recognised in the year.

The notes on pages 13 to 22 form part of these financial statements.

MTV Staying Alive UK
(A company limited by guarantee)
Registered number: 07364172

Balance sheet
As at 31 December 2024

	Note	2024 £	2023 £
Fixed assets			
Tangible assets	11	-	-
Current assets			
Debtors	12	-	138,419
Cash at bank and in hand		211,742	366,466
		211,742	504,885
Current liabilities			
Creditors: amounts falling due within one year	13	(91,697)	(321,355)
Net current assets		120,045	183,530
Total net assets		120,045	183,530
Charity funds			
Restricted funds	14	20,308	19,687
Unrestricted funds	14	99,737	163,843
Total funds		120,045	183,530


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

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

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 and signed on their behalf by:

DocuSigned by:

D094D520547B45F...

Benedict Plumley
Trustee
Date: 9/1/2025

The notes on pages 13 to 22 form part of these financial statements.

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2024

1. General information

The charity is a private charitable company limited by guarantee and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the charitable company in the event of liquidation. The charitable company is incorporated and domiciled in England and Wales. The charity's registered office is 17-29 Hawley Crescent, London, NW1 8TT and its principal activity is to increase awareness and knowledge of HIV/AIDS and its prevention among young people around the world.

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 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

MTV Staying Alive UK 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.

The financial statements are presented in UK sterling, which is the Charity's functional currency, and rounded to the nearest pound.

2.2 Going concern

The financial statements have been prepared on a going concern basis as the trustees believe no material uncertainties exist. The trustees have considered the level of funds held and expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient together with the level of reserves for the charity to be able to continue as a going concern.

2.3 Income

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

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2024

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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the Charity 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 Charity's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2.5 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the reporting date.

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction.

Exchange gains and losses are recognised in the Statement of financial activities.

2.6 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.7 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.

2.8 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.

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2024

2. Accounting policies (continued)

2.9 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 Charity 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.

2.10 Financial instruments

The Charity 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.

2.11 Pensions

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

2.12 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 Charity 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 Charity 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.

3. Income from donations and legacies

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Donations	12,215	-	12,215	216,091
Grants	1,391	31,219	32,610	222,818
	<u>13,606</u>	<u>31,219</u>	<u>44,825</u>	<u>438,909</u>
Total 2023	<u>230,940</u>	<u>207,969</u>	<u>438,909</u>	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2024

4. Income from charitable activities

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Services invoiced	7,329	7,329	6,587
Total 2023	6,587	6,587	

5. Investment income

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Bank interest	3,208	3,208	3,858
Total 2023	3,858	3,858	

6. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Fundraising costs	-	-	18
Total 2023	18	18	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2024

7. Analysis of expenditure on charitable activities

Summary by fund type

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Total 2023 £
Other charitable activities	91,371	27,476	118,847	635,480
	<u>168,302</u>	<u>467,178</u>	<u>635,480</u>	
Total 2023	<u>168,302</u>	<u>467,178</u>	<u>635,480</u>	

8. Analysis of expenditure by activities

	Activities undertaken directly 2024 £	Support costs 2024 £	Total funds 2024 £	Total funds 2023 £
Other charitable activities	14,591	104,256	118,847	635,480
	<u>395,179</u>	<u>240,301</u>	<u>635,480</u>	
Total 2023	<u>395,179</u>	<u>240,301</u>	<u>635,480</u>	

Analysis of direct costs

	Grant programme 2024 £	Total funds 2024 £	Total funds 2023 £
Other Projects	3,684	3,684	413
Global Listening Project Fund costs	7,974	7,974	82,545
Anglo-American Funds costs	1,181	1,181	168,421
Production costs	1,140	1,140	1,650
MTV Staying Alive Foundation Expenses	612	612	29,022
Global Innovation Fund costs	-	-	113,128
	<u>14,591</u>	<u>14,591</u>	<u>395,179</u>
Total 2023	<u>395,179</u>	<u>395,179</u>	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2024

8. Analysis of expenditure by activities (continued)

Analysis of support costs

	Other charitable activities 2024 £	Total funds 2024 £	Total funds 2023 £
Staff costs	30,266	30,266	93,847
Independent examiner's fees	6,456	6,456	4,740
Event costs	6,000	6,000	16,392
Office costs	2,516	2,516	25,003
Bank charges	663	663	945
Board meeting and Trustee costs	8,352	8,352	5,961
Travel	18,683	18,683	75,670
Staff Recruitment	417	417	14,441
Rent and rates	12,144	12,144	3,233
Other staff costs	39	39	69
Organisational development	18,720	18,720	-
	<u>104,256</u>	<u>104,256</u>	<u>240,301</u>
Total 2023	<u>240,301</u>	<u>240,301</u>	

9. Staff costs

	2024 £	2023 £
Wages and salaries	26,174	88,099
Social security costs	2,441	3,379
Contribution to defined contribution pension schemes	1,651	2,369
	<u>30,266</u>	<u>93,847</u>

The average number of persons employed by the Charity during the year was as follows:

	2024 No.	2023 No.
Administration	<u>1</u>	<u>1</u>

No employee received remuneration amounting to more than £60,000 in either year.

Key management personnel received remuneration, including employers national insurance and benefits, of £8,945 (2023: £68,470). The amounts represent the proportion of time that they spend on the charity.

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2024

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, expenses totalling £159 were reimbursed or paid directly to a Trustee (2023 - £NIL).

11. Tangible fixed assets

	Other fixed assets £
Cost or valuation	
At 1 January 2024 and 31 December 2024	380,959
Depreciation	
At 1 January 2024 and 31 December 2024	380,959
Net book value	
At 31 December 2024	-
	<hr/> <hr/>
At 31 December 2023	-
	<hr/> <hr/>

12. Debtors

	2024 £	2023 £
Due within one year		
Trade debtors	-	12,721
Accrued income	-	125,698
	<hr/>	<hr/>
	-	138,419
	<hr/> <hr/>	<hr/> <hr/>

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2024

13. Creditors: Amounts falling due within one year

	2024	2023
	£	£
Trade creditors	19,117	34,185
Amounts owed to group undertakings	65,526	280,360
Accruals	7,054	6,810
	<u>91,697</u>	<u>321,355</u>

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	163,843	24,143	(91,371)	3,122	99,737
Restricted funds					
Anglo-American Foundation	27,129	-	(16,587)	-	10,542
Global Listening Project	(7,442)	31,219	(10,889)	(3,122)	9,766
	<u>19,687</u>	<u>31,219</u>	<u>(27,476)</u>	<u>(3,122)</u>	<u>20,308</u>
Total of funds	<u>183,530</u>	<u>55,362</u>	<u>(118,847)</u>	<u>-</u>	<u>120,045</u>

Nature and purpose of restricted funds

Anglo-American Foundation – Supporting the development of MTV Shuga Down South 3 in South Africa, focused on HIV prevention, tuberculosis, and substance abuse. Remaining funds will continue to be used on this programme.

Global Listening Project - funding to hold a content creation workshop on gender norms in Lagos with young women. This was followed by a social media campaign about the workshop and gender norms.

Comic Relief - Preventative HIV education and testing services among Men who have Sex with Men (MSM) in Kisumu, Kenya. This fund was fully utilised in the prior year.

Global Innovation Fund – Training and mentorships for young female creatives in Kenya and Nigeria, to accelerate the development of “gender-aware” media; and for gender-focused messaging in MTV Naija Season 5. This fund was fully utilised in the prior year.

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2024

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	39,907	241,385	(168,320)	50,871	163,843
Restricted funds					
Comic Relief	29,022	-	(29,022)	-	-
Global Innovation Fund	-	125,698	(113,128)	(12,570)	-
Anglo-American Foundation	300,745	-	(243,542)	(30,074)	27,129
Global Listening Project	-	82,271	(81,486)	(8,227)	(7,442)
	<u>329,767</u>	<u>207,969</u>	<u>(467,178)</u>	<u>(50,871)</u>	<u>19,687</u>
Total of funds	<u><u>369,674</u></u>	<u><u>449,354</u></u>	<u><u>(635,498)</u></u>	<u><u>-</u></u>	<u><u>183,530</u></u>

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2024

15. Analysis of net assets between funds

Analysis of net assets between funds - current period

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Current assets	191,434	20,308	211,742
Creditors due within one year	(91,697)	-	(91,697)
Total	99,737	20,308	120,045

Analysis of net assets between funds - prior period

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Current assets	485,198	19,687	504,885
Creditors due within one year	(321,355)	-	(321,355)
Total	163,843	19,687	183,530

16. Pension commitments

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the group in an independently administered fund. The pension charge represents contributions payable by the charity to the fund and amounted to £1,651 (2023 - £2,369). As at 31 December 2024, no contributions were outstanding (2023: £Nil).

17. Related party transactions

Two of the Charity's trustees are also trustees of Staying Alive Foundation Inc incorporated in the United States of America. One of the Charity's trustees is also trustee of MTV Staying Alive Foundation in South Africa.

At the year end, the Charity owed £65,526 to Staying Alive Foundation Inc (2023: £280,360). Employee costs of £Nil (2023: £46,714) were recharged by Staying Alive Foundation Inc to the Charity.

It should also be noted that the Charity is associated with Paramount Global through the receipt of valuable in-kind support on a daily basis. Donations in kind of £12,144 (2023: £24,989) and cash donations of £Nil (2023: £191,527) were made to assist with the running of the Charity. At the year end an outstanding balance was owed to the Charity of £Nil (2023: £33,834).

There were no other related party transactions in the current or prior year.

18. Controlling party

There is no ultimate controlling party.

Staying Alive UK

England & Wales - Charity number 1140295

Accounts

Registered number: 07364172
Charity number: 1140295

MTV Staying Alive UK
(A company limited by guarantee)

Unaudited

Trustees' report and financial statements

For the year ended 31 December 2023

MTV Staying Alive UK
(A company limited by guarantee)

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MTV Staying Alive UK
(A company limited by guarantee)

Reference and administrative details of the Charity, its Trustees and advisers
For the year ended 31 December 2023

Trustees Bayju Ashvin Thakar
Benedict Plumley
James Chau
Sir Nick Partridge
Sara Cerrell
Stephanie Ndlovu
Tuvia Borok
Raffaele Anneschino (resigned 31 March 2023)

Company registered number 07364172

Charity registered number 1140295

Registered office 17-29 Hawley Crescent
Camden
London
NW1 8TT

Executive Director Wame Jallow

Independent Examiner Lucy Hammond BSc FCA
Kreston Reeves LLP
Chartered Accountants
9 Donnington Park
85 Birdham Road
Chichester
West Sussex
PO20 7AJ

Bankers JP Morgan Chase Bank NA
25 Bank Street
London
E14 5JP

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report
For the year ended 31 December 2023

The Trustees present their annual report together with the financial statements of the Charity for the year ended 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 Ireland (FRS102) (effective 1 January 2019).

Since the Charity 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.

Objectives and activities

a. Vision

A world where every young person is empowered and equipped to make informed choices about their health and wellbeing.

b. Mission

To create media movements with young people, powered by their realities, which enables them to take control of their health and wellbeing.

c. Activities

MTV Staying Alive Foundation (MTV SAF) uses storytelling to change lives. We develop innovative mass media, which weaves lifesaving health messages into entertaining, youth relevant formats. We then distribute it via third party broadcasters, through our own platforms, and in partnership with a network of organizations working in high risks communities. Through relevant, entertaining and immersive content, we transform young people's knowledge, attitudes and behaviour towards their health and wellbeing.

d. Policies and objectives

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.

The charity's objects ("Objects") are for the public benefit and are specifically restricted to the following:

1. To protect, preserve and advance health, and save lives, particularly among other things by enabling young people to make informed choices about their health and wellbeing;
2. To increase awareness and knowledge by providing information to educate young people around the world for the public benefit by raising awareness and building knowledge of public health, social and economic inequality, environmental protection, law and social policy;
3. To fight discrimination and stigma faced by people because of their gender, sexual orientation, health status, colour, race, ethnicity or any other reason;
4. To encourage young people to take concrete action to improve their lives;
5. To promote safe sex among young people, particularly among other things by promoting sexual reproductive health and rights, building awareness of Human Immunodeficiency Virus ("HIV") and sexually transmitted infections and how to prevent such infections, and increasing knowledge of contraception and planned pregnancy; and
6. To promote other charitable purposes as may be determined, subject to the approval of the Commission.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
For the year ended 31 December 2023

Achievements and performance

a. Review of activities

In 2023, MTV-SAF has delivered an ambitious programme of activities in multiple territories. This has included major new media campaigns in South Africa, India, and Nigeria, as well as the creation of a new brand of content, IN BLOOM, focused on global gender equality. Critically, we also finalised the recruitment of a new Executive Director, Wame Jallow, who will lead us to new heights in 2024. It has been a highly successful year, and we are grateful to all our partners, all over the world, for helping to make it possible.

South Africa

2023 has been an intensive year in South Africa, including the production and distribution of MTV Shuga Down South Season 3. The campaign, funded by Unitaid and the Anglo-American Foundation, has focused on HIV prevention, including demand-generation messaging for Pre-exposure Prophylaxis (PreP), an innovative medicine that prevents people from getting HIV. In addition, the content has included messaging on tuberculosis and substance abuse, and their intersection with HIV.

The campaign was principally built around the production of a multi-episode TV drama series, accompanied by a diverse range of additional media components, including a radio series, digital content, and a graphic novel. The TV series was distributed by multiple platforms, including SABC 1, the principal terrestrial broadcaster in South Africa, as well as eTV, Soweto TV, and others. On SABC 1 alone, the content attracted weekly views of over 1.5 million.

Beyond the TV series, we have seen increasing consumption of our content online. We produced multiple, shorter-format content, including a music video with acclaimed South African artists, as well as interviews, behind-the-scenes footage, and PSAs. The content was distributed on diverse platforms, including Instagram, X (formerly Twitter), Facebook, TikTok, and YouTube. The content attracted substantial viewership, with the most popular piece generating almost 2 million views alone.

In addition, the radio series aired twice a day in evening slots on national radio station YFM, which is popular among young people. And finally, a total of 250,000 copies of the graphic novel were printed and distributed by Free 4 All (a free school paper), in 416 schools in KwaZulu-Natal, Gauteng and the Western Cape. In total, the campaign has reached multiple millions of young people in South Africa, with powerful, impactful behaviour change content.

India

We continue to go from strength-to-strength in India, building our brand, reputation and reach outside of sub-Saharan Africa. In 2023 we undertook diverse activities, including the delivery and broadcast of the second season of MTV Nishedh (the sister brand of MTV Shuga in India), which was launched in the latter part of 2022 and continued into June 2023. Despite being a relatively new territory for MTV-SAF, we are now reaching substantial audiences in India, particularly online.

MTV Nishedh Season 2 reached more than 3 million on Indian broadcast platforms, with a further 2 million on online platforms like YouTube. In addition, our digital platforms delivered a range of broader content, including short-form digital assets such as PSAs, with substantial reach and engagement. This included more than 90 million digital views, a reach of over 128 million, and over 13 million engagements. Our success online in India represents a significant opportunity for expansion going forward.

Critically, independent research continues to show the power of our approach. MTV Nishedh Season 2 included safe and legal abortion as a central message and research has shown that those messages did connect with our audiences. Women who watched two or more episodes were associated with 5.5x the odds of considering abortion; and 67% of exposed participants knew that women could access abortion up to 20 weeks into their pregnancy (vs 33% among unexposed).

We have now successfully established MTV Nishedh in India, with large audiences and a proven impact model. However, media consumption habits are changing rapidly, particularly among youth, as demonstrated by the

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
For the year ended 31 December 2023

Achievements and performance (continued)

increasing numbers of young people engaging with our content online. Going forward we will therefore continue to innovate and experiment with new formats and distribution methods, to ensure that we are providing the most effective, impactful model for our audiences.

Nigeria

Nigeria is one of our most established territories and prior to 2023, there had been four seasons of MTV Shuga set in the country, more than any other location. We have an established local brand, partnerships with broadcasters and NGOs, and a loyal youth following. However, in Africa's most populated nation, where more than half of the population is under the age of 19 years old, there remains huge scope for additional expansion and reach.

In 2023, we premiered MTV Shuga Naija Season 5. The campaign was built around an eight-part TV drama and covered a range of critical health messaging, including HIV Self-Testing and Gender Based Violence (GBV). The series was picked up by multiple platforms, including the free-to-air AIT, as well as MTV Base, A Accelerate TV, Pop Central, Afroland, CST, Africa Movie Channel, BET Africa, ShowMax, Africa Magic Urban, Africa Magic Showcase, Silverbird Television, TV Continental, and Wazobia Max.

Like India, we are witnessing increasing consumption of our content on social and digital platforms in Nigeria. During 2023, we created a host of supporting digital content, which was distributed across a range of different platforms. The content achieved more than 156,000 search results, over 550,000 engagements, and a potential reach of 2.2 billion. We will continue to invest in our platforms and strategies in Nigeria, expanding our reach among an increasingly connected youth.

Finally, Season 5 included a talent accelerator programme for female creatives, through which we provided internship and mentorship opportunities on the production. The programme is designed to help female creatives to establish themselves in the male-dominated production industry, as well as providing unique creative perspectives for our productions. It has been a big success, and we will look for opportunities to incorporate similar approaches in upcoming campaigns.

IN BLOOM

In 2023, MTV-SAF began experimenting with a new, global media format, focused on gender equality. In partnership with up-and-coming female filmmakers, we are creating thought-provoking films about gender, economic and social empowerment, health, and well-being. With mass distribution on Paramount Global platforms and beyond, we can reach global audiences and, through the power of immersive storytelling, raise awareness of the systemic injustice and social and gender norms that reinforce inequality.

We entered production of the IN BLOOM pilot series in 2023. With the generous support of the Bill and Melinda Gates Foundation, we recruited five female filmmakers from Nigeria, Kenya, India, USA, and Brazil. The films will follow female characters on the brink of life-defining moments, surrounding themes such as period poverty, child marriage, GBV, HIV self-stigma, family planning and women's economic empowerment. The content will raise unheard voices, draw parallels between cultures, and inspire action.

The films will be broadcast in the early part of 2024. Leveraging our long-term partnership with the international media conglomerate, Paramount, the content will broadcast on the Paramount + across multiple territories. The series will also stream on Pluto TV (a Paramount streaming service) globally, MTV international linear channels, BET in Africa, Paramount's social and digital platforms, and MTV-SAF digital platforms. This will equate to expansive reach and engagement.

We are really excited about the prospect of IN BLOOM and, should the pilot be successful, the programme will become an increasingly central part of our work, alongside the MTV Shuga and MTV Nishedh campaigns. We are therefore playing close attention to the pilot's delivery, analysing its strengths to determine the brand's trajectory. Over time, with additional investment, we aim to establish IN BLOOM as the leading brand in gender storytelling.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
For the year ended 31 December 2023

Achievements and performance (continued)

Executive Director

Finally, in 2023, we completed the recruitment of our new Executive Director, Wame Jallow. Her appointment followed an extensive, 12-month recruitment process, led by the Board of Trustees. Wame joins the charity with more than 25 years' experience working for a range of NGOs and non-profits, and with deep technical knowledge and expertise. We are absolutely delighted with her appointment, and we look forward to working with her as she leads the charity to new heights in 2024 and beyond.

Financial review

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity 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 Charity aims to hold reserves amounting to a minimum of 3 months' operating expenditure. This is necessary to mitigate the risks associated with fluctuations in charity fundraising. At the end of 2023 the Charity has £163,843 (2022: £39,907) in unrestricted reserves which reflects the Trustees commitment to increase the focus on raising unrestricted funds whilst remaining engaged with the organizations that are providing restricted funds.

c. Principal funding

The Charity had income of £449,354 (2022: £382,074) in this year from donations, grants, and charitable activities.

Structure, governance and management

a. Constitution

The Charity is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association on 2 September 2010.

The Charity is constituted under a Memorandum of Association dated 2 September 2010 and is a registered charity number 1140295. The Revised Memorandum of Association was approved on 23 November 2020.

b. Methods of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected and coopted under terms of the Articles of Association. Trustees are appointed by the existing Trustees. As at the 31st of December 2023, the Board consists of 7 members. The Trustees who served during the year are listed on page 1. At each annual general meeting the Trustees reaffirm their commitment to the Charity, The Trustees meet often enough to ensure that the Charity is administered properly and during this year they met twice.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
For the year ended 31 December 2023

Structure, governance and management (continued)

c. Organisational structure and decision-making policies

The Charity's Executive Director, Wame Jallow, is responsible for the day to day operation of the Charity and its fundraising and manages the staff of the charity on behalf of the Trustees. During the year under review the Charity had 4 staff members (full time equivalent of 1), the majority of whom are shared with the Charity's affiliate in the USA, Staying Alive Foundation Inc.

d. Policies adopted for the induction and training of Trustees

The Trustees fully recognise the importance of ensuring that the governance systems for the MTV Staying Alive UK reflect both good practice and Charity Commission guidance and that they are also workable for MTV Staying Alive UK, given its staff size, resources and range of activities. In this regard, the Trustees maintain their interest in improving Trustees induction, training and recruitment.

e. Relationship with MTV and Paramount (formerly Viacom International Media Networks)

The Charity is an independent legal entity to MTV and Paramount, MTV's parent company, and legal agreements are in place to ensure the maintenance of this independent relationship, including a letter from MTV Networks International dated 25th January 2011. The company donates the use of the MTV brand, which is a highly valuable asset for the Charity and the young people it works with. The MTV brand is internationally recognised and enhances the reputations of partners in their communities and gives their initiatives legitimacy and recognition.

The Charity also works with Paramount to develop HIV and SRH behaviour change media campaigns. Paramount provides expertise and facilities, donates airtime and covers costs of distributing media content for free to any broadcaster or organisation in the world. Paramount's support in this area ensures that the Charity can reach millions of people globally.

In addition to the already significant contribution, Paramount donates pro bono support to the Charity. This includes office space, HR, legal and IT support, staff training, some production costs, staff time from other departments, some travel costs, as well as the salary and travel of the Executive Director. More details of this can be found in Note 19.

As Paramount does not fund the Charity's programmes, fundraising is undertaken by staff of the charity, including the Executive Director, Deputy Executive Director, and the Director of Development.

f. Relationship with Staying Alive Foundation Inc. (USA) and MTV Staying Alive Foundation (South Africa)

The Charity has a very close relationship with Staying Alive Foundation Inc. in the USA and MTV Staying Alive Foundation in South Africa. Staying Alive Foundation Inc. has been operating as a charitable organisation in the USA since 2003 and the South African entity was registered in 2020. Both the USA and South African organisations share staff members with the UK charity, and some of the UK charity's Trustees also serve as Trustees for the US and South African entities. More details of this can be found in note 19.

g. Risk management

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

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
For the year ended 31 December 2023

Plans for future periods

Our work in 2023 was among the most wide-reaching in our 25-year history, but 2024 will be bigger still. It will encompass ambitious community education programmes in South Africa and Nigeria, a new digital-focused campaign in India, and the production and distribution of a new IN BLOOM series in the USA, focused on reproductive freedom. Critically, we will also return to Kenya, the site of the very first MTV Shuga series, in our most ambitious programme yet.

South Africa is our most established territory for community education and in 2024 we will deepen our work there further. Leveraging established partnerships with local NGOs and existing education guides and media, we will go into a host of communities and deliver community engagement through a range of strategies. This will include small group education delivered across multiple sessions by young peer educators, as well as mass screening events in schools and communities.

In Nigeria, we will also design a peer education curriculum, for NGOs and broader stakeholders to use to deliver immersive community engagement, built around MTV Shuga content. In addition, leveraging our increasing digital footprint in Nigeria, we will invest in a range of short form content, maintaining our social and digital engagement on a consistent, sustained basis. This will include the creation and distribution of an extended PSA, focused on HIV messaging.

In India, we will begin the production of MTV Nishedh Season 3. Building on our expanding digital audiences and trends that show that media consumption will increasingly take place online, the campaign will be designed with digital formats at its centre. This represents a real innovation for MTV-SAF campaigns, which have traditionally been built around a TV drama series. The results could have significant implications for our global campaigns.

We will also continue to develop the IN BLOOM brand. This will include the broadcast of the pilot series, as well as the production of a major new series in the USA, focused on reproductive freedom. Content will include scripted dramas, documentaries, and social and digital content. Through the content, we aim to increase awareness of issues surrounding reproductive freedom, build empathy for those most impacted, and stimulate demand for change.

Finally, to Kenya. The country was the location of the first and second MTV Shuga campaigns. Because of this, the country has held a special place in MTV Shuga's history, and we have maintained a loyal local following. We have been exploring opportunities to take our work back for several years and now, with funding from a consortium of funders, including the Bill and Melinda Gates Foundation, we have the funds to deliver our most expansive campaign yet.

Through the programme, we will team-up with Shujaaz Inc., a Kenyan behaviour change campaign with national reach and a network of committed 'Superfans' across the country. By linking our brands, audiences, and networks, we aim to do two core things. First, achieve near total, generational saturation for messaging that makes gender equality its foundational theme. And second, facilitate deep, repeat exposure from two separate, trusted youth brands.

In addition to this partnership, the programme is unique because we will focus on social and gender norms. Traditionally, MTV Shuga has sought to reach individuals and shift the awareness, attitudes and feelings that underpin behaviour. However, in Kenya, we aim to simultaneously reach the social forces that surround our audiences (e.g. peers, parents, teachers, faith leaders and more). Working in this way, we aim to shift the social expectations of behaviour for women and girls in Kenya, for good.

The Kenyan programme will begin in 2024 with an extensive, six-month formative research process, where we will co-design messages designed to challenge and shift key cornerstone norms. We will then enter a period of rolling content production (beyond 2024), encompassing TV dramas, comic books, radio, social and digital, community engagement and more. The content will be distributed, via TV and radio broadcasters, digital platforms, magazines, NGOs, schools, and more, ensuring unprecedented reach.

Shifting the social and behavioural expectations of a generation is a hugely ambitious undertaking, which can yield transformational impact in Kenya. Should we be successful, the implications would reach beyond the

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
For the year ended 31 December 2023

Plans for future periods (continued)

programme's impact and beyond Kenya. To track this unprecedented impact, the programme will therefore be accompanied by a landmark learning agenda, through which we will create a blueprint for what it takes to drive sustained gender normative change through the power of storytelling.

Our global operations in 2024 represents a hugely ambitious programme, which can generate unprecedented reach and impact. However, in an increasingly unstable world, where the challenges for youth are intensifying, the need for our work is greater than ever. We will therefore continue to explore opportunities beyond this core work, to reach young people all over the world with powerful, immersive content, which can empower them to take control of their health and wellbeing.

Information on fundraising practices

Over recent years, and particularly during the COVID-19 pandemic, fundraising from specific funding streams became increasingly challenging. For MTV-SAF, we had historically raised a significant part of our income from events fundraising, but this was particularly hard hit by the pandemic. In response to the changing landscape, MTV-SAF chose to shift its focus to trusts, foundations, and broader institutional fundraising, where the organization's income had steadily increased in recent years, and which was not being as hard hit by COVID-19. This means that, in recent years, the size of the fundraising team has been decreased. Fundraising is now undertaken by the Executive Director, Deputy Executive Director, and the Director of Business Development.

MTV Staying Alive UK is registered with The Fundraising Regulator and is committed to following the Code of Fundraising Practice. We proactively comply with the Fundraising Regulator's voluntary regulation scheme, aligning all our fundraising policies and practices with the Fundraising Codes of Conduct, as well as complying with all related legislation and marketing regulation.

We proactively monitor any fundraising undertaken on our behalf-such as our corporate partnerships who engage in employee fundraising – and require external partners to comply with the Fundraising Regulator. The Charity and its agents do not undertake any direct fundraising, such as door-to-door, direct mail or cold calling. In line with current data protection regulation, we only contact individuals with prior consent. We are subscribed to the Fundraising Preference Service (FPS) and have had no requests or complaints that affect the organization since our subscription.

We continue to develop ways to protect vulnerable people and continue to uphold high standards for managing the personal information of our supporters. As a result, we continue to use Salesforce as our donor management tools so that we remain compliant with GDPR and funding regulations.

Any third party or fundraising technology organizations are vetted by our legal team and official contracts and agreements are produced by Viacom lawyers, are in place for them all. The Charity ensure that fundraising agreements and contracts are in place with its supporters, particularly Commercial Participants, where applicable.

Modern slavery

We are committed to full compliance with the Modern Slavery Act 2015.

MTV Staying Alive Foundation will not knowingly support, partner with or receive funds from any businesses involved in slavery or human trafficking. We have taken steps to ensure that slavery or human trafficking are not taking place in our organisation or supply chains, and we are working to put enhanced policies and procedures in place to address the risk of modern slavery in our supply chain, and that of our partners.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
For the year ended 31 December 2023

Statement of Trustees' responsibilities

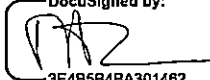
The Trustees (who are also the directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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 Charity 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 judgements 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 Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity 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 Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

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Bayju Ashvin Thakar

Date: 9/24/2024

MTV Staying Alive UK
(A company limited by guarantee)

Independent examiner's report
For the year ended 31 December 2023

Independent examiner's report to the Trustees of MTV Staying Alive UK ('the Charity')

I report to the charity Trustees on my examination of the accounts of the Charity for the year ended 31 December 2023.

Responsibilities and basis of report

As the Trustees of the Charity (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Charity's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the Charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of ICAEW, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Charity as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

This report is made solely to the Charity's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Charity's Trustees those matters I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Charity and the Charity's Trustees as a body, for my work or for this report.

Signed: *Kreston Reeves* Dated: 25.9.24.
LHP

Lucy Hammond BSc FCA
Kreston Reeves LLP
Chartered Accountants

9 Donnington Park
Chichester
West Sussex
PO20 7AJ

MTV Staying Alive UK
(A company limited by guarantee)

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	230,940	207,969	438,909	334,952
Charitable activities	4	6,587	-	6,587	46,723
Investments	5	3,858	-	3,858	399
Total income		241,385	207,969	449,354	382,074
Expenditure on:					
Raising funds	6	18	-	18	126
Charitable activities	8	168,302	467,178	635,480	213,777
Total expenditure		168,320	467,178	635,498	213,903
Net income/(expenditure)		73,065	(259,209)	(186,144)	168,171
Transfers between funds	15	50,871	(50,871)	-	-
Net movement in funds		123,936	(310,080)	(186,144)	168,171
Reconciliation of funds:					
Total funds brought forward		39,907	329,767	369,674	201,503
Net movement in funds		123,936	(310,080)	(186,144)	168,171
Total funds carried forward		163,843	19,687	183,530	369,674

The Statement of financial activities includes all gains and losses recognised in the year.

The notes on pages 13 to 24 form part of these financial statements.

MTV Staying Alive UK
(A company limited by guarantee)
Registered number: 07364172

Balance sheet
As at 31 December 2023

	Note	2023 £	2022 £
Fixed assets			
Tangible assets	12	-	-
Current assets			
Debtors	13	138,419	17,751
Cash at bank and in hand		366,466	490,664
		<u>504,885</u>	<u>508,415</u>
Creditors: amounts falling due within one year	14	(321,355)	(138,741)
Net current assets		<u>183,530</u>	<u>369,674</u>
Total net assets		<u>183,530</u>	<u>369,674</u>
Charity funds			
Restricted funds	15	19,687	329,767
Unrestricted funds	15	163,843	39,907
Total funds		<u>183,530</u>	<u>369,674</u>

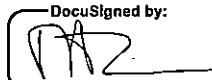
The Charity was entitled to exemption from audit under section 477 of the Companies Act 2006.

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

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 and signed on their behalf by:

DocuSigned by:

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Bayju Ashvin Thakar

Date: 9/24/2024

The notes on pages 13 to 24 form part of these financial statements.

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2023

1. General information

The charity is a private company limited by guarantee and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the company in the event of liquidation. The company is incorporated and domiciled in England and Wales. The Company's registered office is 17-29 Hawley Crescent, London, NW1 8TT and its principal activity is to increase awareness and knowledge of HIV/AIDS and its prevention among young people around the world.

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 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

MTV Staying Alive UK 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

The financial statements have been prepared on a going concern basis as the trustees believe no material uncertainties exist. The trustees have considered the level of funds held and expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient together with the level of reserves for the charity to be able to continue as a going concern.

2.3 Income

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

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

Notes to the financial statements
For the year ended 31 December 2023

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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the Charity 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 Charity's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

All expenditure is inclusive of irrecoverable VAT.

2.5 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the reporting date.

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction.

Exchange gains and losses are recognised in the Statement of financial activities.

2.6 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.7 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.

2.8 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.

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2023

2. Accounting policies (continued)

2.9 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 Charity 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.

2.10 Financial instruments

The Charity 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.

2.11 Pensions

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

2.12 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 Charity 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 Charity 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.

3. Income from donations and legacies

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Donations	216,091	-	216,091	30,569
Grants	14,849	207,969	222,818	304,383
	<u>230,940</u>	<u>207,969</u>	<u>438,909</u>	<u>334,952</u>
Total 2022	<u>34,207</u>	<u>300,745</u>	<u>334,952</u>	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2023

4. Income from charitable activities

	Unrestricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Services invoiced	6,587	6,587	46,723
	<u>6,587</u>	<u>6,587</u>	<u>46,723</u>
Total 2022	<u>46,723</u>	<u>46,723</u>	

5. Investment income

	Unrestricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Bank interest	3,858	3,858	399
	<u>3,858</u>	<u>3,858</u>	<u>399</u>
Total 2022	<u>399</u>	<u>399</u>	

6. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Fundraising costs	18	18	126
	<u>18</u>	<u>18</u>	<u>126</u>
Total 2022	<u>126</u>	<u>126</u>	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2023

7. Analysis of grants

	Grants to Institutions 2023 £	Total funds 2023 £	Total funds 2022 £
Grants - Comic Relief	-	-	9,070
Total 2022	<u>9,070</u>	<u>9,070</u>	

8. Analysis of expenditure on charitable activities

Summary by fund type

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Total 2022 £
Grant programme	-	-	-	42,421
Other charitable activities	168,302	467,178	635,480	171,356
	<u>168,302</u>	<u>467,178</u>	<u>635,480</u>	<u>213,777</u>
Total 2022	<u>67,392</u>	<u>146,385</u>	<u>213,777</u>	

9. Analysis of expenditure by activities

	Activities undertaken directly 2023 £	Grant funding of activities 2023 £	Support costs 2023 £	Total funds 2023 £	Total funds 2022 £
Grant programme	-	-	-	-	42,421
Other charitable activities	395,179	-	240,301	635,480	171,356
	<u>395,179</u>	<u>-</u>	<u>240,301</u>	<u>635,480</u>	<u>213,777</u>
Total 2022	<u>148,057</u>	<u>9,070</u>	<u>56,650</u>	<u>213,777</u>	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2023

9. Analysis of expenditure by activities (continued)

Analysis of direct costs

	Grant programme 2023 £	Other charitable activities 2023 £	Total funds 2023 £	Total funds 2022 £
Other Projects	-	413	413	-
Global Listening Project Fund costs	-	82,545	82,545	-
Anglo-American Funds costs	-	168,421	168,421	-
Production costs	-	1,650	1,650	6,415
MTV Staying Alive Foundation Expenses	-	29,022	29,022	22,588
Global Innovation Fund costs	-	113,128	113,128	110,889
Waterloo Foundation	-	-	-	8,165
	-	395,179	395,179	148,057
Total 2022	8,165	139,892	148,057	

Analysis of support costs

	Grant programme 2023 £	Other charitable activities 2023 £	Total funds 2023 £	Total funds 2022 £
Staff costs	-	93,847	93,847	41,785
Independent examiner's fees	-	4,740	4,740	4,893
Event costs	-	16,392	16,392	-
Office costs	-	25,003	25,003	613
Bank charges	-	945	945	922
Board meeting and Trustee costs	-	5,961	5,961	417
Marketing	-	-	-	1,750
Travel	-	75,670	75,670	3,004
Staff Recruitment	-	14,441	14,441	-
Rent and rates	-	3,233	3,233	3,233
Other staff costs	-	69	69	33
	-	240,301	240,301	56,650
Total 2022	25,186	31,464	56,650	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2023

10. Staff costs

	2023	2022
	£	£
Wages and salaries	88,099	39,090
Social security costs	3,379	1,655
Contribution to defined contribution pension schemes	2,369	1,040
	<u>93,847</u>	<u>41,785</u>

The average number of persons employed by the Charity during the year was as follows:

	2023	2022
	No.	No.
Administration	<u>1</u>	<u>1</u>

No employee received remuneration amounting to more than £60,000 in either year.

11. 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).

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2023

12. Tangible fixed assets

	Other fixed assets £
Cost or valuation	
At 1 January 2023	380,959
At 31 December 2023	380,959
Depreciation	
At 1 January 2023	380,959
At 31 December 2023	380,959
Net book value	
At 31 December 2023	-
At 31 December 2022	-

13. Debtors

	2023 £	2022 £
Due within one year		
Trade debtors	12,721	12,457
Amounts owed by group undertakings	-	4,619
Accrued income	125,698	675
	138,419	17,751

14. Creditors: Amounts falling due within one year

	2023 £	2022 £
Trade creditors	34,185	1,594
Amounts owed to group undertakings	280,360	19,448
Other creditors	-	110,889
Accruals	6,810	6,810
	321,355	138,741

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2023

15. 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	39,907	241,385	(168,320)	50,871	163,843
Restricted funds					
Comic Relief	29,022	-	(29,022)	-	-
Global Innovation Fund	-	125,698	(113,128)	(12,570)	-
Anglo-American Foundation	300,745	-	(243,542)	(30,074)	27,129
Global Listening Project	-	82,271	(81,486)	(8,227)	(7,442)
	<u>329,767</u>	<u>207,969</u>	<u>(467,178)</u>	<u>(50,871)</u>	<u>19,687</u>
Total of funds	<u><u>369,674</u></u>	<u><u>449,354</u></u>	<u><u>(635,498)</u></u>	<u><u>-</u></u>	<u><u>183,530</u></u>

ViiV Healthcare – Peer education in South Africa, Botswana, and Cote d'Ivoire, focused on HIV prevention and demand generation for Pre-Exposure Prophylaxis (PrEP).

Waterloo Foundation – Peer education in Lagos and Kaduna (Nigeria), designed to enhance knowledge, attitudes, and behaviours towards modern contraception.

Swedish Postcode Foundation – Peer education in Ogun, Oyo, and Plateau States (Nigeria), focused on modern contraception and broader sexual health.

Comic Relief - Preventative HIV education and testing services among Men who have Sex with Men (MSM) in Kisumu, Kenya. Some remaining funds will be used for development and research for bringing MTV Shuga back to Kenya.

Global Innovation Fund – Training and mentorships for young female creatives in Kenya and Nigeria, to accelerate the development of “gender-aware” media; and for gender-focused messaging in MTV Naija Season 5. Remaining funds will continue to be used on this programme.

Anglo-American Foundation – Supporting the development of MTV Shuga Down South 3 in South Africa, focused on HIV prevention, tuberculosis, and substance abuse. Remaining funds will continue to be used on this programme.

Global Listening Project - funding to hold a content creation workshop on gender norms in Lagos with young women. This was followed by a social media campaign about the workshop and gender norms.

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2023

15. 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	13,758	81,329	(67,518)	12,338	39,907
Restricted funds					
ViiV Healthcare	74	-	-	(74)	-
Waterloo Foundation	(57)	-	-	57	-
Swedish Postcode Foundation	4,255	-	(4,255)	-	-
Comic Relief	60,263	-	(31,241)	-	29,022
Global Innovation Fund	123,210	-	(110,889)	(12,321)	-
Anglo-American Foundation	-	300,745	-	-	300,745
	<u>187,745</u>	<u>300,745</u>	<u>(146,385)</u>	<u>(12,338)</u>	<u>329,767</u>
Total of funds	<u>201,503</u>	<u>382,074</u>	<u>(213,903)</u>	<u>-</u>	<u>369,674</u>

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2023

16. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Current assets	485,198	19,687	504,885
Creditors due within one year	(321,355)	-	(321,355)
Total	163,843	19,687	183,530

Analysis of net assets between funds - prior year

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Current assets	67,759	440,656	508,415
Creditors due within one year	(27,852)	(110,889)	(138,741)
Total	39,907	329,767	369,674

17. Pension commitments

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the group in an independently administered fund. The pension charge represents contributions payable by the charity to the fund and amounted to £2,369 (2022 - £1,040). As at 31 December 2023, no contributions were outstanding.

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2023

18. Related party transactions

Two of the Charity's trustees are also trustees of Staying Alive Foundation Inc incorporated in the United States of America. One of the Charity's trustees is also trustee of MTV Staying Alive Foundation in South Africa.

At the year end, the Charity owed £280,360 to Staying Alive Foundation Inc (2022: the Charity was owed £4,619 by Staying Alive Foundation Inc) and sales were made to them of £nil (2022: £654). Employee costs of £46,714 (2023:£nil) were recharged by Staying Alive Foundation Inc to the Charity.

The Charity owed MTV Staying Alive Foundation SA £nil at the year end (2022: £19,448) and made purchases from them of £nil (2022: £10,619).

It should also be noted that the Charity is associated with Paramount Global through the receipt of valuable in-kind support on a daily basis. Donations in kind of £24,989 (2022: £30,568) and cash donations of £191,527 (2022: £nil) were made to assist with the running of the Charity. At the year end an outstanding balance was owed to the Charity of £33,834 (2022: £17,751).

Key management personnel received remuneration, including employers national insurance and benefits, of £68,470 (2022: £27,336). This includes an employee of Paramount and in 2024 an employee of MTV Staying Alive Foundation Inc. The amounts represent the proportion of time that they spend on the charity. The amount relating to the employee of Paramount is included in the in kind donation mentioned above.

19. Controlling party

There is no ultimate controlling party.

Staying Alive UK

England & Wales - Charity number 1140295

Accounts

Registered number: 07364172
Charity number: 1140295

MTV Staying Alive UK
(A company limited by guarantee)

Unaudited

Trustees' report and financial statements

For the year ended 31 December 2022

MTV Staying Alive UK
(A company limited by guarantee)

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MTV Staying Alive UK
(A company limited by guarantee)

Reference and administrative details of the Charity, its Trustees and advisers
For the year ended 31 December 2022

Trustees Bayju Ashvin Thakar
Benedict Plumley
James Chau
Sir Nick Partridge
Sara Cerrell
Stephanie Ndlovu
Tuvia Borok (appointed 30 March 2022)
Raffaele Anecchino (resigned 31 March 2023)

Company registered number 07364172

Charity registered number 1140295

Registered office 17-29 Hawley Crescent
Camden
London
NW1 8TT

Chief executive officer Georgia Arnold

Independent Examiner Lucy Hammond BSc FCA
Kreston Reeves LLP
Chartered Accountants
9 Donnington Park
85 Birdham Road
Chichester
West Sussex
PO20 7AJ

Bankers JP Morgan Chase Bank NA
25 Bank Street
London
E14 5JP

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report
For the year ended 31 December 2022

The Trustees present their annual report together with the financial statements of the Charity for the year 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 Charity 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.

Objectives and activities

a. Vision

A world where every young person is empowered and equipped to make informed choices about their health and wellbeing.

b. Mission

To create media movements with young people, powered by their realities, which enable them to take control of their health and wellbeing.

c. Activities

MTV Staying Alive Foundation (MTV SAF) uses storytelling to change lives. We develop innovative mass media, which weaves life saving health messages into entertaining, youth relevant formats. We then distribute it via third party broadcasters, through our own platforms, and in partnership with a network of organizations working in high risk communities. Through relevant, entertaining, and immersive content, we transform young people's knowledge, attitudes and behaviour towards their health and wellbeing.

d. Policies and objectives

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.

The charity's objects ("Objects") are for the public benefit and are specifically restricted to the following:

1. to protect, preserve and advance health, and save lives, particularly among other things by enabling young people to make informed choices about their health and wellbeing;
2. to increase awareness and knowledge by providing information to educate young people around the world for the public benefit by raising awareness and building knowledge of public health, social and economic inequality, environmental protection, law and social policy;
3. to fight discrimination and stigma faced by people because of their gender, sexual orientation, health status, colour, race, ethnicity or any other reason;
4. to encourage young people to take concrete action to improve their lives;
5. to promote safe sex among young people, particularly among other things by promoting sexual reproductive health and rights, building awareness of Human Immunodeficiency Virus ("HIV") and sexually transmitted infections and how to prevent such infections, and increasing knowledge of contraception and planned pregnancy; and
6. to promote other charitable purposes as may be determined, subject to the approval of the Commission.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
For the year ended 31 December 2022

Achievements and performance

a. Review of activities

After the upheavals of the COVID-19 pandemic, our operating environment increasingly stabilised in 2022, allowing us to undertake an ambitious programme of activities in multiple territories. This has included expanding our peer education work in South Africa and Botswana, as well as major new media campaigns in South Africa, India and Nigeria. It has been a highly successful year for MTV-SAF, and we are grateful to all our partners and donors from all over the world, for helping to make it possible.

South Africa

South Africa is one of MTV-SAF's most established territories. There have been two full MTV Shuga seasons in South Africa (MTV Shuga Down South), which have been distributed by major national TV broadcasters and viewed by millions. Building on the popularity of the show, we have also established an ongoing peer education operation, which uses the MTV Shuga brand and media to engage young people in communities and online, and educate them on the issues that feature in the show.

2022 was an important year for our educational programmes. Over the 12-month period, our team delivered screenings and peer education sessions in South Africa as well as in neighbouring Botswana, focused on a range of key issues that feature in the TV show. In particular, the programmes centred around HIV prevention, HIV testing, and Gender Based Violence (GBV). In total in 2022, our peer education reached almost 100,000 young people in communities and over 175,000 in digital spaces.

In early-2022 we successfully secured the funds to deliver a new MTV Shuga season in South Africa. With funding from Unitaid and Anglo-American Foundation, the series will cover a host of key messages, including demand-generation messaging for PrEP (an innovative HIV prevention medication) and content that explores TB and substance abuse. Through engaging, immersive storytelling, we will reach millions of young people across South Africa, and drive knowledge, awareness and behaviour change.

With the funding in place, in 2022 we began working on the show. Activities included recruiting a South African production company; conducting formative research; and delivering a press launch. In 2022, we also held open auditions to recruit some of the cast and almost 4,000 young people attended, which is testament to the huge popularity of MTV Shuga in South Africa. The new series will broadcast in mid-2023, and we are positive it will be the biggest, best, and the most impactful yet.

India

India is a relatively new territory for MTV-SAF (and the first outside of sub-Saharan Africa), with the original season of MTV Nishedh going out in 2019/20. We saw important results in the first campaign, but in a country with the largest youth population in the world there are huge opportunities for development and expansion. Building on the initial traction gained from the first MTV Nishedh season, in 2022 we delivered our second Indian campaign.

Funded by the David and Lucile Packard Foundation and Johnson & Johnson, MTV Nishedh Season 2 was built around a 10-part TV drama series, focused on increasing knowledge and awareness of safe medical abortion and modern contraceptive methods, as well as promoting early health-seeking behaviour around Tuberculosis. The content was broadcast by MTV, VOOT and the Fully Faltoo YouTube channel at the end of 2022, gaining 3m viewers on TV and a further 2m+ views on digital.

In addition to the core TV series, the campaign encompassed diverse social and digital activities, including influencer activations, content partnerships, and crowd-sourced music videos. These activities achieved reach of 128m, 90m+ views and 13m+ engagements. In addition, on-the-ground screenings and street plays in 12 colleges in Bihar, Uttar Pradesh and Maharashtra, delivered in partnership with local NGOs, reached more than 1,000 Indian students.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
For the year ended 31 December 2022

Achievements and performance (continued)

Crucially, initial evaluation results show the important effects of our work. Comparing those who watched the show with those who had not, we saw a 41% increase in awareness of the emergency pill; a 14% drop in stigma around consensual sex among unmarried couples; a 20% increase in opting for an abortion in the event of an unplanned pregnancy; and a 21% increase in awareness that TB treatment is available for free. The evaluation is ongoing, but the initial results are testament to the huge potential of our approach in India.

Nigeria

Alongside South Africa, Nigeria is our most established territory. There have been four seasons of MTV Shuga in Nigeria (MTV Shuga Naija), which have been distributed by major terrestrial TV broadcasters, reaching millions of young people across the country. However, in Africa's most populated nation, where more than half the population is under the age of 19 years, there remains enormous scope for additional reach and engagement.

In 2022, we began developing Season 5. With funding from Unitaid, the Global Innovation Fund and Paramount Global, we undertook messaging workshops with a range of expert organisations, such as the National Agency for the Control of Aids (NACA) and the Lagos State Domestic & Sexual Violence Agency (DSVA). Through this process we scripted an eight-episode drama, covering a range of messaging, including HIV Self-Testing, GBV, female empowerment, COVID-19, and modern contraception.

Following the development of the messages and scripts, we then went into production. The content was produced by 1Pod Pictures, a female-led Nigerian production company; and incorporated young musicians from Chocolate City Music, a Nigerian record label, to add a fresh, authentic Nigerian sound to the series. The combination of public health messages, informed by expert organisations and data, fused together with popular youth culture, represents the heart of the MTV Shuga approach.

For this series we also included a new component. In addition to working with a local production company, we incorporated a Talent Acceleration Programme. Through an open call we recruited 12 young female Nigerian interns to work in various roles, including creative directing and production, helping them to establish themselves in the industry. The Talent Acceleration Programme is a new approach for MTV-SAF, but it will continue into 2023, before potentially extending to broader geographies in future.

Executive Director

Finally, in September 2022, Georgia Arnold, MTV-SAF's co-founder and Executive Director, announced that she would be stepping down. Georgia has been integral to creating and growing the organisation and through her leadership, innumerable young lives have been transformed in sub-Saharan Africa and beyond. Everyone at the charity is really sorry to see her go but we are happy to report that she has agreed to continue her role for a further 12 months until October 2023, as we search for her replacement.

b. Investment policy and performance

The charity is of a size that its levels of free cash fluctuate and therefore the Trustees use bank deposit accounts for any spare monies not immediately required.

Financial review

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity 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.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
For the year ended 31 December 2022

b. Reserves policy

The Charity aims to hold reserves amounting to a minimum of 3 months' operating expenditure. This is necessary to mitigate the risks associated with fluctuations in charity fundraising. At the end of 2022 the Charity has £39,907 in unrestricted reserves which reflects the Trustees commitment to increase the focus on raising unrestricted funds whilst remaining engaged with the organisations that are providing restricted funds.

c. Principal funding

The Charity had income of £382,074 in this year from donations, grants, and charitable activities.

Structure, governance and management

a. Constitution

The Charity is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association on 2 September 2010.

The Charity is constituted under a Memorandum of Association dated 2 September 2010 and is a registered charity number 1140295. The Revised Memorandum of Association was approved on 23 November 2020.

b. Methods of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected and coopted under the terms of the Articles of Association. Trustees are appointed by the existing Trustees. At 31 December 2022, the Board consisted of 7 members. The Trustees who served during the year are listed on page 1. At each annual general meeting the Trustees reaffirm their commitment to the Charity. The Trustees meet often enough to ensure that the Charity is administered properly and during this year they met twice.

c. Organisational structure and decision-making policies

The Charity's Executive Director is responsible for the daytoday operation of the Charity and its fundraising and manages the staff of the charity on behalf of the Trustees. During the year under review the Charity had 3 staff members (full time equivalent of 1), the majority of whom are shared with the Charity's affiliate in the USA, Staying Alive Foundation Inc.

d. Policies adopted for the induction and training of Trustees

The Trustees fully recognise the importance of ensuring that the governance systems for MTV Staying Alive UK reflect both good practice and Charity Commission guidance and that they are also workable for MTV Saying Alive UK, given its staff size, resources and range of activities. In this regard, the Trustees maintain their interest in improving Trustee induction, training, and recruitment.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
For the year ended 31 December 2022

Structure, governance and management (continued)

e. Relationship with MTV and Paramount (formerly Viacom International Media Networks)

The Charity is an independent legal entity to MTV and Paramount, MTV's parent company, and legal agreements are in place to ensure the maintenance of this independent relationship, including a letter from MTV Networks International dated 25th January 2011. The company donates the use of the MTV brand, which is a highly valuable asset for the Charity and the young people it works with. The MTV brand is internationally recognised and enhances the reputations of partners in their communities and gives their initiatives legitimacy and recognition.

The Charity also works with Paramount to develop HIV and SRH behaviour change media campaigns. Paramount provides expertise and facilities, donates airtime and covers costs of distributing media content for free to any broadcaster or organisation in the world. Paramount's support in this area ensures that the Charity can reach millions of people globally.

In addition to the already significant contribution, Paramount donates pro bono support to the Charity. This includes office space, HR, legal and IT support, staff training, some production costs, staff time from other departments, some travel costs, as well as the salary and travel of the Executive Director.

As Paramount does not fund the Charity's programmes, fundraising is undertaken by staff of the charity, including the Executive Director, Deputy Executive Director, and the Director of Development.

f. Relationship with Staying Alive Foundation Inc. (USA)

The Charity has a very close relationship with Staying Alive Foundation Inc. in the USA. Staying Alive Foundation Inc. has been operating as a charitable organisation in the USA since 2003 (and was thus set up prior to the Charity in the UK). Both charities share staff members, including the Executive Director, and some of the Charity's Trustees also serve as Trustees for Staying Alive Foundation Inc.

g. Risk management

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

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
For the year ended 31 December 2022

Plans for future periods

The past 12 months have been among the most intensive in MTV-SAF's history, but 2023 will be even bigger. It will encompass the delivery of the third MTV Shuga campaign in South Africa; a major digital campaign in India; the broadcast of Season 5 of MTV Shuga Naija; and diverse, on-the-ground educational programmes across all our territories. Through this work, we will reach more young people than ever before, with immersive, relatable media and services.

MTV Shuga: Down South 3 (the third series of MTV Shuga in South Africa) will go out in the middle of 2023. Covering diverse social and health messaging, it will be distributed by major terrestrial TV broadcasters to reach national youth audiences. Accompanied by broader media content, including radio, digital, print and peer education, we will reach millions of young people across South Africa and drive a range of outcomes, including uptake of innovative, life-saving HIV prevention methods such as PrEP.

With funding from the Gates Foundation, we will also undertake a major programme of activities in India. Building on the success of MTV Nishedh Season 2, we will deliver cutting-edge digital activities, encompassing emerging social media platforms, chatbots and online counselling, a standalone digital drama series, and closed Facebook groups. Through the work, we will reach millions of young Indians online, and challenge attitudes, social norms, and feelings towards sexual health and contraception.

Season 5 of MTV Shuga Naija (in Nigeria) will go into post-production in early-2023, before broadcast in the middle of the year. It will initially broadcast on MTV Base and YouTube, before going out on additional Nigerian TV broadcasters as well. The TV content will be supported by broad social and digital engagement activities, including short form complimentary video content. Through these combined activities, we will reach millions of young Nigerians with immersive behaviour change messages.

We will also continue to build the scale of our peer education work in all our territories. We have media and educational curriculums in South Africa, Nigeria and India, and this, combined with the popularity of MTV Shuga, represents a rich resource for engaging young people on the ground. Working in partnership with local NGOs, we will support thousands of young leaders as they go into communities and digital spaces and provide immersive education on sexual health, HIV, GBV and more.

In addition, in 2023 we aim to greenlight scripting for a pilot episode set in the USA. This would be the first time we have delivered a standalone MTV Shuga season in USA (though we have delivered digital COVID-19 content), but we believe that a host of social issues make it an important setting. It will be a very different operating environment and comes with a host of unique challenges, but we are confident that, in partnership with Paramount, we can create a powerful, impactful offering for American youth.

Finally, in 2023 we will undertake the difficult task of finding a successor to Georgia Arnold, our Executive Director. Working with a specialist recruitment agency, we will begin the process in early-2023. Georgia's successor will be recruited from sub-Saharan Africa, continuing the organisation's transition to an organisation led in the Global South. It is a crucial appointment and will be an extensive search, covering multiple countries and sectors. We anticipate that the process will take most of the year.

Our work in 2023 represents a big undertaking for a 12-month period. However, recognising the huge potential our media has for scalable, cost-effective impact globally, we will continue to explore additional opportunities as well. Together with funders, governments, academics, and broadcasters, we aim to reach millions of young people, challenge and change attitudes, norms and behaviours, and empower them to take control of their health and wellbeing.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
For the year ended 31 December 2022

Information on fundraising practices

Over recent years, and particularly during the COVID-19 pandemic, fundraising from specific funding streams became increasingly challenging. For MTV-SAF, we had historically raised a significant part of our income from events fundraising, but this was particularly hard hit by the pandemic. In response to the changing landscape, MTV-SAF chose to shift its focus to trusts, foundations, and broader institutional fundraising, where the organisation's income had steadily increased in recent years, and which was not being as hard hit by COVID-19. This means that, in recent years, the size of the fundraising team has been decreased. Fundraising is now undertaken by the Executive Director, Deputy Executive Director, and the Director of Business Development.

MTV Staying Alive UK is registered with The Fundraising Regulator and is committed to following the Code of Fundraising Practice. We proactively comply with the Fundraising Regulator's voluntary regulation scheme, aligning all our fundraising policies and practices with the Fundraising Codes of Conduct, as well as complying with all related legislation and marketing regulation.

We proactively monitor any fundraising undertaken on our behalf – such as our corporate partnerships who engage in employee fundraising – and require external partners to comply with the Fundraising Regulator. The Charity and its agents do not undertake any direct fundraising, such as door-to-door, direct mail, or cold calling. In line with current data protection regulation, we only contact individuals with prior consent. We are subscribed to the Fundraising Preference Service (FPS) and have had no requests or complaints that affect the organisation since our subscription.

We continue to develop ways to protect vulnerable people and continue to uphold high standards for managing the personal information of our supporters. As a result, we continue to use Salesforce as our donor management tool so that we remain compliant with new GDPR and fundraising regulations.

Any third party or fundraising technology organisations are vetted by our legal team and official contracts and agreements, produced by Viacom's lawyers, are in place for them all. The Charity ensures that fundraising agreements and contracts are in place with its supporters, particularly Commercial Participators, where applicable.

Modern slavery

We are committed to full compliance with the Modern Slavery Act 2015.

MTV Staying Alive Foundation will not knowingly support, partner with or receive funds from any businesses involved in slavery or human trafficking. We have taken steps to ensure that slavery or human trafficking are not taking place in our organisation or supply chains, and we are working to put enhanced policies and procedures in place to address the risk of modern slavery in our supply chain, and that of our partners.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
For the year ended 31 December 2022

Statement of Trustees' responsibilities

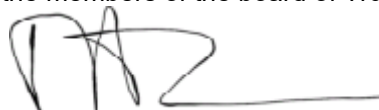
The Trustees (who are also the directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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 Charity 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 judgements 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 Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity 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 Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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



Bayju Ashvin Thakar

Date: 26 September 2023

MTV Staying Alive UK
(A company limited by guarantee)

Independent examiner's report
For the year ended 31 December 2022

Independent examiner's report to the Trustees of MTV Staying Alive UK ('the Charity')

I report to the charity Trustees on my examination of the accounts of the Charity for the year ended 31 December 2022.

Responsibilities and basis of report

As the Trustees of the Charity (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Charity's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the Charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of ICAEW, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Charity as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

This report is made solely to the Charity's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Charity's Trustees those matters I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Charity and the Charity's Trustees as a body, for my work or for this report.

Signed:  Dated: 29 September 2023

Lucy Hammond BSc FCA
Kreston Reeves LLP
Chartered Accountants

9 Donnington Park
Chichester
West Sussex
PO20 7AJ

MTV Staying Alive UK
(A company limited by guarantee)

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	34,207	300,745	334,952	195,206
Charitable activities	4	46,723	-	46,723	43,081
Investments	5	399	-	399	-
Total income		81,329	300,745	382,074	238,287
Expenditure on:					
Raising funds	6	126	-	126	2,691
Charitable activities	8	67,392	146,385	213,777	244,665
Total expenditure		67,518	146,385	213,903	247,356
Net income/(expenditure)		13,811	154,360	168,171	(9,069)
Transfers between funds	15	12,338	(12,338)	-	-
Net movement in funds		26,149	142,022	168,171	(9,069)
Reconciliation of funds:					
Total funds brought forward		13,758	187,745	201,503	210,572
Net movement in funds		26,149	142,022	168,171	(9,069)
Total funds carried forward		39,907	329,767	369,674	201,503

The Statement of financial activities includes all gains and losses recognised in the year.

The notes on pages 13 to 24 form part of these financial statements.

MTV Staying Alive UK
(A company limited by guarantee)
Registered number: 07364172

Balance sheet
As at 31 December 2022

	Note	2022 £	2021 £
Fixed assets			
Tangible assets	12	-	-
		<u>-</u>	<u>-</u>
Current assets			
Debtors	13	17,751	13,649
Cash at bank and in hand		490,664	240,140
		<u>508,415</u>	<u>253,789</u>
Creditors: amounts falling due within one year	14	(138,741)	(52,286)
		<u>369,674</u>	<u>201,503</u>
Net current assets		369,674	201,503
Total net assets		369,674	201,503
Charity funds			
Restricted funds	15	329,767	187,745
Unrestricted funds	15	39,907	13,758
		<u>369,674</u>	<u>201,503</u>
Total funds		369,674	201,503

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

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

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 and signed on their behalf by:



Bayju Ashvin Thakar

Date: 26 September 2023

The notes on pages 13 to 24 form part of these financial statements.

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2022

1. General information

The charity is a private company limited by guarantee and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the company in the event of liquidation. The company is incorporated and domiciled in England and Wales. The Company's registered office is 17-29 Hawley Crescent, London, NW1 8TT and its principal activity is to increase awareness and knowledge of HIV/AIDS and its prevention among young people around the world.

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 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

MTV Staying Alive UK 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

The financial statements have been prepared on a going concern basis as the trustees believe no material uncertainties exist. The trustees have considered the level of funds held and expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient together with the level of reserves for the charity to be able to continue as a going concern.

2.3 Income

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

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2022

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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the Charity 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 Charity's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

All expenditure is inclusive of irrecoverable VAT.

2.5 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the reporting date.

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction.

Exchange gains and losses are recognised in the Statement of financial activities.

2.6 Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.7 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.

2.8 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.

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2022

2. Accounting policies (continued)

2.9 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 Charity 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.

2.10 Financial instruments

The Charity 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.

2.11 Pensions

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

2.12 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 Charity 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 Charity 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.

3. Income from donations and legacies

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Donations	30,569	-	30,569	58,542
Grants	3,638	300,745	304,383	136,664
	<u>34,207</u>	<u>300,745</u>	<u>334,952</u>	<u>195,206</u>
Total 2021	<u>60,049</u>	<u>135,157</u>	<u>195,206</u>	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2022

4. Income from charitable activities

	Unrestricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Services invoiced	46,723	46,723	43,081
	<u>46,723</u>	<u>46,723</u>	
Total 2021	43,081	43,081	
	<u>43,081</u>	<u>43,081</u>	

5. Investment income

	Unrestricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Bank interest	399	399	-
	<u>399</u>	<u>399</u>	

6. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Fundraising costs	126	126	2,691
	<u>126</u>	<u>126</u>	
Total 2021	2,691	2,691	
	<u>2,691</u>	<u>2,691</u>	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2022

7. Analysis of grants

	Grants to Institutions 2022 £	Total funds 2022 £	Total funds 2021 £
Grants - Comic Relief	9,070	9,070	45,910
Total 2021	45,910	45,910	

8. Analysis of expenditure on charitable activities

Summary by fund type

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Total 2021 £
Grant programme	25,306	17,115	42,421	160,469
Other charitable activities	42,086	129,270	171,356	84,196
	67,392	146,385	213,777	244,665
Total 2021	129,794	114,871	244,665	

9. Analysis of expenditure by activities

	Activities undertaken directly 2022 £	Grant funding of activities 2022 £	Support costs 2022 £	Total funds 2022 £	Total funds 2021 £
Grant programme	8,165	9,070	25,186	42,421	160,469
Other charitable activities	139,892	-	31,464	171,356	84,196
	148,057	9,070	56,650	213,777	244,665
Total 2021	90,879	45,910	107,876	244,665	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2022

9. Analysis of expenditure by activities (continued)

Analysis of direct costs

	Grant programme 2022 £	Other charitable activities 2022 £	Total funds 2022 £	Total funds 2021 £
Production costs	-	6,415	6,415	22,068
MTV Staying Alive Foundation Expenses	-	22,588	22,588	1,050
Global Innovation Fund costs	-	110,889	110,889	-
Waterloo Foundation	8,165	-	8,165	67,761
	<u>8,165</u>	<u>139,892</u>	<u>148,057</u>	<u>90,879</u>
Total 2021	<u>67,761</u>	<u>23,118</u>	<u>90,879</u>	

Analysis of support costs

	Grant programme 2022 £	Other charitable activities 2022 £	Total funds 2022 £	Total funds 2021 £
Staff costs	21,259	20,526	41,785	82,300
Independent examiner's fees	-	4,893	4,893	5,350
Office costs	276	337	613	9,896
Bank charges	415	507	922	1,091
Board meeting and Trustee costs	188	229	417	-
Marketing	226	1,524	1,750	-
Travel	1,352	1,652	3,004	-
Subscription	-	-	-	271
Rent and rates	1,455	1,778	3,233	8,868
Other staff costs	15	18	33	100
	<u>25,186</u>	<u>31,464</u>	<u>56,650</u>	<u>107,876</u>
Total 2021	<u>46,798</u>	<u>61,078</u>	<u>107,876</u>	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2022

10. Staff costs

	2022	2021
	£	£
Wages and salaries	39,090	74,445
Social security costs	1,655	5,169
Contribution to defined contribution pension schemes	1,040	2,686
	41,785	82,300

The average number of persons employed by the Charity during the year was as follows:

	2022	2021
	No.	No.
Administration	1	2

No employee received remuneration amounting to more than £60,000 in either year.

11. 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).

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2022

12. Tangible fixed assets

	Computer equipment £	Other fixed assets £	Total £
Cost or valuation			
At 1 January 2022	2,037	380,959	382,996
Disposals	(2,037)	-	(2,037)
At 31 December 2022	<u>-</u>	<u>380,959</u>	<u>380,959</u>
Depreciation			
At 1 January 2022	2,037	380,959	382,996
On disposals	(2,037)	-	(2,037)
At 31 December 2022	<u>-</u>	<u>380,959</u>	<u>380,959</u>
Net book value			
At 31 December 2022	<u>-</u>	<u>-</u>	<u>-</u>
At 31 December 2021	<u>-</u>	<u>-</u>	<u>-</u>

13. Debtors

	2022 £	2021 £
Due within one year		
Trade debtors	12,457	9,009
Amounts owed by group undertakings	4,619	3,965
Accrued income	675	675
	<u>17,751</u>	<u>13,649</u>

14. Creditors: Amounts falling due within one year

	2022 £	2021 £
Trade creditors	1,594	37,207
Amounts owed to group undertakings	19,448	8,829
Other creditors	110,889	-
Accruals	6,810	6,250
	<u>138,741</u>	<u>52,286</u>

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2022

15. 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	<u>13,758</u>	<u>81,329</u>	<u>(67,518)</u>	<u>12,338</u>	<u>39,907</u>
Restricted funds					
ViiV Healthcare	74	-	-	(74)	-
Waterloo Foundation	(57)	-	-	57	-
Swedish Postcode Foundation	4,255	-	(4,255)	-	-
Comic Relief	60,263	-	(31,241)	-	29,022
Global Innovation Fund	123,210	-	(110,889)	(12,321)	-
Anglo-American Foundation	-	300,745	-	-	300,745
	<u>187,745</u>	<u>300,745</u>	<u>(146,385)</u>	<u>(12,338)</u>	<u>329,767</u>
Total of funds	<u><u>201,503</u></u>	<u><u>382,074</u></u>	<u><u>(213,903)</u></u>	<u><u>-</u></u>	<u><u>369,674</u></u>

ViiV Healthcare – Peer education in South Africa, Botswana, and Cote d’Ivoire, focused on HIV prevention and demand generation for Pre-Exposure Prophylaxis (PrEP).

Waterloo Foundation – Peer education in Lagos and Kaduna (Nigeria), designed to enhance knowledge, attitudes, and behaviours towards modern contraception.

Swedish Postcode Foundation – Peer education in Ogun, Oyo, and Plateau States (Nigeria), focused on modern contraception and broader sexual health.

Comic Relief - Preventative HIV education and testing services among Men who have Sex with Men (MSM) in Kisumu, Kenya. Some remaining funds will be used for development and research for bringing MTV Shuga back to Kenya.

Global Innovation Fund – Training and mentorships for young female creatives in Kenya and Nigeria, to accelerate the development of “gender-aware” media; and for gender-focused messaging in MTV Naija Season 5. Remaining funds will continue to be used on this programme.

Anglo-American Foundation – Supporting the development of MTV Shuga Down South 3 in South Africa, focused on HIV prevention, tuberculosis, and substance abuse. Remaining funds will continue to be used on this programme.

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2022

15. 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	79,508	103,130	(132,485)	(36,395)	13,758
Restricted funds					
ViiV Healthcare	74	-	-	-	74
Waterloo Foundation	16,982	-	(17,039)	-	(57)
Swedish Postcode Foundation	50,234	-	(45,979)	-	4,255
Bryan Guinness Charitable Trust (Uganda)	2,000	-	-	(2,000)	-
Henhurst Charitable Trust (Uganda)	500	-	-	(500)	-
Comic Relief	55,274	7,204	(47,110)	44,895	60,263
Monica Rabagliati Charitable Trust (Uganda)	1,500	-	-	(1,500)	-
Allan & Nesta Ferguson Charitable Trust (Uganda)	3,500	-	-	(3,500)	-
Austin Bailey Trust (Uganda)	1,000	-	-	(1,000)	-
Global Innovation Fund	-	127,953	(4,743)	-	123,210
	<u>131,064</u>	<u>135,157</u>	<u>(114,871)</u>	<u>36,395</u>	<u>187,745</u>
Total of funds	<u><u>210,572</u></u>	<u><u>238,287</u></u>	<u><u>(247,356)</u></u>	<u><u>-</u></u>	<u><u>201,503</u></u>

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2022

16. 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	13,758	81,329	(67,518)	12,338	39,907
Restricted funds	187,745	300,745	(146,385)	(12,338)	329,767
	<u>201,503</u>	<u>382,074</u>	<u>(213,903)</u>	<u>-</u>	<u>369,674</u>

Summary of funds - prior year

	Balance at 1 January 2021 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 December 2021 £
General funds	79,508	103,130	(132,485)	(36,395)	13,758
Restricted funds	131,064	135,157	(114,871)	36,395	187,745
	<u>210,572</u>	<u>238,287</u>	<u>(247,356)</u>	<u>-</u>	<u>201,503</u>

17. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Current assets	67,759	440,656	508,415
Creditors due within one year	(27,852)	(110,889)	(138,741)
Total	<u>39,907</u>	<u>329,767</u>	<u>369,674</u>

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
For the year ended 31 December 2022

17. Analysis of net assets between funds (continued)

Analysis of net assets between funds - prior year

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Current assets	66,044	187,745	253,789
Creditors due within one year	(52,286)	-	(52,286)
Total	13,758	187,745	201,503

18. Pension commitments

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the group in an independently administered fund. The pension charge represents contributions payable by the charity to the fund and amounted to £1,040 (2021 - £2,686). As at 31 December 2022, no contributions were outstanding.

19. Related party transactions

Some of the Charity's trustees are also trustees of MTV Staying Alive Foundation (MTV SAF) incorporated in the United States of America. One of the Charity's trustees are also trustees of MTV Staying Alive Foundation in South Africa.

At the year end, the Charity was owed £4,619 by MTV SAF (2021: £4,864) and sales were made to them of £654 (2021: £Nil).

The Charity owed MTV Staying Alive Foundation SA £19,448 at year end (2021: £Nil) and made purchases from them of £10,619 (2021: £8,829).

It should also be noted that the Charity is associated with Paramount through the receipt of valuable in-kind support on a daily basis. Donations in kind of £30,568 (2021: £36,154) were made to assist with the running of the Charity. At the year end an outstanding balance was owed to the Charity of £17,751 (2021: £2,500).

Key management personnel received remuneration, including employers national insurance and benefits, of £27,336 (2021: £27,015). They are an employee of Paramount and this represents the proportion of time that they spend on the charity and is part of the in-kind support detailed above.

20. Controlling party

There is no ultimate controlling party.

Staying Alive UK

England & Wales - Charity number 1140295

Accounts

Registered number: 07364172
Charity number: 1140295

MTV Staying Alive UK
(A company limited by guarantee)

Unaudited

Trustees' report and financial statements

for the year ended 31 December 2021

MTV Staying Alive UK
(A company limited by guarantee)

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MTV Staying Alive UK
(A company limited by guarantee)

**Reference and administrative details of the charity, its Trustees and advisers
for the year ended 31 December 2021**

Trustees Bayju Ashvin Thakar
David Gerard Lynn (resigned 31 January 2021)
James Chau
Mallah Tabot (resigned 7 December 2021)
Sir Nick Partridge
Benedict Plumley
Sara Cerrell
Raffaele Anecchino (appointed 3 February 2021)
Tuvia Borok (appointed 31 March 2022)

**Company registered
number** 07364172

**Charity registered
number** 1140295

Registered office 17-29 Hawley Crescent
Camden
London
NW1 8TT

Chief executive officer Georgia Arnold

Accountants Kreston Reeves LLP
Chartered Accountants
2nd Floor
168 Shoreditch High Street
London
E1 6RA

Bankers JP Morgan Chase Bank NA
125 London Wall
London
EC2Y 5AJ

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report
for the year ended 31 December 2021

The Trustees (who are also directors of the Charity for the purposes of the Companies Act) present their annual report together with the audited financial statements of the Charity for the year 1 January 2020 to 31 December 2020. The Trustees confirm that the annual report and financial statements of the Charity comply with the current statutory requirements, the requirements of the Charity'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 (FRS 102) (effective 1 January 2019) as amended by Update Bulletin 1 (effective 1 January 2019).

Since the charity 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.

Vision, mission and activities

a. Vision

A world where every young person is empowered and equipped to make informed choices about their health and wellbeing.

b. Mission

To create media movements with young people, powered by their realities, which enable them to take control of their health and wellbeing.

c. Our work

MTV Staying Alive Foundation (MTV-SAF) uses storytelling to change lives. We develop innovative mass media and resources, which weave life-saving health messages into entertaining, youth-relevant formats. We then distribute the content via third party broadcasters, through our own digital platforms, and in partnership with a network of organizations working in high-risk communities. Through relevant, entertaining and immersive content, we transform young people's knowledge, attitudes and behaviour towards their health and wellbeing.

d. Policies and objectives

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.

The Charity's objects are for public benefit and are specifically restricted to the following:

The charity's objects ("Objects") are for the public benefit and are specifically restricted to the following:

- (1) to protect, preserve and advance health, and save lives, particularly among other things by enabling young people to make informed choices about their health and wellbeing;
- (2) to increase awareness and knowledge by providing information to educate young people around the world for the public benefit by raising awareness and building knowledge of public health, social and economic inequality, environmental protection, law and social policy;
- (3) to fight discrimination and stigma faced by people because of their gender, sexual orientation, health status, colour, race, ethnicity or any other reason;
- (4) to encourage young people to take concrete action to improve their lives;
- (5) to promote safe sex among young people, particularly among other things by promoting sexual reproductive health and rights, building awareness of Human Immunodeficiency Virus ("HIV") and sexually transmitted infections and how to prevent such infections, and increasing knowledge of contraception and planned pregnancy; and
- (6) to promote other charitable purposes as may be determined, subject to the approval of the Commission.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
for the year ended 31 December 2021

Vision, mission and activities (continued)

e. Grant-making policies

In 2019, it was decided to terminate our grant-making programme as it has become more challenging to raise the necessary funds to commit in the longer term. As such no new grants were awarded through the programme in 2021, and the only grants that were awarded were part of past multi year commitments. In place of the grant-making programme, MTV-SAF is focused on developing its peer education programme, which also works through community based organisations to reach young people. The peer education programme does include the provision of grants to local organisations but combines it with deeper oversight, training, and resources, to ensure high-impact educational programmes on the ground.

Achievements and performance

a. Review of activities

The past 12 months have been a successful period for the charity, despite significant operational challenges caused by the ongoing COVID-19 pandemic. In 2021 we have delivered an exciting programme of work, including full TV and radio productions in Cote d'Ivoire; a new documentary series in South Africa; peer education programmes in South Africa, Nigeria, Cote d'Ivoire, and India; and a major new independent evaluation of our work. We are really grateful to all our donors for making it possible.

Cote d'Ivoire: MTV Shuga Babi

Building on the success of the first campaign in Cote d'Ivoire last year, in 2021 we filmed our second season of MTV Shuga Babi. Developed in partnership with a local production company, the 8-part drama follows the lives of young people living in Abidjan and covers broad health-based messaging relevant to the lives of young Ivorian audiences. Through locally produced, relatable content, we are connecting with young Ivorians and helping to direct changes in awareness, attitudes, and behaviours.

Cote d'Ivoire is a relatively new territory for MTV Shuga and the first Francophone West African country to be the setting for a campaign. Despite this, we have seen some encouraging results. The content aired on RTI2, the state-owned broadcaster with near complete national reach, as well as several other Ivorian channels, pan-African broadcasters, and MTV Shuga platforms. In addition, S1's radio series was on more than 30 community radio stations across Cote d'Ivoire (broadcast of S2 radio will take place in 2022).

All MTV Shuga Babi media is infused with HIV prevention and testing messaging. This includes demand-generation messaging for Pre-Exposure Prophylaxis (PrEP) and HIV Self Testing (HIVST), two innovations that can be hugely significant in the Ivorian HIV response. Through popular, engaging mass media, we are subtly enhancing awareness and acceptability for the products among young people at scale. These strategies that can make a valuable contribution to shifting the trajectory of the Ivorian HIV epidemic.

MTV Shuga: What Makes a Man

The traditional MTV Shuga format is based around multi-episode drama series', where fictional storylines and characters gradually immerse audiences into social and health-based messaging and encourage them to think about the issues as they relate to their lives. However, the popularity of the MTV Shuga brand and our established audiences and distribution networks presents an opportunity to explore wider media formats as well, to reach young people with social behaviour change messages in innovative ways.

In 2021 we began working on a new documentary series in South Africa. MTV Shuga: What Makes a Man is a 3-part documentary, which explores Gender Based Violence (GBV) and toxic masculinity. The series is executive produced by and features star of MTV Shuga: Down South Ayanda Makayi, who played the character of Sol, a perpetrator of violence in the show. Through the series, Ayanda asks the question "What Makes a Man?", in the context of recently becoming a father to a son.

We aim to distribute the series in 2022 through third party broadcasters, such as eTV; Paramount channels, such as MTV Base SA, MTV Africa and BET Africa; and through digital channels, such as YouTube and Facebook Watch. Taken together, these platforms will help us to reach large youth audiences. Through an open, challenging, and compelling production, we aim to take audiences on emotional and reflective journeys,

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
for the year ended 31 December 2021

Achievements and performance (continued)

and spark dialogue and behaviour change towards violence against women.

Peer Education

In addition to our core media production work, MTV-SAF delivers innovative education programmes on the ground. Our peer education work is built around training young people to go into schools and communities to deliver screenings of MTV Shuga, together with group discussions and engaging learning activities to facilitate engagement with themes in the show. The sessions are designed to encourage participants to think about the issues as they relate to their lives, and to stimulate emotional responses to the content.

South Africa is our most established territory in terms of peer education, and we now have a team running programmes on an ongoing basis. In 2021, we trained 27 peer educators, who delivered on-the-ground education to 1,500 young people. In South Africa and Botswana, the same peer educators delivered digital education sessions to 20,273 young people online. In the latter part of 2021, we trained a further 248 peer educators, who will substantially increase our outreach in 2022.

In 2021, we also ran initiatives in Cote d'Ivoire, India, and a major programme in Nigeria. In late-2020 into early-2021, 200 peer educators went into communities in six Nigerian states and delivered education sessions to almost 40,000 young people. In Cote d'Ivoire, we trained 50 peer educators, who delivered screenings and education sessions to approx. 1,000 youth participants; and in India, we trained 22 peer educators, who reached almost 10,000 young people in communities and digital spaces.

London School of Hygiene and Tropical Medicine (LSHTM) Evaluation

In 2021, the prestigious London School of Hygiene and Tropical Medicine (LSHTM) finalised a major new evaluation of our work in South Africa. The evaluation looked at MTV Shuga: Down South 2 (DS2) and assessed the ability of the campaign to create awareness and demand for HIVST and PrEP (the central themes of the show). The evaluation consisted of an online survey among 3,431 young people, together with an embedded qualitative study.

The results were impressive. LSHTM found that 43% of survey respondents had engaged with MTV Shuga and 24% with DS2 specifically. Among those exposed to DS2, there was higher knowledge of HIV status (71% among exposed vs. 39% among unexposed); increased awareness of HIVST (60% vs 28%); improved use of HIVST (29% vs 10%); and greater awareness of PrEP (52% vs 27%). Crucially, outcomes increased in-line with more exposure to the campaign.

In October 2021, LSHTM presented its findings alongside broader studies of MTV Shuga, by the World Bank, Tulane University, John Hopkins University, and more. More than 300 people attended the event. The speakers presented broad methodologies, undertaken in a range of countries and across more than a decade of work, but time and again they demonstrated MTV Shuga's impact. It reiterated the power of our approach, and the central role MTV Shuga can play in tackling the most significant challenges in young people's lives.

b. Investment policy and performance

The charity is of a size that it's levels of free cash fluctuate and therefore the Trustees use bank deposit accounts for any spare monies not immediately required.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
for the year ended 31 December 2021

Financial review

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the charity 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 Charity aims to hold reserves amounting to a minimum of 3 months' operating expenditure. This is necessary to mitigate the risks associated with fluctuations in charity fundraising. At the end of 2021 the Charity has £13,758 in unrestricted reserves which reflects the Trustees commitment to increase the focus on raising unrestricted funds whilst remaining engaged with the organisations that are providing restricted funds.

c. Principal funding

The Charity had income of £238,287 in this year from donations, grants and charitable activities (2020 : £367,783).

Structure, governance and management

a. Constitution

The Charity is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association on 2 September 2010.

The Charity is constituted under a Memorandum of Association dated 2 September 2010 and is a registered charity number 1140295. The Revised Memorandum of Association was approved on 23 November 2020.

b. Methods of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association. Trustees are appointed by the existing Trustees. At 31 December 2021, the Board consisted of seven members. The Trustees who served during the year are listed on page 1. At each annual general meeting the Trustees re-affirm their commitment to the Charity. The Trustees meet often enough to ensure that the Charity is administered properly and during this year they met twice.

c. Organisational structure and decision-making policies

The Charity's Executive Director is responsible for the day-to-day operation of the Charity and its fundraising, and manages the staff of the charity on behalf of the Trustees. During the year under review the Charity had 5 staff members (full-time equivalent of 2), the majority of whom are shared with the Charity's affiliate in the USA, Staying Alive Foundation Inc.

d. Policies adopted for the induction and training of Trustees

The Trustees fully recognise the importance of ensuring that the governance systems for MTV Staying Alive UK reflect both good practice and Charity Commission guidance and that they are also workable for MTV Staying Alive UK, given its staff size, resources and range of activities. In this regard, the Trustees maintain their interest in improving Trustee induction, training and recruitment.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
for the year ended 31 December 2021

Structure, governance and management (continued)

e. Relationship with MTV and Viacom International Media Networks (VIMN)

The Charity is an independent legal entity to MTV and Viacom International Media Networks (VIMN), MTV's parent company, and legal agreements are in place to ensure the maintenance of this independent relationship, including a letter from MTV Networks International dated 25th January 2011. The company donates the use of the MTV brand, which is a highly valuable asset for the Charity and the young people it works with. The MTV brand is internationally recognised and enhances the reputations of partners in their communities and gives their initiatives legitimacy and recognition.

The Charity also works with VIMN to develop HIV and SRH behaviour change media campaigns. VIMN provides expertise and facilities, donates air-time and covers costs of distributing media content for free to any broadcaster or organisation in the world. VIMN's support in this area ensures that the Charity can reach millions of people globally.

In addition to the already significant contribution, VIMN donates significant pro bono support to the Charity. This includes office space, HR, legal and IT support, staff training, some production costs, staff time from other departments, some travel costs, as well as the salary and travel of the Executive Director.

As Paramount does not fund the Charity's programmes, there is a dedicated team who fundraise from companies, institutional donors, events, individuals, trusts and foundations. The income raised funds the grants and media programmes.

f. Relationship with Staying Alive Foundation Inc. (USA)

The Charity has a very close relationship with Staying Alive Foundation Inc. in the USA. Staying Alive Foundation Inc. has been operating as a charitable organisation in the USA since 2003 and was thus set up prior to the Charity in the UK. Both charities share staff members, including the Executive Director, and some of the Charity's Trustees also serve as Trustees for Staying Alive Foundation Inc.

g. Risk management

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

Plan for future periods

Over the next five years we are planning the most ambitious period in our history, and this will include a major new programme of activities in 2021. In the coming 12 months, we will deliver new media campaigns in South Africa, Nigeria, and India; peer education programmes across multiple territories; and additional activities as the opportunities and needs arise. These activities represent a significant expansion of our operations and will help us to change the lives of millions of young people all over the world.

South Africa is a country where we have had incredible success, with the last campaign reaching 20% of national TV households. Building on this, in 2022 we will produce a new multi-episode TV series, a radio series, social and digital content, graphic novels, and educational curriculums. Incorporating engaging demand generation messaging for long-lasting PrEP and STI self-sampling, as well as broader messaging such as tuberculosis and substance abuse, we will drive social and health impact across South Africa.

We will also deliver a new campaign in Nigeria in 2022. The campaign will be built around a digital drama series, covering messaging such as COVID-19 vaccine uptake, HIVST and prevention, female empowerment, modern contraception, and GBV. In sub-Saharan Africa's most populated country, where we have extensive audiences and established brand recognition, the content will reach huge numbers of young people with powerful, immersive behaviour change messaging.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
for the year ended 31 December 2021

Plan for future periods (continued)

In addition, in 2022 we will build on the success of our first season of MTV Nishedh in India. The new campaign will be based around a 12-part drama series, together with a major social and digital campaign, infused with messaging focused on modern contraception and safe and legal abortion care. Through the campaign, we will reach millions of young Indians, to enhance knowledge, attitudes, and feelings towards some of the most significant challenges in their lives.

In addition to our core media campaigns, we will also work in partnership with NGOs and community groups to deliver large-scale peer education programmes in Cote d'Ivoire, Botswana, India, and South Africa, where we aim to reach more than 150,000 young people on the ground. Our peer education work is becoming an increasingly central part of our strategy, and 2022 will be our most ambitious year to-date, reaching tens-of-thousands of young people in multiple territories.

Finally, we will continue to flex our work to an increasingly unpredictable and volatile world. We will explore opportunities to expand our work into new territories, and to adjust our messages in response to new social and health challenges and innovations. Through an open, adaptable approach, we will continue to meet the diverse and constantly changing needs of young people, ensuring that they are empowered and equipped to make informed choices about their health and wellbeing.

Information on fundraising practices

In the context of COVID-19, fundraising from specific streams has become increasingly challenging and the nature of fundraising for many charities has shifted in response. For MTV-SAF, we had historically raised a significant part of our income from events fundraising, but this was particularly hard hit by the pandemic. In response to the changing landscape, MTV-SAF chose to shift its focus to trusts, foundations, and broader institutional fundraising, where the organisation's income had steadily increased in recent years, and which was not being as hard hit by COVID-19. Owing to this and to ensure efficiency, the Senior Fundraising and Marketing Manager's role (who managed fundraising from Events, Partnerships, Campaigns, and Individual Giving) was changed to a communications and marketing position. Fundraising was therefore undertaken by the Senior Business Development Manager, together with the Executive Director and Deputy Executive Director.

MTV Staying Alive UK is registered with The Fundraising Regulator and is committed to following the Code of Fundraising Practice. We proactively comply with the Fundraising Regulator's voluntary regulation scheme, aligning all our fundraising policies and practices with the Fundraising Codes of Conduct, as well as complying with all related legislation and marketing regulation.

We proactively monitor any fundraising undertaken on our behalf – such as our corporate partnerships who engage in employee fundraising – and require external partners to comply with the Fundraising Regulator. The Charity and its agents do not undertake any direct fundraising, such as door to door, direct mail, or cold calling. In line with current data protection regulation, we only contact individuals with prior consent. We are subscribed to the Fundraising Preference Service (FPS) and have had no requests or complaints that affect the organisation since our subscription.

We continue to develop ways to protect vulnerable people and continue to uphold high standards for managing the personal information of our supporters. As a result, we continue to utilise Salesforce as our donor management tool so that we remain compliant with new GDPR and fundraising regulations.

Any third party or fundraising technology organisations are vetted by our legal team and official contracts and agreements, produced by Viacom's lawyers, are in place for them all. The Charity ensures that fundraising agreements and contracts are in place with its supporters, particularly Commercial Participators, where applicable.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
for the year ended 31 December 2021

Modern slavery

We are committed to full compliance with the Modern Slavery Act 2015.

MTV Staying Alive Foundation will not knowingly support, partner with or receive funds from any businesses involved in slavery or human trafficking. We have taken steps to ensure that slavery or human trafficking are not taking place in our organisation or supply chains, and we are working to put enhanced policies and procedures in place to address the risk of modern slavery in our supply chain, and that of our partners.

Statement of Trustees' responsibilities

The Trustees (who are also the directors of the charity 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 charity 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 charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity 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 charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by order of the members of the board of Trustees on 14 July 2022 and signed on their behalf by:



Benedict Plumley

MTV Staying Alive UK
(A company limited by guarantee)

**Independent examiner's report
for the year ended 31 December 2021**

Independent examiner's report to the Trustees of MTV Staying Alive UK ('the charity')

I report to the charity Trustees on my examination of the accounts of the charity for the year ended 31 December 2021.

Responsibilities and basis of report

As the Trustees of the charity (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

This report is made solely to the charity's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the charity's Trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's Trustees as a body, for my work or for this report.

Signed: 

Dated: 21 July 2022

P D Hudson BA FCA

Kreston Reeves LLP
Chartered Accountants
London

MTV Staying Alive UK
(A company limited by guarantee)

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	60,049	135,157	195,206	307,858
Charitable activities	4	43,081	-	43,081	59,925
Total income		103,130	135,157	238,287	367,783
Expenditure on:					
Raising funds	5	2,691	-	2,691	1,170
Charitable activities	7	129,794	114,871	244,665	483,227
Total expenditure		132,485	114,871	247,356	484,397
Net (expenditure)/income		(29,355)	20,286	(9,069)	(116,614)
Transfers between funds	14	(36,395)	36,395	-	-
Net movement in funds		(65,750)	56,681	(9,069)	(116,614)
Reconciliation of funds:					
Total funds brought forward		79,508	131,064	210,572	327,186
Net movement in funds		(65,750)	56,681	(9,069)	(116,614)
Total funds carried forward		13,758	187,745	201,503	210,572

The Statement of financial activities includes all gains and losses recognised in the year.

The notes on pages 13 to 27 form part of these financial statements.

MTV Staying Alive UK
(A company limited by guarantee)
Registered number: 07364172

Balance sheet
as at 31 December 2021

	Note	2021 £	2020 £
Current assets			
Debtors	12	13,649	95,246
Cash at bank and in hand		240,140	159,283
		253,789	254,529
Creditors: amounts falling due within one year	13	(52,286)	(43,957)
Total net assets		201,503	210,572
Charity funds			
Restricted funds	14	187,745	131,064
Unrestricted funds	14	13,758	79,508
Total funds		201,503	210,572

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

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

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 14 July 2022 and signed on their behalf by:

Benedict Plumley

Benedict Plumley

The notes on pages 13 to 27 form part of these financial statements.

MTV Staying Alive UK
(A company limited by guarantee)

Statement of cash flows
for the year ended 31 December 2021

	2021	2020
	£	£
Cash flows from operating activities		
Net cash used in operating activities	80,857	(242,954)
	<hr/>	<hr/>
Change in cash and cash equivalents in the year	80,857	(242,954)
Cash and cash equivalents at the beginning of the year	159,283	402,237
	<hr/>	<hr/>
Cash and cash equivalents at the end of the year	240,140	159,283
	<hr/> <hr/>	<hr/> <hr/>

The notes on pages 13 to 27 form part of these financial statements

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2021

1. General information

The charity is a private company limited by guarantee and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the company in the event of liquidation. The company is incorporated and domiciled in England and Wales. The Company's registered office is 17-29 Hawley Crescent, London, NW1 8TT and its principal activity is to increase awareness and knowledge of HIV/AIDS and its prevention among young people around the world.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006* and UK Generally Accepted Accounting Practice.

MTV Staying Alive UK 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

The financial statements have been prepared on a going concern basis as the trustees believe no material uncertainties exist. Despite of COVID-19, the trustees have considered the level of funds held and expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient together with the level of reserves for the charity to be able to continue as a going concern.

2.3 Income

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

Grants are included in the statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Donated services or facilities are recognised when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the item by the charity is probable and that economic benefit can be measured reliably.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Notes to the financial statements
for the year ended 31 December 2021

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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the charity 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 charity's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

All expenditure is inclusive of irrecoverable VAT.

2.5 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the reporting date.

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction.

Exchange gains and losses are recognised in the statement of financial activities.

2.6 Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.7 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.

2.8 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.

Notes to the financial statements
for the year ended 31 December 2021

2. Accounting policies (continued)

2.9 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 charity 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.

2.10 Financial instruments

The charity 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.

2.11 Pensions

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

2.12 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 charity 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 charity 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.

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2021

3. Income from donations and legacies

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Donations	58,542	-	58,542	163,104
Grants	1,507	135,157	136,664	144,754
	<u>60,049</u>	<u>135,157</u>	<u>195,206</u>	<u>307,858</u>

4. Income from charitable activities

	Unrestricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Services invoiced	43,081	43,081	59,925
	<u>43,081</u>	<u>43,081</u>	<u>59,925</u>
Total 2020	<u>59,925</u>	<u>59,925</u>	

5. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Costs of raising voluntary income	2,691	2,691	1,170
	<u>2,691</u>	<u>2,691</u>	<u>1,170</u>
Total 2020	<u>1,170</u>	<u>1,170</u>	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2021

6. Analysis of grants

	Grants to Institutions 2021 £	Total funds 2021 £	Total funds 2020 £
Grants, Grant programme	45,910	45,910	22,698
Total 2020	22,698	22,698	

The charity has made the following material grants to institutions during the year:

Name of institution	2021 £	2020 £
Other grants to institutions	45,910	22,698
Total	45,910	22,698

7. Analysis of expenditure on charitable activities

Summary by fund type

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Grant programme	45,598	114,871	160,469	355,857
Other charitable activities	84,196	-	84,196	127,370
	129,794	114,871	244,665	483,227
Total 2020	290,224	193,003	483,227	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2021

7. Analysis of expenditure on charitable activities (continued)

Summary by expenditure type

	Staff costs	Other costs	Total	Total
	2021	2021	funds	funds
	£	£	2021	2020
			£	£
Grant programme	37,696	122,773	160,469	355,857
Other charitable activities	44,604	39,592	84,196	127,370
	<u>82,300</u>	<u>162,365</u>	<u>244,665</u>	<u>483,227</u>
	<u><u>178,583</u></u>	<u><u>304,644</u></u>	<u><u>483,227</u></u>	
Total 2020				

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2021

8. Analysis of expenditure by activities

	Activities undertaken directly 2021 £	Grant funding of activities 2021 £	Support costs 2021 £	Total funds 2021 £	Total funds 2020 £
Grant programme	67,761	45,910	46,798	160,469	355,857
Other charitable activities	23,118	-	61,078	84,196	127,370
	<u>90,879</u>	<u>45,910</u>	<u>107,876</u>	<u>244,665</u>	<u>483,227</u>
Total 2020	<u><u>236,006</u></u>	<u><u>22,698</u></u>	<u><u>224,523</u></u>	<u><u>483,227</u></u>	

Analysis of direct costs

	Grant programme 2021 £	Other charitable activities 2021 £	Total funds 2021 £	Total funds 2020 £
Production costs	-	22,068	22,068	92,428
Alone Together	-	-	-	6,600
MTV SHUGA expenses	-	1,050	1,050	300
Swedish Postcode Foundation	-	-	-	88,093
Waterloo Foundation	67,761	-	67,761	43,018
Kiehl's event costs	-	-	-	5,567
	<u>67,761</u>	<u>23,118</u>	<u>90,879</u>	<u>236,006</u>
Total 2020	<u><u>236,006</u></u>	<u><u>-</u></u>	<u><u>236,006</u></u>	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2021

8. Analysis of expenditure by activities (continued)

Analysis of support costs

	Grant programme 2021 £	Other charitable activities 2021 £	Total funds 2021 £	Total funds 2020 £
Staff costs	37,696	44,604	82,300	178,583
Independent examiner's fees	-	5,350	5,350	4,200
Website development	-	-	-	6,383
Accountancy fees	-	-	-	901
Office costs	4,453	5,443	9,896	398
Bank charges	491	600	1,091	1,139
Marketing	-	-	-	7,340
Subscription	122	149	271	346
Rent and rates	3,991	4,877	8,868	24,587
Other staff costs	45	55	100	646
	<u>46,798</u>	<u>61,078</u>	<u>107,876</u>	<u>224,523</u>
	<u>97,153</u>	<u>127,370</u>	<u>224,523</u>	
Total 2020				

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2021

9. Independent examiner's remuneration

	2021	2020
	£	£
Fees payable to the charity's independent examiner for the independent examination of the charity's annual accounts	4,380	4,200

10. Staff costs

	2021	2020
	£	£
Wages and salaries	74,445	170,300
Social security costs	5,169	5,229
Contribution to defined contribution pension schemes	2,686	3,054
	82,300	178,583

The average number of persons employed by the charity during the year was as follows:

	2021	2020
	No.	No.
Administration	2	4

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

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

11. 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).

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2021

12. Debtors

	2021	2020
	£	£
Due within one year		
Trade debtors	9,009	44,222
Amount owed by connected charity	3,965	45,629
Prepayments and accrued income	675	5,395
	<u>13,649</u>	<u>95,246</u>

13. Creditors: Amounts falling due within one year

	2021	2020
	£	£
Trade creditors	37,207	(832)
Amounts owed to connected charity	8,829	24,326
Other creditors	-	4,159
Accruals and deferred income	6,250	16,304
	<u>52,286</u>	<u>43,957</u>

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2021

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	79,508	103,130	(132,485)	(36,395)	13,758
Restricted funds					
ViiV Healthcare	74	-	-	-	74
Waterloo Foundation	16,982	-	(17,039)	-	(57)
Swedish Postcode Foundation	50,234	-	(45,979)	-	4,255
Bryan Guinness Charitable Trust (Uhanda)	2,000	-	-	(2,000)	-
Enhurst Charitable Trust (Uganda)	500	-	-	(500)	-
Comic Relief	55,274	7,204	(47,110)	44,895	60,263
Monica Rabagliati Charitable Trust (Uganda)	1,500	-	-	(1,500)	-
Allan & Nesta Ferguson Charitable Trust (Uganda)	3,500	-	-	(3,500)	-
Austin Bailey Trust (Uganda)	1,000	-	-	(1,000)	-
Global Innovation Fund	-	127,953	(4,743)	-	123,210
	131,064	135,157	(114,871)	36,395	187,745
Total of funds	210,572	238,287	(247,356)	-	201,503

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2021

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	136,523	233,879	(291,394)	500	79,508
Restricted funds					
ViiV Healthcare	39,269	-	(39,195)	-	74
Rhododendron Trust	500	-	-	-	500
Waterloo Foundation	60,000	-	(43,018)	-	16,982
Swedish Postcode Foundation	75,264	63,063	(88,093)	-	50,234
Bryan Guinness Charitable Trust (Uganda)	2,000	-	-	-	2,000
Henhurst Charitable Trust (Uganda)	500	-	-	(500)	-
Comic Relief	13,130	64,841	(22,697)	-	55,274
Monica Rabagliati Charitable Trust (Uganda)	-	1,500	-	-	1,500
Allan & Nesta Ferguson Charitable Trust (Uganda)	-	3,500	-	-	3,500
Austin Bailey Trust (Uganda)	-	1,000	-	-	1,000
	<u>190,663</u>	<u>133,904</u>	<u>(193,003)</u>	<u>(500)</u>	<u>131,064</u>
Total of funds	<u><u>327,186</u></u>	<u><u>367,783</u></u>	<u><u>(484,397)</u></u>	<u><u>-</u></u>	<u><u>210,572</u></u>

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2021

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	79,508	103,130	(132,485)	(36,395)	13,758
Restricted funds	131,064	135,157	(114,871)	36,395	187,745
	<u>210,572</u>	<u>238,287</u>	<u>(247,356)</u>	<u>-</u>	<u>201,503</u>

Summary of funds - prior year

	Balance at 1 January 2020 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 December 2020 £
General funds	136,523	233,879	(291,394)	500	79,508
Restricted funds	190,663	133,904	(193,003)	(500)	131,064
	<u>327,186</u>	<u>367,783</u>	<u>(484,397)</u>	<u>-</u>	<u>210,572</u>

16. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Current assets	-	253,789	253,789
Creditors due within one year	13,758	(66,044)	(52,286)
Total	<u>13,758</u>	<u>187,745</u>	<u>201,503</u>

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2021

16. Analysis of net assets between funds (continued)

Analysis of net assets between funds - prior year

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Current assets	123,465	131,064	254,529
Creditors due within one year	(43,957)	-	(43,957)
Total	<u>79,508</u>	<u>131,064</u>	<u>210,572</u>

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

	2021 £	2020 £
Net expenditure for the year (as per Statement of Financial Activities)	<u>(9,069)</u>	<u>(116,614)</u>
Adjustments for:		
Net cash used in operating activities	<u><u>(9,069)</u></u>	<u><u>(116,614)</u></u>

18. Analysis of cash and cash equivalents

	2021 £	2020 £
Cash in hand	<u>240,140</u>	<u>159,283</u>
Total cash and cash equivalents	<u><u>240,140</u></u>	<u><u>159,283</u></u>

19. Analysis of changes in net debt

	At 1 January 2021 £	Cash flows £	At 31 December 2021 £
Cash at bank and in hand	159,283	80,857	240,140
	<u>159,283</u>	<u>80,857</u>	<u>240,140</u>

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2021

20. Grant commitments

At 31 December 2021 the charity had commitments in respect of grants approved for projects which have not been accrued in the financial statements but will form part of grants amounting to £45,910 (2020 - £22,698).

21. Pension commitments

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the group in an independently administered fund. The pension cost charge represents contributions payable by the charity to the fund and amounted to £2,502 (2020 - £3,054). As at 31 December 2021, no contributions were outstanding.

22. Related party transactions

Some of the Charity's trustees are also trustees of MTV Staying Alive Foundation (MTV SAF) incorporated in the United States of America. Some of the Charity's trustees are also trustees of MTV SAF in South Africa.

At the period end, the Charity was owed £4,864 to MTV SAF (2020: was owed by £21,303).

It should also be noted that the Charity is associated with VIMN through the receipt of valuable in-kind support on a daily basis. Donations in kind of £36,154 (2020: £97,023) were made to assist with the running of the Charity.

Key management personnel received remuneration, including employers national insurance and benefits, of £27,015 (2020: £68,340). They are an employee of VIMN and this represents the proportion of time that they spend on the charity and is part of the in-kind support detailed above.

23. Controlling party

The charity is controlled by the trustees.

Staying Alive UK

England & Wales - Charity number 1140295

Accounts

Registered number: 07364172
Charity number: 1140295

MTV Staying Alive UK
(A company limited by guarantee)

Unaudited

Trustees' report and financial statements

for the year ended 31 December 2020

MTV Staying Alive UK
(A company limited by guarantee)

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MTV Staying Alive UK
(A company limited by guarantee)

Reference and administrative details of the charity, its Trustees and advisers
for the year ended 31 December 2020

Trustees Bayju Ashvin Thakar
David Lynn (resigned 31 January 2021)
James Chau
Mallah Tabot
Sir Nick Partridge
Benedict Plumley
Sara Cerrell
Raffaele Anecchino (appointed 3 February 2021)

Company registered number 07364172

Charity registered number 1140295

Registered office 17-29 Hawley Crescent
Camden
London
NW1 8TT

Chief executive officer Georgia Arnold

Accountants Kreston Reeves LLP
Chartered Accountants
2nd Floor
168 Shoreditch High Street
London
E1 6RA

Bankers JP Morgan Chase Bank NA
125 London Wall
London
EC2Y 5AJ

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report
for the year ended 31 December 2020

The Trustees (who are also directors of the Charity for the purposes of the Companies Act) present their annual report together with the audited financial statements of the Charity for the year 1 January 2020 to 31 December 2020. The Trustees confirm that the annual report and financial statements of the Charity comply with the current statutory requirements, the requirements of the Charity'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 (FRS 102) (effective 1 January 2019) as amended by Update Bulletin 1 (effective 1 January 2019).

Since the charity 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.

Vision, mission and activities

a. Vision

A world where every young person is empowered and equipped to make informed choices about their health and wellbeing.

b. Mission

To create media movements with young people, powered by their realities, which enable them to take control of their health and wellbeing.

c. Our work

MTV Staying Alive Foundation (MTV-SAF) uses storytelling to change lives. We develop innovative mass media and resources, which weave life-saving health messages into entertaining, youth-relevant formats. We then distribute the content via third party broadcasters, through our own digital platforms, and in partnership with a network of organizations working in high-risk communities. Through relevant, entertaining and immersive content, we transform young people's knowledge, attitudes and behaviour towards their health and wellbeing.

d. Policies and objectives

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.

The Charity's objects are for public benefit and are specifically restricted to the following:

e. Grant-making policies

It was decided to terminate our grant-making programme as it has become more challenging over the last number of years to raise the necessary funds to commit to grants in the longer term. As such no new grants were awarded and the only grants that were awarded were part of a multi-year commitment. The Foundation will instead focus on developing its peer education programme which also works with community-based organisations and young people.

Achievements and performance

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
for the year ended 31 December 2020

Achievements and performance (continued)

a. Review of activities

As for many charities, 2020 was a year marked by the COVID-19 pandemic. The Charity had to adapt a number of activities, ensure all staff were able to operate from home and a number of our fundraising activities could not go ahead. Despite these challenges, we were able to implement activities in all of the countries where we were active in 2019, and MTV Shuga has remained the central focus of MTV-SAF in 2020. MTV Shuga is a hugely popular, multi-award-winning TV drama series, which weaves life-saving health information into entertaining storylines that reflect the lives and experiences of young African audiences. Through relevant storylines and relatable characters, high-quality production values and the MTV brand, the content attracts mass youth audiences, immerses them into life-saving health information, and changes the awareness, attitudes and feelings that drive behaviour change.

In 2020, we continued the roll-out of the first ever MTV Shuga season in Cote d'Ivoire: MTV Shuga Babi.

The show was on RTI2, the national broadcaster and then aired on several Ivorian and pan-African channels as well as on all our digital platforms. Several screenings and events took place on the ground in Abidjan and outside of the capital have ensured a greater reach on the ground.

The digital campaign has led to over 2,693,835 views of the series across, all platforms (Facebook, Twitter, YouTube and Instagram) in 2020. Altogether we had over 13 million impressions on all platforms this year and gained about 10 000 followers on Facebook and Instagram. MTV Shuga Babi received nearly 50 000 likes on Facebook this year and a similar number on Instagram.

Due to COVID-19 restrictions, screenings of season 1 were delayed to the last quarter of 2020. We planned a national tour with screenings of one or two episodes, followed by an educative discussion on sexual and reproductive health by a peer educator from Ruban Rouge. The tour reached a dozen of public secondary schools and reached around 300 young people in the cities of Abidjan, Divo, Dabou, Adzopé, Bouaké, Agboville, Gagnoa and Yamoussoukro.

In June, we launched online public auditions (due to COVID-19) for the second season of the main TV series. A large press and digital campaign was built around it and many newspapers, influencers, bloggers, radio stations, and websites have promoted the event. The production of the second season took place during the second semester of 2020 and was launched early 2021.

In India, we launched the first campaign of MTV Nishedh in January 2019. The 13-part series was broadcast on MTV India, as well as the national broadcaster Rishtay and the video on demand platform VOOT.

In South Africa, we started the year with the continuation of the peer education programme in a number of provinces. However, when COVID-19 hit South Africa in March, we had to stop all interpersonal peer education sessions. We managed to develop an innovative approach with Virtual Peer Education sessions with a pilot in July 2020 which was successful. The approach is based on virtual facilitation on Facebook and WhatsApp. The total number of participants in virtual peer education (VPE) in November 2020 and January 2021 was 5,446 young people between the ages of 16 and 24, achieving 31,915 views, 6,123 comments and 2,599 shares on Facebook.

Given that the COVID-19 pandemic was directly affecting our audience we successfully pivoted our model of using mass media to reach extensive youth audiences and change health-related behaviours. We developed MTV Shuga: Alone Together, 70 episodes of scripted shorter-format, self-filmed drama, which was distributed across a host of digital platforms. It utilised the MTV Shuga brand and its popularity to reach mass youth audiences and change behaviour in relation to COVID-19 prevention methods; as well as a host of connected issues, such as the threat of gender-based violence and mental wellbeing in lockdown. To accompany the content, we created an underlying support campaign and bespoke website which includes blogs, social media and signposting to direct viewers with further questions to official health advice provided by the World Health Organisation.

Since the campaign's launch in April 2020, we have received over 7.7 million views, over 125,400 hours watched

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
for the year ended 31 December 2020

Achievements and performance (continued)

of the series across all platform, logging engagement from 53 different countries, and have received over 40,000 visits to our dedicated Alone Together website. This has demonstrated how despite the difficult circumstances; we have successfully adapted our messaging and communication channels to deliver relevant health information to our audience. The London School of Hygiene & Tropical Medicine did an online evaluation of the series, which saw that over 90% of the audience thought it was entertaining, realistic and informative; and that over 85% of viewers took additional actions as a result of watching including staying at home more, washing hands, keeping socially distanced, and seeking out additional information about Covid-19.

Going forward, as the situation stabilises, we will develop full MTV Shuga productions in a range of different settings. Our priority over the next 2-3 years is to deliver campaigns in Kenya, Nigeria, South Africa, Cote d'Ivoire and India. We will continue to tackle themes relating to HIV/AIDS, sexual health, tuberculosis and other issues central to the lives of young people, but all of these themes will be explored against the backdrop of COVID-19. This will include specific preventative COVID-19 messaging, including methods to avert infections, treatment, tackle gender-based violence, and to also negate hesitancy around vaccinations.

Above all, MTV-SAF's work can be defined in terms of flexibility, as we adjust our messages, focus countries and media strategies to local needs, different populations and the changing world. In the context of COVID-19, this has been more important than ever. While the future remains highly unpredictable, MTV Shuga's ability to rapidly reach mass youth audiences and change behaviour is more relevant and important than ever. We will therefore continue to be at the forefront, working to empower young people with the information and resources to protect their wellbeing and live healthy lives.

b. Investment policy and performance

The charity is of a size that its levels of free cash fluctuate and therefore the Trustees use bank deposit accounts for any spare monies not immediately required.

Financial review

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the charity 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 Charity aims to hold reserves amounting to a minimum of 3 months' operating expenditure. This is necessary to mitigate the risks associated with fluctuations in charity fundraising. At the end of 2020 the Charity has £79,508 in unrestricted reserves which reflects the Trustees commitment to increase the focus on raising unrestricted funds whilst remaining engaged with the organisations that are providing restricted funds.

c. Principal funding

The Charity had income of £367,783 in this year from donations, grants and charitable activities.

Structure, governance and management

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
for the year ended 31 December 2020

Structure, governance and management (continued)

a. Constitution

The Charity is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association on 2 September 2010.

The Charity is constituted under a Memorandum of Association dated 2 September 2010 and is a registered charity number 1140295. The Revised Memorandum of Association was approved on 23 November 2020.

b. Methods of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected and co-opted under the terms of the Articles of Association. Trustees are appointed by the existing Trustees. At 31 December 2020, the Board consisted of seven members. The Trustees who served during the year are listed on page 1. At each annual general meeting the Trustees re-affirm their commitment to the Charity. The Trustees meet often enough to ensure that the Charity is administered properly and during this year they met twice.

c. Organisational structure and decision-making policies

The Charity's Executive Director is responsible for the day-to-day operation of the Charity and its fundraising, and manages the staff of the charity on behalf of the Trustees. During the year under review the Charity had 5 staff members (full-time equivalent of 2), the majority of whom are shared with the Charity's affiliate in the USA, Staying Alive Foundation Inc.

d. Policies adopted for the induction and training of Trustees

The Trustees fully recognise the importance of ensuring that the governance systems for MTV Staying Alive UK reflect both good practice and Charity Commission guidance and that they are also workable for MTV Staying Alive UK, given its staff size, resources and range of activities. In this regard, the Trustees maintain their interest in improving Trustee induction, training and recruitment.

e. Relationship with MTV and Viacom International Media Networks (VIMN)

The Charity is an independent legal entity to MTV and Viacom International Media Networks (VIMN), MTV's parent company, and legal agreements are in place to ensure the maintenance of this independent relationship, including a letter from MTV Networks International dated 25th January 2011. The company donates the use of the MTV brand, which is a highly valuable asset for the Charity and the young people it works with. The MTV brand is internationally recognised and enhances the reputations of partners in their communities and gives their initiatives legitimacy and recognition.

The Charity also works with VIMN to develop HIV and SRH behaviour change media campaigns. VIMN provides expertise and facilities, donates air-time and covers costs of distributing media content for free to any broadcaster or organisation in the world. VIMN's support in this area ensures that the Charity can reach millions of people globally.

In addition to the already significant contribution, VIMN donates significant pro bono support to the Charity. This includes office space, HR, legal and IT support, staff training, some production costs, staff time from other departments, some travel costs, as well as the salary and travel of the Executive Director.

As VIMN does not fund the Charity's grants or media programmes, there is a dedicated team of 2 who fundraise from companies, institutional donors, events, individuals, trusts and foundations. The income raised funds the grants and media programmes.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
for the year ended 31 December 2020

Structure, governance and management (continued)

f. Relationship with Staying Alive Foundation Inc. (USA)

The Charity has a very close relationship with Staying Alive Foundation Inc. in the USA. Staying Alive Foundation Inc. has been operating as a charitable organisation in the USA since 2003 and was thus set up prior to the Charity in the UK. Both charities share staff members, including the Executive Director, and some of the Charity's Trustees also serve as Trustees for Staying Alive Foundation Inc.

g. Risk management

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

Plan for future periods

As we look forward to the future, we know that the landscape is still an uncertain one which we will have to navigate carefully. At the time of writing, COVID-19 continues to have devastating impact across the world, and it is likely that there will be continual changes across international travel and more regional restrictions as governments monitor transmission levels. We will continue to focus on our strategy of delivering support in aid of youth health and wellness but will now also broaden our remit to include messaging around these issues in light of COVID-19, including prevention messaging, tackling misinformation & vaccine hesitancy, alongside the impact on young people's mental health. Ongoing themes include our work in HIV prevention, including messaging on condom use, PrEP, self-testing, and new innovative methods, including Vaginal Rings and other means of contraception. As well as reproductive health, gender-based violence remains a key focus area for our organisation across all campaign regions.

We are in active conversations with funders regarding prospective work in Kenya, Nigeria and India, and are also developing campaigns and messaging to include themes around vaccination. As well as seeking to address vaccine hesitancy relating to COVID-19, we will also look to speak to young people about vaccination more generally. This is with a particular focus on our young female audience, with the view to increase their acceptance when considering their own children's vaccinations in the future.

India has been especially hard hit by the latest wave of the pandemic. We have just confirmed funding of our second season of our full "MTV Nisedh" campaign with Johnson & Johnson and the Packard foundation, which will include COVID-19 storylines, as well as our regionally focused messaging on reproductive health and tuberculosis. Given the high level of COVID-19 transmission currently reported there, we are also exploring possible funding for a "Alone Together" style digital campaign for the region, which will address both the need for tailored prevention messaging around the pandemic, and will also help the organisation overcome likely production obstacles given the likelihood of extended lockdown in the region.

Above all, MTV-SAF's work can be defined in terms of flexibility, as we adjust our messages, focus countries and media strategies to local needs, different populations and the changing world. In the context of COVID-19, this has been more important than ever. While the future remains highly unpredictable, MTV Shuga's ability to rapidly reach mass youth audiences and change behaviour is more relevant and important than ever. We will therefore continue to be at the forefront, working to empower young people with the information and resources to protect their wellbeing and live healthy lives.

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
for the year ended 31 December 2020

Information on fundraising practices

Fundraising activities fall into five major income streams – Events, Partnerships, Trusts & Foundations, Campaigns and Individual Giving. Our 5-year partnership with Kiehl's came to an end in December 2020, and raised a total of £379,773 for the foundation during this time. We made a successful application to JP Morgan's "Force for Good" programme, securing over \$500,000 in pro-bono software development and kickstarting our first ever online education resource for Peer Educators – known as the Virtual Peer Education Academy, which will be completed by August 2021, and will help us navigate both geographical and lockdown related barriers which would restrict us from reaching young people. We raised funds for peer education activities in South Africa and continued the funding relationship with Comic Relief. As expected, income from events was severely impacted by COVID-19 and ongoing lockdown restrictions, but we were able to raise some unrestricted funding from virtual events and temporary replacements, such as the London Fashion Run in September 2020.

MTV Staying Alive UK is registered with The Fundraising Regulator, and is committed to following the Code of Fundraising Practice. We proactively comply with the Fundraising Regulator's voluntary regulation scheme, aligning all of our fundraising policies and practices with the Fundraising Codes of Conduct, as well as complying with all related legislation and marketing regulation.

Fundraising for MTV Staying Foundation is undertaken by two fundraising professionals - Senior Business Development Manager and a Senior Fundraising and Marketing Manager. High-level fundraising is also done by the Executive Director and Deputy Executive Director, particularly for MTV Shuga internationally. The Senior Fundraising and Marketing Manager is also a member of the Institute of Fundraising.

We proactively monitor any fundraising undertaken on our behalf – such as our corporate partnerships who engage in employee fundraising – and require external partners to comply with the Fundraising Regulator. The Charity and its agents do not undertake any direct fundraising, such as door-to-door, direct mail or cold calling. In line with current data protection regulation, we only contact individuals with prior consent. We are subscribed to the Fundraising Preference Service (FPS) and have had no requests or complaints that affect the organisation since our subscription.

We continue to develop ways to protect vulnerable people and continue to uphold high standards for managing the personal information of our supporters. As a result, we continue to utilise Salesforce as our donor management tool so that we remain compliant with new GDPR and fundraising regulations.

Any third party or fundraising technology organisations are vetted by our legal team and official contracts and agreements, produced by Viacom's lawyers, are in place for them all. The Charity ensures that fundraising agreements and contracts are in place with its supporters, particularly Commercial Participants, where applicable.

Modern slavery

We are committed to full compliance with the Modern Slavery Act 2015.

MTV Staying Alive Foundation will not knowingly support, partner with or receive funds from any businesses involved in slavery or human trafficking. We have taken steps to ensure that slavery or human trafficking are not taking place in our organisation or supply chains, and we are working to put enhanced policies and procedures in place to address the risk of modern slavery in our supply chain, and that of our partners

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report (continued)
for the year ended 31 December 2020

Statement of Trustees' responsibilities

The Trustees (who are also the directors of the charity 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 charity 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 charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity 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 charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by order of the members of the board of Trustees on 10 September 2021 and signed on their behalf by:



Benedict Plumley

MTV Staying Alive UK
(A company limited by guarantee)

Independent examiner's report
for the year ended 31 December 2020

Independent examiner's report to the Trustees of MTV Staying Alive UK ('the charity')

I report to the charity Trustees on my examination of the accounts of the charity for the year ended 31 December 2020.

Responsibilities and basis of report

As the Trustees of the charity (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of (enter body here), which is one of the listed bodies.

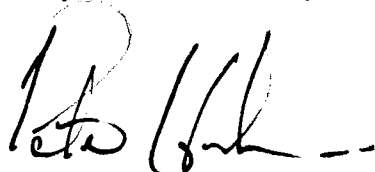
I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

This report is made solely to the charity's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the charity's Trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's Trustees as a body, for my work or for this report.

Signed:



Dated: 10 September 2021

P D Hudson BA FCA

Kreston Reeves LLP
Chartered Accountants
London

MTV Staying Alive UK
(A company limited by guarantee)

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	173,954	133,904	307,858	470,685
Charitable activities	4	59,925	-	59,925	69,272
		<u>233,879</u>	<u>133,904</u>	<u>367,783</u>	<u>539,957</u>
Total income					
Expenditure on:					
Raising funds	5	1,170	-	1,170	10,050
Charitable activities	7	290,224	193,003	483,227	402,949
		<u>291,394</u>	<u>193,003</u>	<u>484,397</u>	<u>412,999</u>
Total expenditure					
Net (expenditure)/income		(57,515)	(59,099)	(116,614)	126,958
Transfers between funds	14	500	(500)	-	-
		<u>(57,015)</u>	<u>(59,599)</u>	<u>(116,614)</u>	<u>126,958</u>
Net movement in funds					
Reconciliation of funds:					
Total funds brought forward		136,523	190,663	327,186	200,228
Net movement in funds		(57,015)	(59,599)	(116,614)	126,958
		<u>79,508</u>	<u>131,064</u>	<u>210,572</u>	<u>327,186</u>
Total funds carried forward					

The Statement of financial activities includes all gains and losses recognised in the year.

The notes on pages 13 to 27 form part of these financial statements.

MTV Staying Alive UK
(A company limited by guarantee)
Registered number: 07364172

Balance sheet
as at 31 December 2020

	Note	2020 £	2019 £
Current assets			
Debtors	12	95,246	79,124
Cash at bank and in hand		159,283	402,237
		<u>254,529</u>	<u>481,361</u>
Creditors: amounts falling due within one year	13	(43,957)	(154,175)
Total net assets		<u><u>210,572</u></u>	<u><u>327,186</u></u>
Charity funds			
Restricted funds	14	131,064	190,663
Unrestricted funds	14	79,508	136,523
Total funds		<u><u>210,572</u></u>	<u><u>327,186</u></u>

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

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

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 10 September 2021 and signed on their behalf by:


Benedict Plumley

The notes on pages 13 to 27 form part of these financial statements.

MTV Staying Alive UK
(A company limited by guarantee)

Statement of cash flows
for the year ended 31 December 2020

	2020	2019
	£	£
Cash flows from operating activities		
Net cash used in operating activities	(242,954)	295,574
	<hr/>	<hr/>
Change in cash and cash equivalents in the year	(242,954)	295,574
Cash and cash equivalents at the beginning of the year	402,237	106,663
	<hr/>	<hr/>
Cash and cash equivalents at the end of the year	159,283	402,237
	<hr/> <hr/>	<hr/> <hr/>

The notes on pages 13 to 27 form part of these financial statements

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2020

1. General information

The charity is a private company limited by guarantee and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the company in the event of liquidation. The company is incorporated and domiciled in England and Wales. The Company's registered office is 17-29 Hawley Crescent, London, NW1 8TT and its principal activity is to increase awareness and knowledge of HIV/AIDS and its prevention among young people around the world.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006* and UK Generally Accepted Accounting Practice.

MTV Staying Alive UK 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

The financial statements have been prepared on a going concern basis as the trustees believe no material uncertainties exist. Despite of COVID-19, the trustees have considered the level of funds held and expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient together with the level of reserves for the charity to be able to continue as a going concern.

2.3 Income

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

Grants are included in the statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Donated services or facilities are recognised when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the item by the charity is probable and that economic benefit can be measured reliably.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2020

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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the charity 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 charity's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

All expenditure is inclusive of irrecoverable VAT.

2.5 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the reporting date.

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction.

Exchange gains and losses are recognised in the statement of financial activities.

2.6 Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

2.7 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.

2.8 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.

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2020

2. Accounting policies (continued)

2.9 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 charity 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.

2.10 Financial instruments

The charity 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.

2.11 Pensions

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

2.12 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 charity 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 charity 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.

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2020

3. Income from donations and legacies

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £	Total funds 2019 £
Donations	163,104	-	163,104	269,625
Grants	10,850	133,904	144,754	201,060
	<u>173,954</u>	<u>133,904</u>	<u>307,858</u>	<u>470,685</u>

4. Income from charitable activities

	Unrestricted funds 2020 £	Total funds 2020 £	Total funds 2019 £
Services invoiced	59,925	59,925	69,272
Total 2019	<u>69,272</u>	<u>69,272</u>	

5. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2020 £	Total funds 2020 £	Total funds 2019 £
Costs of raising voluntary income	1,170	1,170	10,050
Total 2019	<u>10,050</u>	<u>10,050</u>	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2020

6. Analysis of grants

	Grants to Institutions 2020 £	Total funds 2020 £	Total funds 2019 £
Grants, Grant programme	22,698	22,698	74,292
Total 2019	74,292	74,292	

The charity has made the following material grants to institutions during the year:

Name of institution	2020 £	2019 £
Change Youth Network	-	4,748
North Kivu Youth Coalition	-	4,750
Our Choice	-	4,688
REVERS	-	9,388
We for Change	-	4,753
Fully Focused Community Trust	-	4,301
	-	32,628
Other grants to institutions	22,698	41,664
Total	22,698	74,292

7. Analysis of expenditure on charitable activities

Summary by fund type

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £	Total funds 2019 £
Grant programme	162,854	193,003	355,857	309,610
Other charitable activities	127,370	-	127,370	93,339
	290,224	193,003	483,227	402,949
Total 2019	266,433	136,516	402,949	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2020

7. Analysis of expenditure on charitable activities (continued)

Summary by expenditure type

	Staff costs	Other costs	Total	Total
	2020	2020	funds	funds
	£	£	2020	2019
			£	£
Grant programme	62,504	293,353	355,857	309,610
Other charitable activities	116,079	11,291	127,370	93,339
	<u>178,583</u>	<u>304,644</u>	<u>483,227</u>	<u>402,949</u>
	<u>149,032</u>	<u>253,917</u>	<u>402,949</u>	
Total 2019				

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2020

8. Analysis of expenditure by activities

	Activities undertaken directly 2020 £	Grant funding of activities 2020 £	Support costs 2020 £	Total funds 2020 £	Total funds 2019 £
Grant programme	236,006	22,698	97,153	355,857	309,610
Other charitable activities	-	-	127,370	127,370	93,339
	<u>236,006</u>	<u>22,698</u>	<u>224,523</u>	<u>483,227</u>	<u>402,949</u>
Total 2019	<u><u>121,313</u></u>	<u><u>74,292</u></u>	<u><u>207,344</u></u>	<u><u>402,949</u></u>	

Analysis of direct costs

	Grant programme 2020 £	Total funds 2020 £	Total funds 2019 £
BCG event	-	-	21,797
Training	-	-	2,500
Production costs	92,428	92,428	78,148
Alone Together	6,600	6,600	-
MTV SHUGA expenses	300	300	10,490
Swedish Postcode Foundation	88,093	88,093	-
Waterloo Foundation	43,018	43,018	-
Kiehl's event costs	5,567	5,567	8,378
	<u>236,006</u>	<u>236,006</u>	<u>121,313</u>
Total 2019	<u><u>121,313</u></u>	<u><u>121,313</u></u>	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2020

8. Analysis of expenditure by activities (continued)

Analysis of support costs

	Grant programme 2020 £	Other charitable activities 2020 £	Total funds 2020 £	Total funds 2019 £
Staff costs	62,504	116,079	178,583	149,032
Independent examiner's fees	-	4,200	4,200	-
Website development	6,383	-	6,383	-
Accountancy fees	-	901	901	8,460
Office costs	139	259	398	7,426
Computer costs	-	-	-	49
Bank charges	399	740	1,139	2,809
Board Meeting costs	-	-	-	11,746
Marketing	2,569	4,771	7,340	42
Travel	-	-	-	430
Subscription	346	-	346	-
Miscellaneous expenses	-	-	-	416
Rent and rates	24,587	-	24,587	19,228
Other staff costs	226	420	646	86
Auditor's remuneration	-	-	-	7,620
	<u>97,153</u>	<u>127,370</u>	<u>224,523</u>	<u>207,344</u>
Total 2019	<u>114,005</u>	<u>93,339</u>	<u>207,344</u>	

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2020

9. Independent examiner's remuneration

	2020	2019
	£	£
Fees payable to the charity's independent examiner for the independent examination of the charity's annual accounts	4,200	-
Fees payable to the charity's independent examiner in respect of:		
Audit of the charity's annual accounts	-	7,620
Bookkeeping	-	8,460
	<u><u>4,200</u></u>	<u><u>16,080</u></u>

10. Staff costs

	2020	2019
	£	£
Wages and salaries	170,300	142,034
Social security costs	5,229	4,787
Contribution to defined contribution pension schemes	3,054	2,211
	<u><u>178,583</u></u>	<u><u>149,032</u></u>

The average number of persons employed by the charity during the year was as follows:

	2020	2019
	No.	No.
Administration	4	4
	<u><u>4</u></u>	<u><u>4</u></u>

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

	2020	2019
	No.	No.
In the band £60,001 - £70,000	1	-

11. 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).

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2020

12. Debtors

	2020	2019
	£	£
Due within one year		
Trade debtors	44,222	53,571
Amount owed by connected charity	45,629	3,965
Prepayments and accrued income	5,395	21,588
	<u>95,246</u>	<u>79,124</u>

13. Creditors: Amounts falling due within one year

	2020	2019
	£	£
Trade creditors	(832)	25,838
Amounts owed to connected charity	24,326	23,826
Other creditors	4,159	-
Accruals and deferred income	16,304	79,905
Grants accrued - institutional	-	24,606
	<u>43,957</u>	<u>154,175</u>

MTV Staying Alive UK
(A company limited by guarantee)

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	136,523	233,879	(291,394)	500	79,508
Restricted funds					
ViiV Healthcare	39,269	-	(39,195)	-	74
Rhododendron Trust	500	-	-	-	500
Waterloo Foundation	60,000	-	(43,018)	-	16,982
Swedish Postcode Foundation	75,264	63,063	(88,093)	-	50,234
Bryan Guinness Charitable Trust	2,000	-	-	-	2,000
Henhurst CT	500	-	-	(500)	-
Comic Relief	13,130	64,841	(22,697)	-	55,274
Monica Rabagliati Charitable Trust	-	1,500	-	-	1,500
Allan & Nesta Ferguson Charitable Trust	-	3,500	-	-	3,500
Austin Bailey Trust	-	1,000	-	-	1,000
	<u>190,663</u>	<u>133,904</u>	<u>(193,003)</u>	<u>(500)</u>	<u>131,064</u>
Total of funds	<u><u>327,186</u></u>	<u><u>367,783</u></u>	<u><u>(484,397)</u></u>	<u><u>-</u></u>	<u><u>210,572</u></u>

MTV Staying Alive UK
(A company limited by guarantee)

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 £	Balance at 31 December 2019 £
Unrestricted funds				
General funds	137,254	343,410	(344,141)	136,523
	<hr/>	<hr/>	<hr/>	<hr/>
Restricted funds				
ViiV Healthcare	62,974	-	(23,705)	39,269
Rhododendron Trust	-	500	-	500
Waterloo Foundation	-	60,000	-	60,000
Swedish Postcode Foundation	-	75,264	-	75,264
Bryan Guinness Charitable Trust	-	2,000	-	2,000
Henhurst CT	-	500	-	500
Comic Relief	-	58,283	(45,153)	13,130
	<hr/>	<hr/>	<hr/>	<hr/>
	62,974	196,547	(68,858)	190,663
	<hr/>	<hr/>	<hr/>	<hr/>
Total of funds	200,228	196,547	(412,999)	327,186
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

MTV Staying Alive UK
(A company limited by guarantee)

Notes to the financial statements
for the year ended 31 December 2020

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	136,523	233,879	(291,394)	500	79,508
Restricted funds	190,663	133,904	(193,003)	(500)	131,064
	<u>327,186</u>	<u>367,783</u>	<u>(484,397)</u>	<u>-</u>	<u>210,572</u>

Summary of funds - prior year

	Balance at 1 January 2019 £	Income £	Expenditure £	Balance at 31 December 2019 £
General funds	137,254	343,410	(344,141)	136,523
Restricted funds	62,974	196,547	(68,858)	190,663
	<u>200,228</u>	<u>539,957</u>	<u>(412,999)</u>	<u>327,186</u>

16. Analysis of net assets between funds

Analysis of net assets between funds - current period

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Current assets	123,465	131,064	254,529
Creditors due within one year	(43,957)	-	(43,957)
Total	<u>79,508</u>	<u>131,064</u>	<u>210,572</u>

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16. Analysis of net assets between funds (continued)

Analysis of net assets between funds - prior period

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £
Current assets	290,698	190,663	481,361
Creditors due within one year	(154,175)	-	(154,175)
Total	<u><u>136,523</u></u>	<u><u>190,663</u></u>	<u><u>327,186</u></u>

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)	<u>(116,614)</u>	<u>126,958</u>
Adjustments for:		
Decrease/(increase) in debtors	(16,122)	90,888
Increase/(decrease) in creditors	(110,218)	62,728
Net cash provided by/(used in) operating activities	<u><u>(242,954)</u></u>	<u><u>280,574</u></u>

18. Analysis of cash and cash equivalents

	2020 £	2019 £
Cash in hand	<u>159,283</u>	<u>402,237</u>
Total cash and cash equivalents	<u><u>159,283</u></u>	<u><u>402,237</u></u>

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19. Analysis of changes in net debt

	At 1 January 2020 £	Cash flows £	At 31 December 2020 £
Cash at bank and in hand	402,237	(242,954)	159,283
	<u>402,237</u>	<u>(242,954)</u>	<u>159,283</u>

20. Grant commitments

At 31 December 2020 the charity had commitments in respect of grants approved for projects which have not been accrued in the financial statements but will form part of grants amounting to £22,698 (2019 - £79,200).

21. Pension commitments

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the group in an independently administered fund. The pension cost charge represents contributions payable by the charity to the fund and amounted to £3,054 (2019 - £2,211). As at 31 December 2020, contributions of £130 is outstanding.

22. Related party transactions

All of the Charity's trustees are also trustees of MTV Staying Alive Foundation (MTV SAF) incorporated in the United States of America.

At the period end, the Charity owed a net amount to MTV SAF of £21,303 (2019: owed by £23,826).

It should also be noted that the Charity is associated with VIMN through the receipt of valuable in-kind support on a daily basis. Donations in kind of £97,023 (2019: £75,204) were made to assist with the running of the Charity.

Key management personnel received remuneration, including employers national insurance and benefits, of £68,340 (2019: £52,390). They are an employee of VIMN and this represents the proportion of time that they spend on the charity and is part of the in-kind support detailed above.

23. Controlling party

The charity is controlled by the trustees.