

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)

Contents

| | Page |
|---|----------------|
| Reference and administrative details of the charity, its Trustees and advisers | 1 |
| Trustees' report | 2 - 8 |
| Independent examiner's report | 9 |
| Statement of financial activities | 10 |
| Balance sheet | 11 |
| Statement of cash flows | 12 |
| Notes to the financial statements | 13 - 27 |

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.

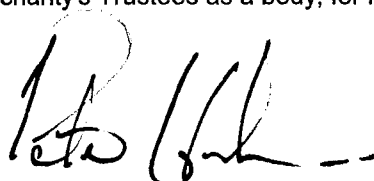
I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

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
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 | <u>159,283</u> | <u>402,237</u> |

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.

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 |
| | <u>59,925</u> | <u>59,925</u> | <u>69,272</u> |
| Total 2019 | 69,272 | 69,272 | |
| | <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 |
| | <u>1,170</u> | <u>1,170</u> | <u>10,050</u> |
| Total 2019 | 10,050 | 10,050 | |
| | <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> |
| Total 2019 | <u>149,032</u> | <u>253,917</u> | <u>402,949</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

| | 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 |
| | 97,153 | 127,370 | 224,523 | 207,344 |
| Total 2019 | 114,005 | 93,339 | 207,344 | |

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>4,200</u> | <u>16,080</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>178,583</u> | <u>149,032</u> |

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

| | 2020 | 2019 |
|----------------|-------------|------------|
| | No. | No. |
| Administration | 4 | 4 |

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 |
| | 95,246 | 79,124 |

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 |
| | 43,957 | 154,175 |

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>327,186</u> | <u>367,783</u> | <u>(484,397)</u> | <u>-</u> | <u>210,572</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 | <hr/> <hr/> 200,228 | <hr/> <hr/> 196,547 | <hr/> <hr/> (412,999) | <hr/> <hr/> 327,186 |

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> |

MTV Staying Alive UK
(A company limited by guarantee)

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

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 | 136,523 | 190,663 | 327,186 |

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) | (116,614) | 126,958 |
| 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 | (242,954) | 280,574 |

18. Analysis of cash and cash equivalents

| | 2020 £ | 2019 £ |
|--|----------------|----------------|
| Cash in hand | 159,283 | 402,237 |
| Total cash and cash equivalents | 159,283 | 402,237 |

MTV Staying Alive UK
(A company limited by guarantee)

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

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.