

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
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**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
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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.

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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,

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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 its levels of free cash fluctuate and therefore the Trustees use bank deposit accounts for any spare monies not immediately required.

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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.

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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
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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.

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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: 

P D Hudson BA FCA

Dated: 21 July 2022

Kreston Reeves LLP
Chartered Accountants
London

MTV Staying Alive UK
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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
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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
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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
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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.

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Notes to the financial statements
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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>	

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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
	<hr/>	<hr/>	<hr/>
Total 2020	22,698	22,698	
	<hr/>	<hr/>	

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

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

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
	<hr/>	<hr/>	<hr/>	<hr/>
	129,794	114,871	244,665	483,227
	<hr/>	<hr/>	<hr/>	<hr/>
Total 2020	290,224	193,003	483,227	
	<hr/>	<hr/>	<hr/>	

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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 2021 £	Other costs 2021 £	Total funds 2021 £	Total funds 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				

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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>
	<u>236,006</u>	<u>22,698</u>	<u>224,523</u>	<u>483,227</u>	
Total 2020					

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>
	<u>236,006</u>	<u>-</u>	<u>236,006</u>	
Total 2020				

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Notes to the financial statements
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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				

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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 No.	2020 No.
Administration	2	4

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

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

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).

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Notes to the financial statements
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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>

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Notes to the financial statements
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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 (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
	131,064	135,157	(114,871)	36,395	187,745
Total of funds	210,572	238,287	(247,356)	-	201,503

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Notes to the financial statements
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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
	190,663	133,904	(193,003)	(500)	131,064
Total of funds	327,186	367,783	(484,397)	-	210,572

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Notes to the financial statements
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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>

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Notes to the financial statements
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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	79,508	131,064	210,572

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)	(9,069)	(116,614)
Adjustments for:		
Net cash used in operating activities	(9,069)	(116,614)

18. Analysis of cash and cash equivalents

	2021 £	2020 £
Cash in hand	240,140	159,283
Total cash and cash equivalents	240,140	159,283

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
	159,283	80,857	240,140

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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.