

Registered number: 07364172
Charity number: 1140295

MTV Staying Alive UK
(A company limited by guarantee)

Unaudited

Trustees' report and financial statements

For the year ended 31 December 2022

MTV Staying Alive UK
(A company limited by guarantee)

Contents

	Page
Reference and administrative details of the Charity, its Trustees and advisers	1
Trustees' report	2 - 9
Independent examiner's report	10
Statement of financial activities	11
Balance sheet	12
Notes to the financial statements	13 - 24

MTV Staying Alive UK
(A company limited by guarantee)

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

Trustees	Bayju Ashvin Thakar Benedict Plumley James Chau Sir Nick Partridge Sara Cerrell Stephanie Ndlovu Tuvia Borok (appointed 30 March 2022) Raffaele Anecchino (resigned 31 March 2023)
Company registered number	07364172
Charity registered number	1140295
Registered office	17-29 Hawley Crescent Camden London NW1 8TT
Chief executive officer	Georgia Arnold
Independent Examiner	Lucy Hammond BSc FCA Kreston Reeves LLP Chartered Accountants 9 Donnington Park 85 Birdham Road Chichester West Sussex PO20 7AJ
Bankers	JP Morgan Chase Bank NA 25 Bank Street London E14 5JP

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report
For the year ended 31 December 2022

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

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

Objectives and activities

a. Vision

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

b. Mission

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

c. Activities

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

d. Policies and objectives

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit.

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

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

MTV Staying Alive UK
(A company limited by guarantee)

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

Achievements and performance

a. Review of activities

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

South Africa

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

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

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

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

India

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

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

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

MTV Staying Alive UK
(A company limited by guarantee)

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

Achievements and performance (continued)

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

Nigeria

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

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

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

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

Executive Director

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

b. Investment policy and performance

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

Financial review

a. Going concern

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

MTV Staying Alive UK
(A company limited by guarantee)

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

b. Reserves policy

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

c. Principal funding

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

Structure, governance and management

a. Constitution

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

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

b. Methods of appointment or election of Trustees

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

c. Organisational structure and decision-making policies

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

d. Policies adopted for the induction and training of Trustees

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

MTV Staying Alive UK
(A company limited by guarantee)

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

Structure, governance and management (continued)

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

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

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

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

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

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

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

g. Risk management

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

MTV Staying Alive UK
(A company limited by guarantee)

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

Plans for future periods

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

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

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

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

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

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

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

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

MTV Staying Alive UK
(A company limited by guarantee)

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

Information on fundraising practices

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

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

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

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

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

Modern slavery

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

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

MTV Staying Alive UK
(A company limited by guarantee)

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

Statement of Trustees' responsibilities

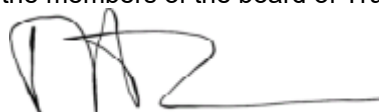
The Trustees (who are also the directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

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

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

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



Bayju Ashvin Thakar

Date: 26 September 2023

MTV Staying Alive UK
(A company limited by guarantee)

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

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

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

Responsibilities and basis of report

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

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

Independent examiner's statement

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


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

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

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

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

Signed:



Dated: 29 September 2023

Lucy Hammond BSc FCA
Kreston Reeves LLP
Chartered Accountants

9 Donnington Park
Chichester
West Sussex
PO20 7AJ

MTV Staying Alive UK
(A company limited by guarantee)

Statement of financial activities (incorporating income and expenditure account)
For the year ended 31 December 2022

	Note	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Income from:					
Donations and legacies	3	34,207	300,745	334,952	195,206
Charitable activities	4	46,723	-	46,723	43,081
Investments	5	399	-	399	-
Total income		81,329	300,745	382,074	238,287
Expenditure on:					
Raising funds	6	126	-	126	2,691
Charitable activities	8	67,392	146,385	213,777	244,665
Total expenditure		67,518	146,385	213,903	247,356
Net income/(expenditure)		13,811	154,360	168,171	(9,069)
Transfers between funds	15	12,338	(12,338)	-	-
Net movement in funds		26,149	142,022	168,171	(9,069)
Reconciliation of funds:					
Total funds brought forward		13,758	187,745	201,503	210,572
Net movement in funds		26,149	142,022	168,171	(9,069)
Total funds carried forward		39,907	329,767	369,674	201,503

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

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

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

Balance sheet
As at 31 December 2022

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

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

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

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

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

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



Bayju Ashvin Thakar

Date: 26 September 2023

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

MTV Staying Alive UK
(A company limited by guarantee)

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

1. General information

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

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

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

2.2 Going concern

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

2.3 Income

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

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

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

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

2. Accounting policies (continued)

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

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

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

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

All expenditure is inclusive of irrecoverable VAT.

2.5 Foreign currencies

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

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

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

2.6 Taxation

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

2.7 Debtors

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

2.8 Cash at bank and in hand

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

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

2. Accounting policies (continued)

2.9 Liabilities and provisions

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

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

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

2.10 Financial instruments

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

2.11 Pensions

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

2.12 Fund accounting

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

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

3. Income from donations and legacies

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

MTV Staying Alive UK
(A company limited by guarantee)

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

4. Income from charitable activities

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

5. Investment income

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

6. Expenditure on raising funds

Costs of raising voluntary income

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

MTV Staying Alive UK
(A company limited by guarantee)

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

7. Analysis of grants

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

8. Analysis of expenditure on charitable activities

Summary by fund type

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

9. Analysis of expenditure by activities

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

MTV Staying Alive UK
(A company limited by guarantee)

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

9. Analysis of expenditure by activities (continued)

Analysis of direct costs

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

Analysis of support costs

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

MTV Staying Alive UK
(A company limited by guarantee)

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

10. Staff costs

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

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

	2022 No.	2021 No.
Administration	1	2

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

11. Trustees' remuneration and expenses

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

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

MTV Staying Alive UK
(A company limited by guarantee)

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

12. Tangible fixed assets

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

13. Debtors

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

14. Creditors: Amounts falling due within one year

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

MTV Staying Alive UK
(A company limited by guarantee)

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

15. Statement of funds

Statement of funds - current year

	Balance at 1 January 2022 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 December 2022 £
Unrestricted funds					
General Funds	13,758	81,329	(67,518)	12,338	39,907
Restricted funds					
ViiV Healthcare	74	-	-	(74)	-
Waterloo Foundation	(57)	-	-	57	-
Swedish Postcode Foundation	4,255	-	(4,255)	-	-
Comic Relief	60,263	-	(31,241)	-	29,022
Global Innovation Fund	123,210	-	(110,889)	(12,321)	-
Anglo-American Foundation	-	300,745	-	-	300,745
	187,745	300,745	(146,385)	(12,338)	329,767
Total of funds	201,503	382,074	(213,903)	-	369,674

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

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

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

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

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

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

MTV Staying Alive UK
(A company limited by guarantee)

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

15. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 January 2021 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 December 2021 £
Unrestricted funds					
General Funds	79,508	103,130	(132,485)	(36,395)	13,758
Restricted funds					
ViiV Healthcare	74	-	-	-	74
Waterloo Foundation	16,982	-	(17,039)	-	(57)
Swedish Postcode Foundation	50,234	-	(45,979)	-	4,255
Bryan Guinness Charitable Trust (Uganda)	2,000	-	-	(2,000)	-
Henhurst Charitable Trust (Uganda)	500	-	-	(500)	-
Comic Relief	55,274	7,204	(47,110)	44,895	60,263
Monica Rabagliati Charitable Trust (Uganda)	1,500	-	-	(1,500)	-
Allan & Nesta Ferguson Charitable Trust (Uganda)	3,500	-	-	(3,500)	-
Austin Bailey Trust (Uganda)	1,000	-	-	(1,000)	-
Global Innovation Fund	-	127,953	(4,743)	-	123,210
	131,064	135,157	(114,871)	36,395	187,745
Total of funds	210,572	238,287	(247,356)	-	201,503

MTV Staying Alive UK
(A company limited by guarantee)

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

16. Summary of funds

Summary of funds - current year

	Balance at 1 January 2022 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 December 2022 £
General funds	13,758	81,329	(67,518)	12,338	39,907
Restricted funds	187,745	300,745	(146,385)	(12,338)	329,767
	<u>201,503</u>	<u>382,074</u>	<u>(213,903)</u>	<u>-</u>	<u>369,674</u>

Summary of funds - prior year

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

17. Analysis of net assets between funds

Analysis of net assets between funds - current year

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

MTV Staying Alive UK
(A company limited by guarantee)

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

17. Analysis of net assets between funds (continued)

Analysis of net assets between funds - prior year

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

18. Pension commitments

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

19. Related party transactions

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

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

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

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

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

20. Controlling party

There is no ultimate controlling party.