

Registered number: 07364172
Charity number: 1140295

MTV Staying Alive UK
(A company limited by guarantee)

Unaudited

Trustees' report and financial statements

For the year ended 31 December 2023

MTV Staying Alive UK
(A company limited by guarantee)

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 2023

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

Company registered number 07364172

Charity registered number 1140295

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

Executive Director Wame Jallow

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

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

MTV Staying Alive UK
(A company limited by guarantee)

Trustees' report
For the year ended 31 December 2023

The Trustees present their annual report together with the financial statements of the Charity for the year ended 31 December 2023. The Annual report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic Ireland (FRS102) (effective 1 January 2019).

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

Objectives and activities

a. Vision

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

b. Mission

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

c. Activities

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

d. Policies and objectives

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

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

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

MTV Staying Alive UK
(A company limited by guarantee)

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

Achievements and performance

a. Review of activities

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

South Africa

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

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

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

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

India

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

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

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

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

MTV Staying Alive UK
(A company limited by guarantee)

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

Achievements and performance (continued)

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

Nigeria

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

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

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

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

IN BLOOM

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

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

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

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

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

Achievements and performance (continued)

Executive Director

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

Financial review

a. Going concern

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

b. Reserves policy

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

c. Principal funding

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

Structure, governance and management

a. Constitution

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

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

b. Methods of appointment or election of Trustees

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

MTV Staying Alive UK
(A company limited by guarantee)

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

Structure, governance and management (continued)

c. Organisational structure and decision-making policies

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

d. Policies adopted for the induction and training of Trustees

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

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

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

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

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

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

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

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

g. Risk management

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

MTV Staying Alive UK
(A company limited by guarantee)

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

Plans for future periods

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

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

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

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

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

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

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

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

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

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

MTV Staying Alive UK
(A company limited by guarantee)

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

Plans for future periods (continued)

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

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

Information on fundraising practices

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

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

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

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

Any third party or fundraising technology organizations are vetted by our legal team and official contracts and agreements are produced by Viacom lawyers, are in place for them all. The Charity ensure that fundraising agreements and contracts are in place with its supporters, particularly Commercial 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 2023

Statement of Trustees' responsibilities


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

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

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

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

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

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Bayju Ashvin Thakar

Date: 9/24/2024

MTV Staying Alive UK
(A company limited by guarantee)

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

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

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

Responsibilities and basis of report

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

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

Independent examiner's statement

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

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

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

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

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

Signed: 

Dated: 25.9.24.

Lucy Hammond BSc FCA
Kreston Reeves LLP
Chartered Accountants

9 Donnington Park
Chichester
West Sussex
PO20 7AJ

MTV Staying Alive UK
(A company limited by guarantee)

Statement of financial activities (incorporating income and expenditure account)
For the year ended 31 December 2023

	Note	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Income from:					
Donations and legacies	3	230,940	207,969	438,909	334,952
Charitable activities	4	6,587	-	6,587	46,723
Investments	5	3,858	-	3,858	399
Total income		241,385	207,969	449,354	382,074
Expenditure on:					
Raising funds	6	18	-	18	126
Charitable activities	8	168,302	467,178	635,480	213,777
Total expenditure		168,320	467,178	635,498	213,903
Net income/(expenditure)		73,065	(259,209)	(186,144)	168,171
Transfers between funds	15	50,871	(50,871)	-	-
Net movement in funds		123,936	(310,080)	(186,144)	168,171
Reconciliation of funds:					
Total funds brought forward		39,907	329,767	369,674	201,503
Net movement in funds		123,936	(310,080)	(186,144)	168,171
Total funds carried forward		163,843	19,687	183,530	369,674

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

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

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

Balance sheet
As at 31 December 2023

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

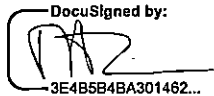
The Charity was entitled to exemption from audit under section 477 of the Companies Act 2006.

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

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

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

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

DocuSigned by:

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Bayju Ashvin Thakar

Date: 9/24/2024

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

MTV Staying Alive UK
(A company limited by guarantee)

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

1. General information

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

2. Accounting policies

2.1 Basis of preparation of financial statements

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

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

2.2 Going concern

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

2.3 Income

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

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

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

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

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

2. Accounting policies (continued)

2.4 Expenditure

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

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

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

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

All expenditure is inclusive of irrecoverable VAT.

2.5 Foreign currencies

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

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

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

2.6 Taxation

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

2.7 Debtors

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

2.8 Cash at bank and in hand

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

MTV Staying Alive UK
(A company limited by guarantee)

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

2. Accounting policies (continued)

2.9 Liabilities and provisions

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

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

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

2.10 Financial instruments

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

2.11 Pensions

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

2.12 Fund accounting

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

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

3. Income from donations and legacies

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

MTV Staying Alive UK
(A company limited by guarantee)

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

4. Income from charitable activities

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

5. Investment income

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

6. Expenditure on raising funds

Costs of raising voluntary income

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

MTV Staying Alive UK
(A company limited by guarantee)

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

7. Analysis of grants

	Grants to Institutions 2023 £	Total funds 2023 £	Total funds 2022 £
Grants - Comic Relief	-	-	9,070
Total 2022	9,070	9,070	

8. Analysis of expenditure on charitable activities

Summary by fund type

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

9. Analysis of expenditure by activities

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

MTV Staying Alive UK
(A company limited by guarantee)

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

9. Analysis of expenditure by activities (continued)

Analysis of direct costs

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

Analysis of support costs

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

MTV Staying Alive UK
(A company limited by guarantee)

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

10. Staff costs

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

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

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

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

11. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2022 - £NIL).

During the year ended 31 December 2023, no Trustee expenses have been incurred (2022 - £NIL).

MTV Staying Alive UK
(A company limited by guarantee)

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

12. Tangible fixed assets

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

13. Debtors

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

14. Creditors: Amounts falling due within one year

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

MTV Staying Alive UK
(A company limited by guarantee)

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

15. Statement of funds

Statement of funds - current year

	Balance at 1 January 2023 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 December 2023 £
Unrestricted funds					
General Funds	39,907	241,385	(168,320)	50,871	163,843
Restricted funds					
Comic Relief	29,022	-	(29,022)	-	-
Global Innovation Fund	-	125,698	(113,128)	(12,570)	-
Anglo-American Foundation	300,745	-	(243,542)	(30,074)	27,129
Global Listening Project	-	82,271	(81,486)	(8,227)	(7,442)
	<u>329,767</u>	<u>207,969</u>	<u>(467,178)</u>	<u>(50,871)</u>	<u>19,687</u>
Total of funds	<u>369,674</u>	<u>449,354</u>	<u>(635,498)</u>	<u>-</u>	<u>183,530</u>

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

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

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

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

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

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

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

MTV Staying Alive UK
(A company limited by guarantee)

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

15. Statement of funds (continued)

Statement of funds - prior year

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

MTV Staying Alive UK
(A company limited by guarantee)

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

16. Analysis of net assets between funds

Analysis of net assets between funds - current year

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

Analysis of net assets between funds - prior year

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

17. Pension commitments

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

MTV Staying Alive UK
(A company limited by guarantee)

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

18. Related party transactions

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

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

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

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

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

19. Controlling party

There is no ultimate controlling party.