

MEDIA MATTERS FOR WOMEN UK

England & Wales · Charity number 1185508

Details

Other names MEDIA MATTERS FOR WOMEN

Status Registered

Legal form CIO

Registered 2019-09-26

Register [View on the Charity Commission register](#)

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Activities

Objects: (A) TO ADVANCE THE EDUCATION OF SOCIALLY AND ECONOMICALLY DISADVANTAGED WOMEN AND GIRLS IN AFRICA (INITIALLY IN SIERRA LEONE AND THE DEMOCRATIC REPUBLIC OF THE CONGO) FOR THE PUBLIC BENEFIT, IN PARTICULAR, BUT NOT EXCLUSIVELY BY, THE PROVISION OF GRANTS, TRAINING AND EQUIPMENT TO FACILITATE THE DISSEMINATION IN REMOTE GEOGRAPHIC AREAS OF INFORMATION RELATING TO:1. WOMENS RIGHTS (FOR EXAMPLE, AS SET OUT IN THE UNIVERSAL DECLARATION OF HUMAN RIGHTS, THE CONVENTION ON THE ELIMINATION OF DISCRIMINATION AGAINST WOMEN AND SUBSEQUENT UNITED NATIONS CONVENTIONS AND DECLARATIONS, AND THE EUROPEAN CONVENTION FOR THE PROTECTION OF HUMAN RIGHTS AND FUNDAMENTAL FREEDOMS);2. WOMENS HEALTH (FOR EXAMPLE, SEXUAL AND REPRODUCTIVE HEALTH, FAMILY PLANNING AND GENDER BASED VIOLENCE);3. FINANCIAL EDUCATION; AND4. PUBLIC OR COMMUNITY HEALTH (FOR EXAMPLE, BEST PRACTICES AND PROCEDURES TO DEAL WITH COMMUNICABLE DISEASES SUCH AS EBOLA).(B) TO DEVELOP THE CAPACITY AND SKILLS OF SOCIALLY AND ECONOMICALLY DISADVANTAGED WOMEN AND GIRLS IN RURAL AREAS OF AFRICA (INITIALLY IN SIERRA LEONE AND THE DEMOCRATIC REPUBLIC OF THE CONGO) IN SUCH A WAY THAT THEY ARE BETTER ABLE TO IDENTIFY AND HELP MEET THEIR NEEDS AND TO PARTICIPATE MORE FULLY IN SOCIETY.

Activities: MMW UK works to empower socially and economically disadvantaged women and girls in Africa by supporting the establishment of innovative communications networks that connect rural women and girls--those beyond the reach of traditional media--with information and inspiration that enables them to be healthy, live safely, and fully enjoy their rights.

Classification

- **How:** Makes Grants To Individuals, Makes Grants To Organisations, Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, Economic/community Development/employment
- **Who:** Children/young People

Geography

- Sierra Leone

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£39,362	£57,393	-	-
2023-12-31	£57,419	£46,006	-	-
2022-12-31	£73,519	£66,826	-	-
2021-12-31	£1,000	£48	-	-
2020-12-31	£0	£0	-	-

Trustees

Name	Role	Appointed
Lise Meyrick	Chair	2025-09-01
Annelise Simone Gates		2025-03-01
Dorcus Daniella Mirembe-Korsah		2026-03-31

MEDIA MATTERS FOR WOMEN UK

England & Wales - Charity number 1185508

Accounts



Media Matters
for Women

Annual Report

2024

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Letter from the Chair

It is a profound honour to serve as Chair of Media Matters for Women (MMW) UK. As a Sierra Leonean woman, this role is deeply personal. I know first-hand how critical access to information, education, and opportunity is for women and girls—particularly those in rural, hard-to-reach areas.

We are proud to present our 2024 Annual Report, marking over a decade of dedicated service to vulnerable women and girls in rural Sierra Leone. This past year has brought significant achievements, despite challenges such as economic instability and the loss of key personnel.

Our unwavering commitment to empowering women and girls through access to information and education has yielded tangible results. We have continued to expand our reach, deepen our impact, and strengthen our financial position. This report outlines our key accomplishments, financial performance, and strategic direction for the coming year.

MMW continues to make significant strides in bridging the digital and gender divide in ways that are transformative and lasting. A major highlight of the year was the deployment and expansion of the **DigiTruck initiative**—our mobile, solar-powered digital classroom.

The DigiTruck is more than just a vehicle; it is a symbol of our commitment to bringing connectivity, skills, and voice to underserved communities. Over the past year, the DigiTruck has:

- Trained over 300 women and girls in digital literacy, entrepreneurship, and human rights.
- Expanded into two new rural districts, reaching some of the most marginalised communities.
- Enabled young women to produce local audio stories—from climate justice to girls' education—now broadcast via partner radio stations and Bluetooth networks.
- Forged new partnerships with local schools, health services, and community organisations to embed MMW's impact across multiple sectors.

Our **Period Power Project** continues to provide vital information on menstrual health and hygiene. In 2024, we reached over 630 girls through interactive school sessions and community outreach events, and distributed dignity kits to those who often go without.

We have also strengthened our media and advocacy efforts. Over the past year, we produced more than **120 podcast episodes**, highlighting issues affecting girls and women in underserved communities.

One of our key focus areas this year has been in **advocacy**—bringing the stories of Sierra Leonean women and girls to the international stage. We expanded our efforts into a new region in the North-West, participated in high-level African Union engagements on ending violence against women and girls, and partnered with Afri Radio to host a two-day event raising global awareness about gender-based violence. Through these efforts, we enhanced dialogue with key community stakeholders and secured commitments from leaders to take action.

These achievements reflect the strength of our grassroots model: we train women journalists and community communicators who amplify local voices and catalase positive change from within local communities.

This work would not be possible without the dedication of our team in Sierra Leone, the continued support of our UK and US partners, and the generosity of our donors and supporters. I am especially proud that we centre girls and women not just as beneficiaries, but as **agents of change** and **leaders in their communities**.

In 2024, we further improved our financial stability through support from **Comic Relief, the Internet Society Foundation, and the Oak Foundation**. These funds enable us to sustain our staffing needs, grow our community projects, and expand our DigiTruck classrooms—further enhancing digital literacy in rural areas.

Looking ahead, our vision is ambitious: to scale the DigiTruck to more regions, deepen the impact of our storytelling, influence national conversations on gender and equality, and launch innovative new fundraising events.

I invite you to join us on this journey—because when women and girls have the tools to speak, lead, and learn, entire communities are transformed.

With gratitude,
Algina Kamara

Chair, UK Board
Media Matters for Women

LEGAL AND ADMINISTRATIVE INFORMATION

The Trustees present their report and independently examined accounts of the charity for the period ended 31 December 2024. The financial statements comply with current statutory requirements.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered charity name	Media Matters for Women UK
Charity registration number	1185508
Registered office	Sable Lodge Pine Walk East Horsley KT24 5AG
Trustees	Peta Barrett: <i>Appointed Chair of board 01/01/2024, resignation 02/05/2025</i> Katie Faulds: <i>Stepped down as chair 01/01/2024 but continues as trustee</i> Anthony Skinner: <i>resignation 01/04/2025</i> Gaimin Nonyane: <i>resignation 25/06/2025</i> Algina Delphine Kamara - <i>appointed 03/04/2025</i> Muriel Lamin - <i>appointed 02/05/2025</i> Annelise Simone Gates - <i>appointed 02/05/2025</i>

STRUCTURE, GOVERNANCE & MANAGEMENT

The Board of Trustees consists of four Trustees who continue in office until retirement or death. New Trustees are selected by existing Trustees and are people who have specific interest in the charity and a range of skills to enhance its development. New trustees undergo an orientation to brief them of their legal obligations under charity law, the committee and decision-making process and recent financial activities of the charity.

Media Matters for Women UK is a charitable incorporated organization (CIO). It was established under a CIO Foundation Constitution which governs its activities, objectives and powers. MMW UK was registered in the United Kingdom with the UK registration number of 1185508 on 26 September 2019.

Media Matters for Women UK partners with Media Matters for Women Sierra Leone, (MMW SL) a registered NGO located in Freetown, Sierra Leone, and MMW US, a 501(c)(3) organization registered in Bellevue, Washington, USA, whose mission and operations are aligned with MMW UK. MMW SL is overseen by the Board of Trustees of MMW UK.

A woman wearing a vibrant, multi-colored headwrap (red, yellow, blue, and white) is smiling and holding a young child. The child is wearing a white cloth around their waist and a beaded necklace. They are surrounded by other people in a crowd, suggesting a community setting. The woman is wearing a grey tank top and a gold necklace. The child has a blue beaded bracelet on their right wrist. The background is slightly blurred, showing other people in various clothing.

OUR MISSION

We equip the **hardest-to-reach women and girls in rural Sierra Leone** with the knowledge and skills they need to **create the social change they seek.**

WHO WE ARE

Media Matters for Women envisions a world where women and girls **are in control of their rights** and possess the tools to make **informed decisions** about their own well-being.

We use **media** to amplify the visibility, appeal and reach of women's rights agendas and the role of **women's movements** in advancing democracy and justice.

MMW strategies weave together women's **leadership** development, **activism**, gender awareness, and intersectional organizing to ensure that women, feminist perspectives, and agendas link to broader **social justice movements**.





Our Work in 2024


Preventing
Gender-Based
Violence

Strengthening
rural
communities

Access to
information

Sexual
reproductive
Health &
Rights

Improving
Women's
Economic
Power



We believe that access to reliable, trustworthy information is a fundamental human right and in many of the communities we serve, MMW podcasts are the only source of fact-based information on these topics that are regularly available to women and girls.

A total number of **1200** listening sessions were conducted through 2024.

Total number of podcasts produced:


Kenema Districts – 96

Bombali District - 80

Western Rural District - 27

Topics range from women's rights to sexual reproductive health.

Access to information



In 2024, Period Power reached adolescent girls across Sierra Leone with life-saving information on menstrual health, hygiene, and body literacy. We held interactive school sessions, community outreach events, and distributed dignity kits in areas where girls are often left without resources or support.

Total number: **630 girls** were reached during the period power project baseline survey.

The Period Power Project is continuing to break the taboo around menstruation and attitudes are changing, with more women seeing the practice as a hollow and costly tradition rather than a benefit of any kind.

Sexual and Reproductive Health Rights

Preventing Gender-Based Violence


Collaboration is key in fighting SGBV. MMW partners with like-minded local collations and works within the local power structures in order to bring changes in behaviours and attitudes, reducing the impact of harmful traditions, beliefs and practices.

The focus of the 16 Days of Activism is to raise awareness against Gender-Based Violence across the world.

The theme for 2024 was **“UNITED VOICES, UNITED ACTION: Ending Violence Against Women and Girls in the Context of Climate Change!”**

MMW partnered with Afri Radio to organizing a two day event - an inter-generational dialogue and award ceremony for 10 community champions who have been supportive to promoting the work of the organisation to reach its goal of protecting women and girls from all forms of violence and an engagement with the community women in Bombali, Kenema and Western Area Rural Districts.



A woman in a blue patterned shirt and light blue headwrap is clapping her hands. She is smiling and looking towards the right. In the background, other people are also clapping, and there is a concrete structure, possibly a well. The scene is outdoors and appears to be a community event or celebration.

We were successful in 2023 through a private donor in building a bore-hole well in the Rogbom community in the rural Bombali District, improving the health and safety of women who would otherwise have to travel by foot for hours to get water.

This well is still successfully running in 2024 and our plan going forward into 2025 is to build another bore-hole well in Sierra Leone to further strengthen the rural communities that we work with.

**Strengthening Rural
Communities**

Women's Financial Empowerment



Achieving digital literacy is challenging due to socio-economic factors present in rural communities such as low literacy levels, poverty, absence of infrastructure and social inequalities.

MMW launched the **Digitruck Salone Project** in April 2024 in partnership with **Close the Gap and Africell**, providing digital literacy for rural girls and female entrepreneurs from Bombali, Kenema and Western Area Rural Districts.

The digitruck travelled round the three districts, providing digital opportunities for women and girls. **The female entrepreneurs were developing their digital skills to enhance their business knowledge and skills to improve their businesses.**

We reached **316 female students** and **31 female entrepreneurs** by the end of the first programme.

Change Maker – Global Institute for Women’s Leadership (GIWL)

Florence Sesay, MMW’s Sierra Leone Executive Director, has become the second ever **Changemaker** on the Global Institute for Women’s Leadership (GIWL) programme at King’s College, London.

The programme aims to empower advocates and activists dedicated to advancing gender equality by providing tailored support for research projects tied to their work or local communities.

This initiative recognises the pivotal role of grassroots movements in fostering genuine societal change and endeavours to bridge the gap between academic research and real-world impact.



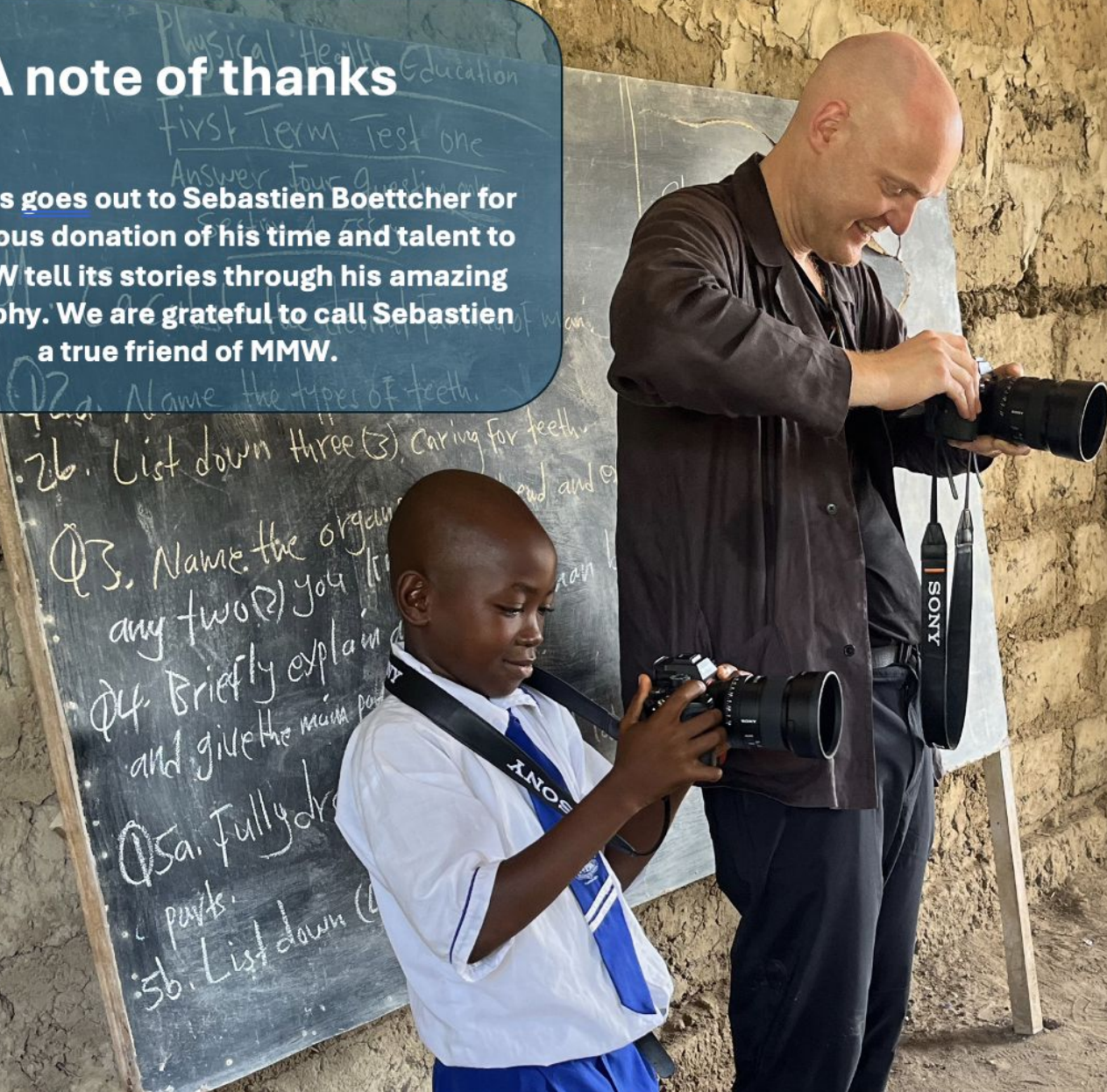
MMW by the Numbers



- *Period Power Project*: A total number of **630 girls** were reached during the period power project baseline survey.
- *Mamie and Omo Podcast*: Mamie and Omo MMW produced a total of **120 episodes**.
- *Digitruck Salone Programme*: **316 female students and 31 female entrepreneurs**
- *Podcasts*: The total number of podcasts produced in Kenema, Bombali District, Western Rural District was **203**.

A note of thanks

Our thanks goes out to [Sebastien Boettcher](#) for the generous donation of his time and talent to help MMW tell its stories through his amazing photography. We are grateful to call Sebastien a true friend of MMW.



Looking Ahead With Gratitude



Media Matters
for Women

CLOSE
THE
GAP
BRINGING
TECH TO
LIFE



Internet Society
Foundation

africell



africell
IMPACT
foundation

DIGITRUCK SALONE

Bringing digital literacy to rural communities

As we move forward into 2025, we are looking forward to completing our Digitruck Salone programme by running it in all three districts, Makeni, Waterloo and Kenema and further extending our partnership with Close The Gap and Africell, so we can impact more women and girls in Sierra Leone. We are so thankful for all of the MMW team and the work that they do to ensure that we continue to run our vital programmes, equipping the hardest-to-reach women and girls in Sierra Leone with the knowledge and skills they need to create the social change they seek. We are also grateful to all of the funders, donors and volunteers who have supported our work, enabling us to develop our programmes and reach further.

Objectives and Activities for the Public Benefit

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the Charity's aims and objectives and in planning future activities and setting grant making policy for the year.

Our Objectives

- (A) To advance the education of socially and economically disadvantaged women and girls in Africa (initially in Sierra Leone and the Democratic Republic of the Congo) for the public benefit, in particular, but not exclusively by, the provision of grants, training and equipment to facilitate the dissemination in remote geographic areas of information relating to:
- women's rights (for example, as set out in the Universal Declaration of Human Rights, the Convention on the Elimination of Discrimination Against Women and subsequent United Nations conventions and declarations, and the European Convention for the Protection of Human Rights and Fundamental Freedoms);
 - women's health (for example, sexual and reproductive health, family planning and gender based violence);
 - financial education; and
 - public or community health (for example, best practices and procedures to deal with communicable diseases such as Ebola and COVID-19).
- (B) To develop the capacity and skills of socially and economically disadvantaged women and girls in rural areas of Africa (initially in Sierra Leone and the Democratic Republic of the Congo) in such a way that they are better able to identify and help meet their needs and to participate more fully in society.

Our Activities:

During 2024, MMW UK supported MMW Sierra Leone, through grant funding and mentorship, on the following projects:

- Operational Expenses
- Expanding MMWs influence and advocacy in a multitude of ways
- Period Power Project – reaching circa rural 630 girls in 2024
- Digitruck Salone – providing digital literacy for girls and female entrepreneurs from Bombali, Kenema and Western Area Rural Districts
- Supporting MMW SL in successfully winning grants that will have huge impact over the years to come – i.e. Comic Relief Grant which will bring in GBP 50K per year for five years
- Media and Advocacy: Produced 120 podcasts, and undertook 1200 listening sessions – serving as a lifeline for rural women and girls giving them key information on health, education and politics.
- Continued successful activity of the bore-hole well in Rogbom
- 16 Days of Activism (building a women's movement)
- Core support for MMW Sierra Leone operations - including Team Building and Capacity Development.

Financial Review

MMW UK is grateful for the support received from individuals and foundations for the important work being done by our partners in Sierra Leone.

During 2024, we were pleased and extremely grateful to have received further significant contributions in the MMW UK arm from Oak Foundation. These funds were used to further our cause, and they have had measurable impact in broadening our reach through a number of impactful initiatives.

As at the end of 2024, we remain in a strong position financially, and look forward to using the funds to continue our efforts in 2025.

In FY 2024, MMW UK raised a total of income £39,362 (2023: £57,419).

At the end of 2024 MMW UK held £1,028 worth of funds in the MMW UK bank account (2023: £19,059).

Reserves Policy

Reliant on donors and grants, the charity intends to maintain low reserves, but reserves that provide a sufficient safety net. Given the well planned timeline of collaboration between MMW UK and other MMW entities (i.e. MMW US) in relation to funding the operations of MMW SL, the UK charity reserves policy aims to have the equivalent of one month's operating expenses (circa £4000) available at all times.'

At the end of 2024 the UK charities reserves was purposefully below that, ahead of MMW US taking over funding of MMW SL's next project. This was a well informed decision given that there was confirmed grant funding coming into MMW UK that would comfortably take the charity back in line with the reserves policy and more, in early 2025.

Statement of Trustee Responsibility

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102; The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Trustees are required to prepare accounts for each financial year, which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including income and expenditure, of the charitable company for the year.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operations.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable entity. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees declare that they have approved the Trustees' Report.

Signed on behalf of the charity's Trustees

Algina Kamara

Chair, UK Board

Media Matters for Women



28th August 2025



Section A Independent Examiner's Report

Report to the trustees

Media Matters for Women UK

**On accounts for the
period ended**

31st December 2024

Charity no

1185508

Set out on pages

1 - 23

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the period ended 31/12/2024.

**Responsibilities and
basis of report**

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

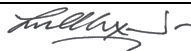
**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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.

Signed:



Date:

24th September 2025

Name:

Louise Alexander, ACMA

**Relevant professional
qualification or body:**

Member in Practice of the Chartered Institute of Management Accountants

Address:

3 Upper High Street

Ipswich IP1 3NE



CHARITY COMMISSION
FOR ENGLAND AND WALES

Media Matters for Women UK

1185508

Receipts and payments accounts

CC16a

For the period from	01/01/2024	To	31/12/2024
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Grants	-	39,296	-	39,296	53,143
Donations	-	-	-	-	4,199
Bank Interest	66	-	-	66	77
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	66	39,296	-	39,362	57,419
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	66	39,296	-	39,362	57,419
A3 Payments					
Transfers to Sierre Leone	1,202	53,726	-	54,928	40,054
Consultants	1,440	-	-	1,440	3,460
Software Subscriptions	104	-	-	104	94
Bank Charges	191	-	-	191	116
Travel (for Sebastian Boettcher)	-	-	-	-	1,290
Computer for SL	-	-	-	-	382
Memberships	-	-	-	-	60
Independent Examination 2023	550	-	-	550	550
Events	180	-	-	180	-
	-	-	-	-	-
Sub total	3,667	53,726	-	57,393	46,006
A4 Asset and investment purchases. (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	3,667	53,726	-	57,393	46,006
Net of receipts/(payments)	- 3,601	- 14,430	-	- 18,031	11,413
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	4,629	14,430	-	19,059	7,646
Cash funds this year end	1,028	0	-	1,028	19,059

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	CAF Bank	1,028	-	-
		-	-	-
		-	-	-
	Total cash funds	1,028	-	-

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	Independent Examiner's fee	Unrestricted	550	
			-	
			-	
			-	

	Signature	Print Name	Date of approval
Signed by one or two trustees on behalf of all the trustees			

Notes to the Accounts – For the period ended 31 December 2024

ACCOUNTING POLICIES

Basis of Accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), effective 1 January 2015 and the Charities SORP (FRS 102).

Going concern

The trustees have reviewed the finances for MMW UK and confirm that the charity has sufficient funds for the following 18 months and is a going concern.

Accounting period

The reporting period is 1 January 2024 to 31 December 2024.

Donated goods and services

Donated goods and services are recognized as income when;

- The charity has entitlement over the economic benefits that flow from the donation;
- It is probable the associated economic benefits will flow to the entity; and
- Their value can be measured reliably.

Fair value is determined on the basis of the value of the gift to the charity. For example, the amount the charity would be willing to pay in the open market for such goods and services. A corresponding amount is recognized in expenditure within the relevant expense category.

Related Party Transactions:

There were no Related Party Transactions in 2024.

Grants:

In 2024 MMW UK received £39,296 in grants (2023: £53,143)

The grants in 2024 were from The Oak Foundation, as part of their ongoing commitment to supporting MMW.



Donations:

There were no donations to MMW UK in 2024.

Restricted Funds:

In 2024, there were restricted funds of £39,296. This was from Oak Foundation to provide “core support to MMW”.

In 2024, restricted funding of £39,295 was received from Oak Foundation to assist with core costs of the MMW SL programme. This grant was fully spent by the end of 2024.

Katie Faulds

28th August 2025

MEDIA MATTERS FOR WOMEN UK

England & Wales - Charity number 1185508

Accounts



Media Matters
for Women

ANNUAL REPORT

2023



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Letter from the Chair

Media Matters for Women (MMW) is proud to present our annual report for 2023, highlighting a decade of service to the vulnerable women and girls of rural Sierra Leone. This past year has been marked by significant achievements, despite the challenges posed by political unrest, economic instability, and the loss of key personnel.

Our unwavering commitment to empowering women and girls through access to information and education has yielded tangible results. We have expanded our reach, deepened our impact, and strengthened our financial position. This letter outlines our key accomplishments, financial performance, and strategic direction for the coming year. MMW's work is essential to creating a more equitable and just society for women and girls in Sierra Leone.

In 2023, MMW made significant strides in empowering women and girls in rural Sierra Leone. Our key achievements were:

- **Period Power Project (PPP):** Expanded to reach over 1,000 students in 30 schools, fostering positive behavioural change around menstruation and reducing stigma associated with FGM.
- **Media and Advocacy:** Produced 192 podcasts covering critical issues affecting women and girls, providing a vital source of information in underserved communities. MMW's advocacy efforts led to participation in the UN Commission on the Status of Women 67 and the Paris Peace Forum, elevating the voices of rural women on the international stage.
- **Community Development:** Successfully completed the construction of a bore-hole well in Rogbom, improving access to clean water for hundreds of community members.
- **Team Building and Capacity Development:** Invested in staff development through fellowships and conferences, enhancing MMW's expertise and leadership.

We are particularly proud of the increased financial stability achieved in 2023, more than doubling our income through grants and donations. This growth has enabled us to expand our programs and increase staff compensation.

MMW's programs have had a profound impact on the lives of countless women and girls in rural Sierra Leone.

- **Empowerment:** By providing access to information and education, MMW has empowered women and girls to make informed decisions about their health, rights, and futures. Our podcasts are a trusted source of information on critical issues, leading to increased awareness and advocacy.
- **Community Development:** The bore-hole well project in Rogbom has significantly improved the health and well-being of the community by providing access to clean water, reducing the burden of water collection on women and girls.
- **Education:** The Period Power Project has challenged harmful gender norms and improved school attendance for girls by addressing menstrual health management.
- **Leadership:** MMW's staff have emerged as leaders in their field, representing the voices of rural women on national and international platforms.

Letter from the Chair Continued:

By investing in the potential of women and girls, MMW continues to contribute to a more equitable and sustainable future for Sierra Leone.

In 2023, MMW maintains a strong governance structure to ensure accountability, transparency, and effective decision-making. The Board of Directors, comprised of dedicated individuals with diverse expertise, provides strategic oversight and guidance. Regular board meetings are held to review progress, financial performance, and risk management. We are committed to adhering to all relevant laws, regulations, and ethical standards. We maintain transparent financial records and conduct regular audits to ensure compliance.

Building upon our successes in 2023, MMW is excited to embark on an ambitious agenda for the coming year. Our focus will be on:

- **Expanding our Reach:** Increasing the number of communities served by our programs, with a particular emphasis on reaching the most marginalized women and girls.
- **Strengthening Impact:** Developing innovative approaches to address complex challenges faced by rural women, such as climate change and economic inequality.
- **Sustainability:** Diversifying our funding sources and building sustainable income streams to ensure the long-term viability of MMW.
- **Capacity Building:** Continuing to invest in the professional development of our staff to enhance their skills and leadership capabilities.
- **Advocacy:** Amplifying the voices of rural women and girls on national and international platforms, advocating for policies that promote gender equality and social justice.

We believe that by focusing on these key areas, MMW can continue to have a lasting impact on the lives of women and girls in Sierra Leone.

We believe this report demonstrates MMW's unwavering commitment to empowering women and girls in rural Sierra Leone. Through our programs, advocacy, and partnerships, we have made significant strides in improving the lives of countless individuals. We are grateful for the support of our donors, volunteers, and partners, whose contributions have been instrumental to our success.

As we look to the future, we are excited about the opportunities to expand our impact and create a more equitable society for all.

Thank you for your continued support.

Sincerely,
Peta Barrett
Board Chair - Media Matters for Women UK

LEGAL AND ADMINISTRATIVE INFORMATION

The Trustees present their report and independently examined accounts of the charity for the period ended 31 December 2023. The financial statements comply with current statutory requirements.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered charity name Media Matters for Women UK

Charity registration number 1185508

Registered office Sable Lodge
Pine Walk East
Horsley KT24 5AG

Trustees Peta Barrett: *Appointed Chair of board in January 2024*
Katie Faulds: *Stepped down as chair in January 2024 but continues as trustee*
Gaimin Nonyane
Anthony Skinner: *Appointment in January 2023*
Anton Mifsud-Bonnici: *Resignation in January 2023*

STRUCTURE, GOVERNANCE & MANAGEMENT

The Board of Trustees consists of four Trustees who continue in office until retirement or death. New Trustees are selected by existing Trustees and are people who have specific interest in the charity and a range of skills to enhance its development. New trustees undergo an orientation to brief them of their legal obligations under charity law, the committee and decision-making process and recent financial activities of the charity.

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Media Matters for Women UK partners with Media Matters for Women Sierra Leone, (MMW SL) a registered NGO located in Freetown, Sierra Leone, and MMW US, a 501(c)(3) organization registered in Bellevue, Washington, USA, whose mission and operations are aligned with MMW UK. MMW SL is overseen by the Board of Trustees of MMW UK.

A woman wearing a vibrant, multi-colored headwrap (red, yellow, blue, and white) is smiling and holding a young child. The child is wearing a white top and a beaded necklace. They are surrounded by other people in a crowd, suggesting a community setting. The woman is wearing a grey tank top and a gold and blue beaded necklace. The child has a blue and white beaded bracelet on their right wrist. The background is slightly blurred, showing other people in various clothing.

OUR MISSION

We equip the **hardest-to-reach women and girls in rural Sierra Leone** with the knowledge and skills they need to **create the social change they seek.**

WHO WE ARE

Media Matters for Women envisions a world where women and girls **are in control of their rights** and possess the tools to make **informed decisions** about their own well-being.

We use **media** to amplify the visibility, appeal and reach of women's rights agendas and the role of **women's movements** in advancing democracy and justice.

MMW strategies weave together women's **leadership** development, **activism**, gender awareness, and intersectional organizing to ensure that women, feminist perspectives, and agendas link to broader **social justice movements**.





Our Work in 2023

**Access to
Information**

**Preventing
Gender-
Based
Violence**

**Sexual and
Reproductive
Health &
Rights**

**Strengthening
Rural
Communities**

**Improving
Women's
Economic
Power**



Access to Information

We believe that access to reliable, trustworthy information is a fundamental human right and in many of the communities we serve, MMW podcasts are the only source of fact-based information on these topics that are regularly available to women and girls.

MMW was honored to share its work at the UN Commission on the Status of Women 67 NGO Forum in March, presenting “Addressing the Unmet Information Needs of Africa’s Hardest-to-Reach Communities.”

192 podcasts were produced this year covering women’s rights, the 2023 elections, the Gender Empowerment and Women’s Equality Act, harmful traditional practices, the economy, sexual and reproductive health, climate change and more.



Sexual and Reproductive Health Rights

MMW's **Period Power Project** reaches over 1000 students in 30 schools across Sierra Leone each year. In 2023, information on menstrual health and teaching skills to sew environmentally-friendly reusable sanitary pads was supplemented with discussions to lift the secrecy and taboo surrounding the practice of **female genital mutilation** during Bondo Society initiation, including a special focus to train boys (who will be future heads of households and decision-makers) on the risks to their sisters and friends from FGM and empowering girls with an understanding of their right to say no to this practice.

During our surveys in communities surrounding the participating schools, we heard over and over both that the program has broken the taboo around menstruation and that attitudes toward FGM are changing, with more women seeing the practice as a hollow and costly tradition rather than a benefit of any kind. These are the first steps toward changing behaviors.

Preventing Gender-Based Violence

Collaboration is key in fighting SGBV. MMW partners with like-minded local coalitions and works within the local power structures in order to bring about changes in behaviors and attitudes, reducing the impact of harmful traditional beliefs and practices.

Despite political unrest and a coup attempt, MMW led communities in the global **16 Days of Activism** campaign in December, bringing activists, traditional and religious leaders, and rural women and men together to raise awareness and advocate against violence toward women and children. We recognized 30 local rural leaders through the MMW Community Influencer Awards, shining a spotlight on the important actions that the grassroots movement can achieve.



Strengthening Rural Communities



Through a generous private donation, MMW was able to facilitate the building of a desperately needed bore-hole well for the Rogbom community in rural Bombali District, improving the health and safety of women who would otherwise have to travel by foot for hours to obtain needed water. This is just one example of how MMW can work to quickly connect rural community needs with available resources.

Women's Financial Empowerment

In November, we traveled to Paris at the invitation of the Paris Peace Forum to present our female aquaculture project, "Fishing for Empowerment in Sierra Leone."

We were honored to bring the story of the villagers of Kamalenka, in one of the poorest districts of the country, to the global stage, sharing how they now have increased food security and a new income stream made possible by MMW's work in conjunction with the Sierra Leone Skills Development Office and the World Bank.





Celebrating our 10 Year Anniversary

2023 marked 10 years of MMW working to improve the lives of rural women and girls. We celebrated in style with a cocktail evening, featuring the new Minister of Gender, Dr. Isata Mahoi, as keynote speaker and honoring Africell Sierra Leone, with our first-ever “Local Hero Award.” Africell SL has shown true dedication and commitment to supporting women and girls in rural Sierra Leone.



MMW By the Numbers

- **3 active fish ponds serving the Kamalenka community**
- **6 provinces served by MMW projects**
- **30 local rural citizens honored as “MMW Community Influencers”**
- **150 Peace Ambassadors trained on violence prevention during national elections**
- **192 podcasts produced in 2023**
- **60,000 average podcast listens per month**

A note of thanks

Our thanks goes out to [Sebastien Boettcher](#) for the generous donation of his time and talent to help MMW tell its stories through his amazing photography. We are grateful to call Sebastien a true friend of MMW.

Physical Health Education
First Term Test one
Answer four questions
Q2a. Name the types of teeth.
2b. List down three (3) caring for teeth.
Q3. Name the organs
any two (2) you know
Q4 Briefly explain
and give the main part
Q5a. Fully draw
parts.
5b. List down (1)





Looking Ahead With Gratitude

As we move forward in 2024, with new opportunities to raise the status of rural women and girls through continued development of our rural communications network and implementation of the Ditruck Salone project, we are grateful for the wisdom and support that we received in 2023. Thank you to everyone who has worked to strengthen this small but mighty organization and the group of women behind it who have dedicated their lives to advocating for vulnerable women and girls in rural Sierra Leone. We could not achieve such impact without the support and encouragement from our donors and volunteers.

Objectives and Activities for the Public Benefit

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the Charity's aims and objectives and in planning future activities and setting grant making policy for the year.

Our Objectives

- (A) To advance the education of socially and economically disadvantaged women and girls in Africa (initially in Sierra Leone and the Democratic Republic of the Congo) for the public benefit, in particular, but not exclusively by, the provision of grants, training and equipment to facilitate the dissemination in remote geographic areas of information relating to:
- women's rights (for example, as set out in the Universal Declaration of Human Rights, the Convention on the Elimination of Discrimination Against Women and subsequent United Nations conventions and declarations, and the European Convention for the Protection of Human Rights and Fundamental Freedoms);
 - women's health (for example, sexual and reproductive health, family planning and gender based violence);
 - financial education; and
 - public or community health (for example, best practices and procedures to deal with communicable diseases such as Ebola and COVID-19).
- (A) To develop the capacity and skills of socially and economically disadvantaged women and girls in rural areas of Africa (initially in Sierra Leone and the Democratic Republic of the Congo) in such a way that they are better able to identify and help meet their needs and to participate more fully in society.

Our Activities:

During 2023, MMW UK supported MMW Sierra Leone, through grant funding and mentorship, on the following projects:

- Operational Expenses, and the Period Power Project
- Media and Advocacy: Produced 192 podcasts, participation in the UN Commission on the Status of Women 67 and the Paris Peace Forum
- Construction of a bore-hole well in Rogbom
- Advancing civic education and information during the 2023 national elections in Sierra Leone
- The Kamalenka fish farm project
- 16 Days of Activism (building a women's movement)
- Core support for MMW Sierra Leone operations - including Team Building and Capacity Development.

Financial Review

MMW UK is grateful for the support received from individuals and foundations for the important work being done by our partners in Sierra Leone.

During 2023, we were pleased and extremely grateful to have received further significant contributions in the MMW UK arm from Oak Foundation, as well as private donors – funds which were used to further our cause, and which have had measurable impact in broadening our reach through a number of impactful initiatives.

As at the end of 2023, we remain in a strong position financially, and look forward to using the funds to continue our efforts in 2024.

In FY 2023, MMW UK raised a total of income £57,419.05 (2022: £73,519).

At the end of 2023 MMW UK held £19,058.66 worth of funds in the MMW UK bank account (2022: £7645). £14,430 was restricted funding at year end, and £4623 was unrestricted funding.

Reserves Policy

Reliant on donors and grants, the charity intends to maintain low reserves, but reserves that provide a sufficient safety net. The charity reserves policy aims to have the equivalent of one month's operating expenses (circa £4,000) available at all times.

Statement of Trustee Responsibility

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102; The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Trustees are required to prepare accounts for each financial year, which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including income and expenditure, of the charitable company for the year.

In preparing these financial statements, the Trustees are required to:


- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operations.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable entity. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees declare that they have approved the Trustees' Report.

Signed on behalf of the charity's Trustees

Peta Barrett
Chair of the Board of Trustees



05/09/24



Section A

Independent Examiner's Report

Report to the trustees

Charity Name
Media Matters for Women UK

**On accounts for the year
ended**

31 st December 2023	Charity no (if any)	1185508
--------------------------------	--------------------------------	---------

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 / 12 / 2023.

**Responsibilities and
basis of report**

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of CIMA (Chartered Institute of Management Accountants).

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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.

Signed: 

Date: 19 / 09 / 2024

Name: Louise Alexander

**Relevant professional
qualification(s) or body
(if any):**

Chartered Institute of Management Accountants (Member in Practice).

Address: 3 Upper High Street, Ipswich, IP1 3NE



CHARITY COMMISSION
FOR ENGLAND AND WALES

Media Matters for Women UK

No (if any)

Receipts and payments accounts

CC16a

For the period
from

January 1 2023

To

December 31 2023

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Grants	-	53,143	-	53,143	64,848
Donations	4,199	-	-	4,199	8,856
Bank Interest	77	-	-	77	15
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	4,276	53,143	-	57,419	73,519
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	4,276	53,143	-	57,419	73,519
A3 Payments					
Transfers to Sierr Leone	-	40,054	-	40,054	61,209
Consultants	-	3,460	-	3,460	3,200
Software Subscriptions	94	-	-	94	58
Bank Charges	116	-	-	116	237
Travel (for Sebastian Boettcher)	-	1,290	-	1,290	2,122
Computer for SL	-	382	-	382	-
Memberships	60	-	-	60	-
Independent Examination 2022	550	-	-	550	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	820	45,186	-	46,006	66,826
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	820	45,186	-	46,006	66,826
Net of receipts/(payments)	3,457	7,957	-	11,414	6,693
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	1,172	6,473	-	7,645	952
Cash funds this year end	4,629	14,430	-	19,059	7,645

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	CAF Bank	4,629	14,430	-
		-	-	-
		-	-	-
	Total cash funds	4,629	14,430	-

(agree balances with receipts and payments account(s))

OK	OK	OK
Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £

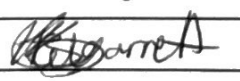
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-

B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
	Consultant fees	Oak Foundation	1,440	31 January 2024
	Independent Examiner's fee	Unrestricted	550	31 October 2024
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	PETA BARRETT	05/09/24

Notes to the Accounts – For the period ended 31 December 2023

ACCOUNTING POLICIES

Basis of Accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), effective 1 January 2015 and the Charities SORP (FRS 102).

Going concern

The trustees have reviewed the finances for MMW UK and confirm that the charity has sufficient funds for the following 18 months and is a going concern.

Accounting period

The reporting period is 1 January 2023 to 31 December 2023.

Donated goods and services

Donated goods and services are recognized as income when;

- The charity has entitlement over the economic benefits that flow from the donation;
- It is probable the associated economic benefits will flow to the entity; and
- Their value can be measured reliably.

Fair value is determined on the basis of the value of the gift to the charity. For example, the amount the charity would be willing to pay in the open market for such goods and services. A corresponding amount is recognized in expenditure within the relevant expense category.

Related Party Transactions:

Trustee Anthony Skinner donated £50 to MMW UK (2022: £0). There were no other Related Party Transactions in 2023.

Grants:

In 2023 MMW UK received £53,142.90 in grants (2022: £64,848).

The grants in 2023 were from The Oak Foundation, as part of their ongoing commitment to supporting MMW.

Donations:

In 2023 MMW received £4,198.69 in donations (2022: £8,656). The donations were as follows:

- £4,148.69 from Sharon Bylenga
- £50 from Anthony Skinner

Restricted Funds:

In 2023, there were restricted funds of £53,143.

MEDIA MATTERS FOR WOMEN UK

England & Wales - Charity number 1185508

Accounts



Media Matters for Women UK
Annual Report
for the fiscal year ending December 31, 2022



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Letter from the Chair

2022 was a year of growth for **Media Matters for Women**. Building on the work done in 2021 with the successful MMW Period Power Project, we introduced **Period Power Project II**. In this, we **partnered** with MMW Sierra Leone and 30 local, rural schools in 3 provinces of Sierra Leone, to reach over 1000 students in their Home Economics classes with critical information on sexual and menstrual health education and with skills training to make reusable sanitary pads that will keep them in school during menstruation.

In light of the national elections in June 2023, we supported a civic education project focused on empowering women to understand their voting rights and the power of their vote, whilst educating them on why and how to register to vote in September-October 2022.

In November, a major **16 Days of Activism on Violence Against Women and Girls** campaign was held in 3 provinces of Sierra Leone, which included motorbike parades, handing the mic over to let listeners have their say, and radio shows supported by Africell - with listeners calling in to discuss SGBV issues in Sierra Leone. In conjunction with this, our grantee partner held the second-annual MMW Community Influencer Awards honoring MMW listeners who have taken real steps to curb violence against women and girls in their communities.

Another important initiative, and our first financial empowerment project, was the opening of the **Kamalenka Fish Farm** in the Northwest province, which brought new skills training and income opportunities to women in this highly impoverished region of Sierra Leone. This initiative was sponsored by the World Bank.

As we look ahead, significant challenges remain. The level of violence against women and girls in Sierra Leone continues to skyrocket (at least 62 percent of women and girls have experienced physical or sexual violence, which is the highest rate in West Africa, according to a 2019 USAID study.) In the wake of the contentious 2023 election, the potential for economic unrest and political violence remains high. Inspiring women to take a more active role in elections and voting is an important step in bringing greater attention to, and action on, women's issues. MMW is ready to address these challenges and to ensure that every dollar donated directly contributes to the success of our efforts.

MMW's work in 2022 in Sierra Leone would not have been possible without the generous support of private donors and grants from the likes of Lush and The Oak Foundation, with further vital grants made to our partners organizations in the US. These funds have allowed MMW to concentrate on its core mission while strengthening the organization as it grows. To each member of the MMW staff, our volunteer advisors, donors, partners, and the many others who make MMW's efforts possible and successful, we extend our sincerest gratitude. You continue to inspire this organization every day and your energy and commitment are the essence of MMW's triumphs.

Sincerely,

Katie Faulds
Board Chair
Media Matters for Women UK

LEGAL AND ADMINISTRATIVE INFORMATION

The Trustees present their report and independently examined accounts of the charity for the period ended 31 December 2022. The financial statements comply with current statutory requirements.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered charity name	Media Matters for Women UK
Charity registration number	1185508
Registered office	Sable Lodge Pine Walk East Horsley KT24 5AG
Trustees	Katie Faulds Gaimin Nonyane Anthony Skinner: <i>Appointment in January 2023</i> Lisa Sebree: <i>Resignation in December 2022</i> Anton Mifsud-Bonnici: <i>Resignation in January 2023</i>

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Our Aim

In 2022, Media Matters for Women UK focused on supporting MMW SL with its mission of helping women and girls in rural Sierra Leone that are excluded from the Information Age due to extreme poverty.

Our aim is to achieve gender equality by engaging and empowering rural women and girls to actively take part in a women's movement that begins in their village and spreads across the country.

Working through partnerships, MMW has created a nationwide media network across rural Sierra Leone to amplify the visibility, appeal and reach of women's rights agendas and the role of women's movements in advancing democracy and justice.

MMW UK works closely with international partners, MMW Sierra Leone, a registered NGO, and MMW US, a 501(c)(3) organization. Each entity acts independently, having its own Board and bank accounts.



History

Since its first pilot project in 2013 through to the present, Media Matters for Women has created a communications network that is the foundation of a movement that lifts up and supports rural women and girls living in poverty in rural Sierra Leone. From humble beginnings with a staff of 4 to its current robust network of 82 trained activists, **our grantee partner, Media Matters for Women Sierra Leone**, has matured into a trusted and well-known platform for news and information that rural communities rely upon to understand issues, find critical services, and connect with one another to reach common ground and solutions to the issues they are facing. As the organization has evolved, so has our impact.

Field staff of MMW Sierra Leone are hired directly from the communities we serve and are trained as women's rights activists. They are considered by the people of the villages to be authorities in their communities due in large part to the carefully cultivated relationships and engagement with the traditional and religious leaders who hold immense power in rural areas. **Direct**-touch broadcasts in over 100 communities now reach over 50,000 listeners each month in three regions of Sierra Leone—the Western Rural Area, Northern Province, and Eastern Province. Through a partnership with Africell, broadcasts are now being aired nationwide on AfriRadio and its partner stations, including 8 rural community radio stations that now reach all 5 provinces of Sierra Leone.



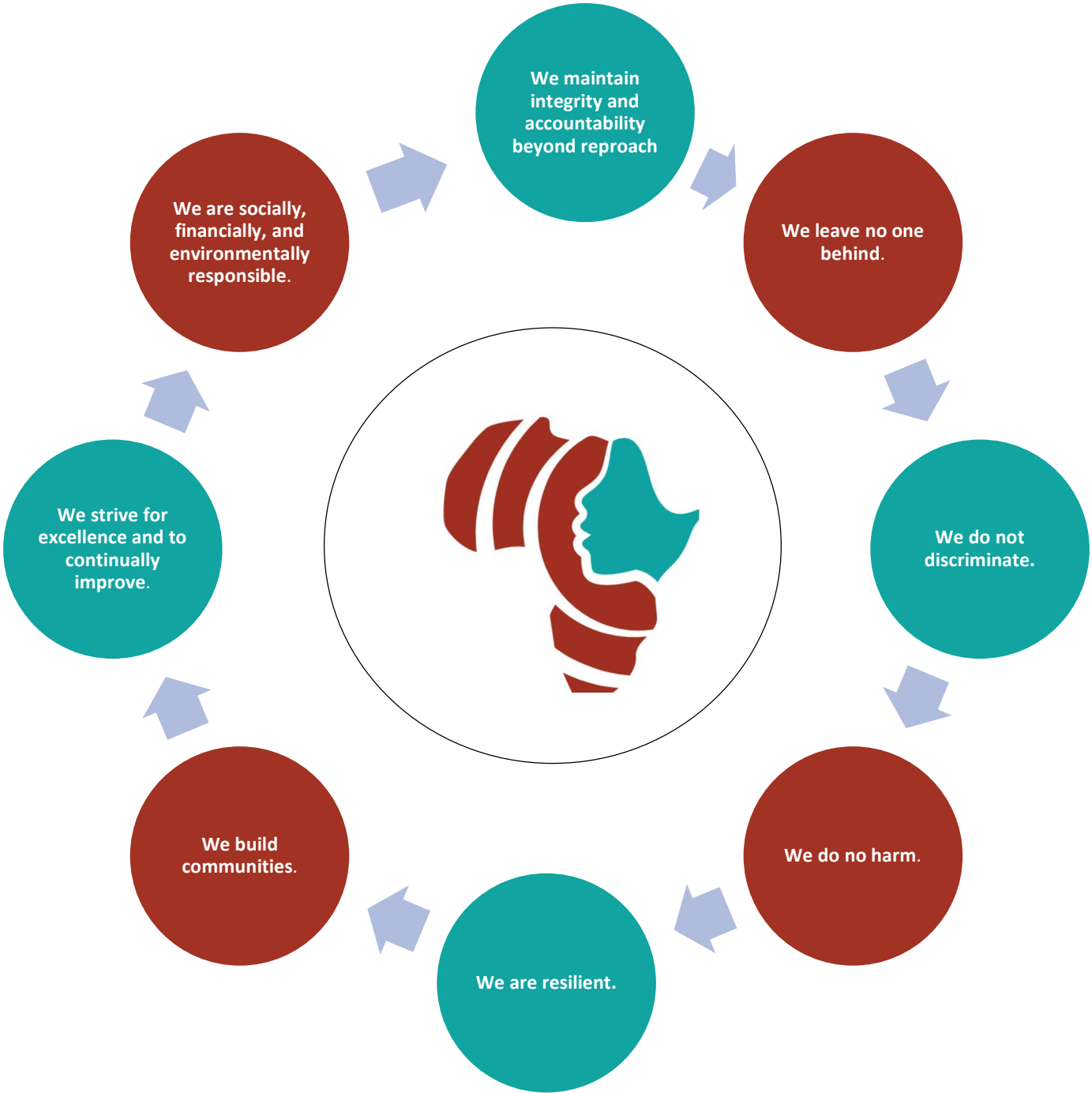
Our Mission

To connect women and girls—those beyond the reach of traditional media-- with information and inspiration that enables them to be healthy, live safely, and fully enjoy their rights.

Our Vision

MMW envisions a world where women and girls are in control of their rights and possess the tools to make informed decisions about their own well-being.

Our Values



Strategies for Strengthening the Work of Media Matters for Women

1. Strengthening and equipping journalists and young activist leadership and capacity

Training and leadership development; exchange and dialogue; accompaniment and organizing support; power analysis and strategy development; political facilitation; risk analysis, well-being.

2. Building and accompanying alliances and networks around shared agendas for change

Developing networks and movement alliance; strategic partnerships for skills/knowledge/access; development of organisational capacity.

3. Strategic advocacy, urgent action and mobilizing Influence

Advocacy and strategic engagement on specific issues or cases, local to global; enabling women activists to engage power holders directly; mobilizing and leveraging allies inside and outside power structures; activating global solidarity on urgent action threats.

4. Generating and publishing knowledge (analysis, methodology) from practice

Distilling insights from the work of the organisation to produce influential and useful resources; Shaping the thinking, and practice in related fields (human rights protection, citizen participation, etc.); developing and sharing feminist popular education methodology; participatory research and knowledge generation with activists.

5. Communications and amplifying voices

Making “invisible” voices, stories and perspectives heard; challenging and changing narratives about women, women activists, and their agendas for change; creative use of mainstream, alternative and social media.



Growth and moving forward

Media Matters for Women has reached a point where it can build on its solid foundation to begin to work at the higher policy level, leveraging both its nationwide listener base and established relationships with local leaders to create changes in both attitudes and the laws that reinforce them.



We continue to see a strong need to develop and build rural women's individual and collective power to transform their lives and the world around them. Through its work to date, Media Matters for Women has learned that access to information is only the first step. Now the organization will take that knowledge and work to influence the laws that impact rural women and girls.

Objectives and Activities for the Public Benefit

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the Charity's aims and objectives and in planning future activities and setting grant making policy for the year.

Our Objectives

(A) To advance the education of socially and economically disadvantaged women and girls in Africa (initially in Sierra Leone and the Democratic Republic of the Congo) for the public benefit, in particular, but not exclusively by, the provision of grants, training and equipment to facilitate the dissemination in remote geographic areas of information relating to:

- women's rights (for example, as set out in the Universal Declaration of Human Rights, the Convention on the Elimination of Discrimination Against Women and subsequent United Nations conventions and declarations, and the European Convention for the Protection of Human Rights and Fundamental Freedoms);
- women's health (for example, sexual and reproductive health, family planning and gender based violence);
- financial education; and
- public or community health (for example, best practices and procedures to deal with communicable diseases such as Ebola and COVID-19).

(B) To develop the capacity and skills of socially and economically disadvantaged women and girls in rural areas of Africa (initially in Sierra Leone and the Democratic Republic of the Congo) in such a way that they are better able to identify and help meet their needs and to participate more fully in society.

Our Activities:

During 2022, MMW UK supported MMW Sierra Leone, through grant funding and mentorship, on the following projects:

- Period Power Project 2
- Advancing civic education leading up to the 2022 national elections in Sierra Leone
- The Kamalenka fish farm project
- 16 Days of Activism (building a women's movement)
- Core support for MMW Sierra Leone operations

Financial Review

MMW UK is grateful for the support received from individuals and foundations in the UK and US for the important work being done by our partners in Sierra Leone. During 2022, we were pleased and extremely grateful to receive significant contributions in the MMW UK arm from Oak Foundation, as well as private donors and crowd funding – funds which were used to further our cause, and which have had measurable impact in broadening our reach through a number of impactful initiatives. As at the end of 2022, we remain in a strong position financially and look forward to using the funds to continue our efforts in 2023.

In FY 2022, MMW UK raised a total of £73,519 income (2021: £6,000).

At the end of 2022 MMW UK held £7,645 in unrestricted funds in the MMW UK bank account (2021: £952). There were no restricted funds at the end of the year.

Reserves Policy

The charity intends to maintain low reserves, equivalent to one month's operating expenses (circa £4,000), and will be reliant on donors. There will be an enhanced focus on funding and reserves moving forward in 2023.

STATEMENT OF TRUSTEE RESPONSIBILITIES

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102; The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Trustees are required to prepare accounts for each financial year, which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including income and expenditure, of the charitable company for the year. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operations.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable entity. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees declare that they have approved the Trustees' Report.

Signed on behalf of the charity's Trustees

Katie Faulds

Katie Faulds
Chair of the Board of Trustees

Independent Examiner's report

Report to the trustees of Media Matters for Women UK (charity number 1185508) On accounts for the year ended 31st December 2022

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31st December 2022.

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

Having satisfied myself that the accounts of the Company 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 your charity's accounts as 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.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the 2011 Act or
- the accounts do not accord with the accounting records

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



Louise Alexander, ACMA
3 Upper High Street
Ipswich IP1 3NE

Date **13th October 2023**

Receipts and payments accounts

For the period from	Jan-22	To	31-Dec-22
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Grants	64,848	-	-	64,848	-
Donations	500	8,156	-	8,656	1,000
Bank Interest	15	-	-	15	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	65,363	8,156	-	73,519	1,000
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	65,363	8,156	-	73,519	1,000
A3 Payments					
Transfers to Sierre Leone	56,253	4,956	-	61,209	-
Consultants	-	3,200	-	3,200	-
Travel Expenses	2,122	-	-	2,122	-
Bank Charges	237	-	-	237	48
Software Subscriptions	58	-	-	58	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	58,670	8,156	-	66,826	48
A4 Asset and investment purchases. (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	58,670	8,156	-	66,826	48
Net of receipts/(payments)	6,693	-	-	6,693	952
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	952	-	-	952	-
Cash funds this year end	7,645	-	-	7,645	952

Katie Faulds

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds		7,645		952
		-	-	-
		-	-	-
	Total cash funds	7,645	-	952
	(agree balances with receipts and payments account(s))	OK	OK	Agreement Error
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name		Date of approval
		Katie Faulds		

Notes to the Accounts – For the period ended 31 December 2022

ACCOUNTING POLICIES

Basis of Accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), effective 1 January 2015 and the Charities SORP (FRS 102).

Going concern

The trustees have reviewed the finances for MMW UK and confirm that the charity has sufficient funds for the following 18 months and is a going concern.

Accounting period

The reporting period is 1 January 2022 to 31 December 2022.

Donated goods and services

Donated goods and services are recognized as income when;

- The charity has entitlement over the economic benefits that flow from the donation;
- It is probable the associated economic benefits will flow to the entity; and
- Their value can be measured reliably.

Fair value is determined on the basis of the value of the gift to the charity. For example, the amount the charity would be willing to pay in the open market for such goods and services. A corresponding amount is recognized in expenditure within the relevant expense category.

Related Party Transactions:

Trustee Expenses for Lisa Sebree Travel to Sierra Leone April 2022: £2122

There are no other costs to related parties.

Grants:

In 2022 MMW UK received £64,848 in grants (2021: nil).

The grants in 2022 were from The Oak Foundation (£62,347.99) & Lush Charity Pot (£2500).

Donations:

In 2022 MMW received £8,656 in donations (2021: £1,000). The donations were as follows:

£5,331 from Sharon Bylenga
£500 Paxus Donation
£2,825 in Crowd Funding Donations

Restricted Funds:

In 2022, the donations from Sharon Bylenga were restricted funds (£5,331), to be used as follows:

- £3,200 to fund a consultant that supported MMW UK during the course of 2022.
- £2,131 to help fund the MMW SL Period Power Project.

The donations that came through Crowd funding (£2,825) were also restricted funds, used to fund the Period Power Project.

All restricted funds were used in the year, with no restricted funds left at year end.

MEDIA MATTERS FOR WOMEN UK

England & Wales - Charity number 1185508

Accounts



Media Matters for Women UK
Annual Report
for the period ending 31 December 2021



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Letter from the Chair

2021 was a year of growth for **Media Matters for Women**. Our podcast library tipped over the 1000 mark and more programs were run in rural communities of Sierra Leone than in any previous year. We also launched our first corporate collaboration with **Africell**, the largest telecommunications provider in Sierra Leone, who generously supported MMW with equipment, data, promotional materials, and radio airtime that strengthened our network across Sierra Leone.

Network building was a key focus in 2021, and our international network expanded broadly, including new fruitful relationships with a research team at the **University of Denver** who now support our operations with data analysis and improvements to our monitoring and evaluation work.

At the local level, MMW Sierra Leone ran three highly successful **regional events focused on sexual and gender-based violence (SGBV)** in June, including important outreach with traditional and religious leaders. In one Chiefdom, because of his relationship with MMW, the local Chief has taken direct action to combat SGBV in his Chiefdom by creating by-laws for his constituency that go above and beyond what the national government is doing.

Building on the work done in 2020 with UK volunteers including the Scrub Hub, who generously donated 150 hand-made reusable sanitary pads, we rolled out the hugely successful **Period Power Project**, which has now resulted in 30 schools adopting the MMW program and podcasts as part of their home economics curriculum, combining menstrual health education with skills training to make reusable sanitary pads that will keep them in school during menstruation.

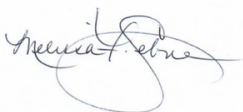
In November, a major **16 Days of Activism on Violence Against Women and Girls** campaign was held in all 3 operating regions of Sierra Leone which included motorbike parades, handing the mic over to let listeners have their say, and radio shows supported by Africell with listeners calling in to discuss SGBV issues in Sierra Leone. In conjunction with this, we held the first ever MMW Community Influencer Awards honoring MMW listeners that have taken real steps to curb violence against women and girls in their communities.

Other important initiatives during 2021 included the adoption of a new **Safety and Security Policy** for journalists and field staff in Sierra Leone. In addition, we improved our internal operations through an investment in professional financial software for the UK, US, and Sierra Leone entities.

As we look ahead, significant challenges remain. The level of sexual violence against women and girls in Sierra Leone continues to skyrocket. As the 2023 election nears, the potential for economic unrest and potential violence are on the horizon. Inspiring women to take a more active role in elections and voting is an important step in bringing greater attention to and action on women's issues. MMW is ready to address these challenges and ensure that every pound sterling donated directly contributes to the success of our efforts.

MMW's work in 2021 in Sierra Leone would not be possible without the generous support of private donors and grants from Oak Foundation, MADRE, Urgent Action Fund-Africa, and the World Bank. These funds have allowed MMW to concentrate on its core mission while strengthening the organization as it grows. To each member of the MMW staff, our volunteer advisors, donors, partners, and the many others who make MMW's efforts possible and successful, we extend our sincerest gratitude. You continue to inspire this organization every day and your energy and commitment are the essence of MMW's triumphs.

Sincerely,



Melissa (Lisa) Sebree
Trustee and Board Chair
Media Matters for Women UK



LEGAL AND ADMINISTRATIVE INFORMATION

The Trustees present their report and unaudited accounts of the charity for the period ended 31 December 2021. The financial statements comply with current statutory requirements.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered charity name	Media Matters for Women UK
Charity registration number	1185508
Registered office	10 Bedford Row London SE1 4GP
Trustees	Melissa Farley Sebree, Chair Anton Mifsud-Bonnici Katie Faulds Gaimin Nonyane

STRUCTURE, GOVERNANCE & MANAGEMENT

The Board of Trustees consists of four Trustees who continue in office until retirement or death. New Trustees are selected by exiting Trustees and are people who have specific interest in the charity and a range of skills to enhance its development. New trustees undergo an orientation to brief them of their legal obligations under charity law, the committee and decision-making process and recent financial activities of the charity.

Media Matters for Women UK is a charitable incorporated organization (CIO). It was established under a CIO Foundation Constitution which governs its activities, objectives and powers. MMW UK was registered in the United Kingdom with the UK registration number of 1185508 on 26 September 2019.

Media Matters for Women UK partners with Media Matters for Women Sierra Leone, (MMW SL) a registered NGO located in Freetown, Sierra Leone, and MMW US, a 501(c)(3) organization registered in Bellevue, Washington, USA, whose mission and operations are aligned with MMW UK. MMW SL is overseen by the Board of Trustees of MMW UK.

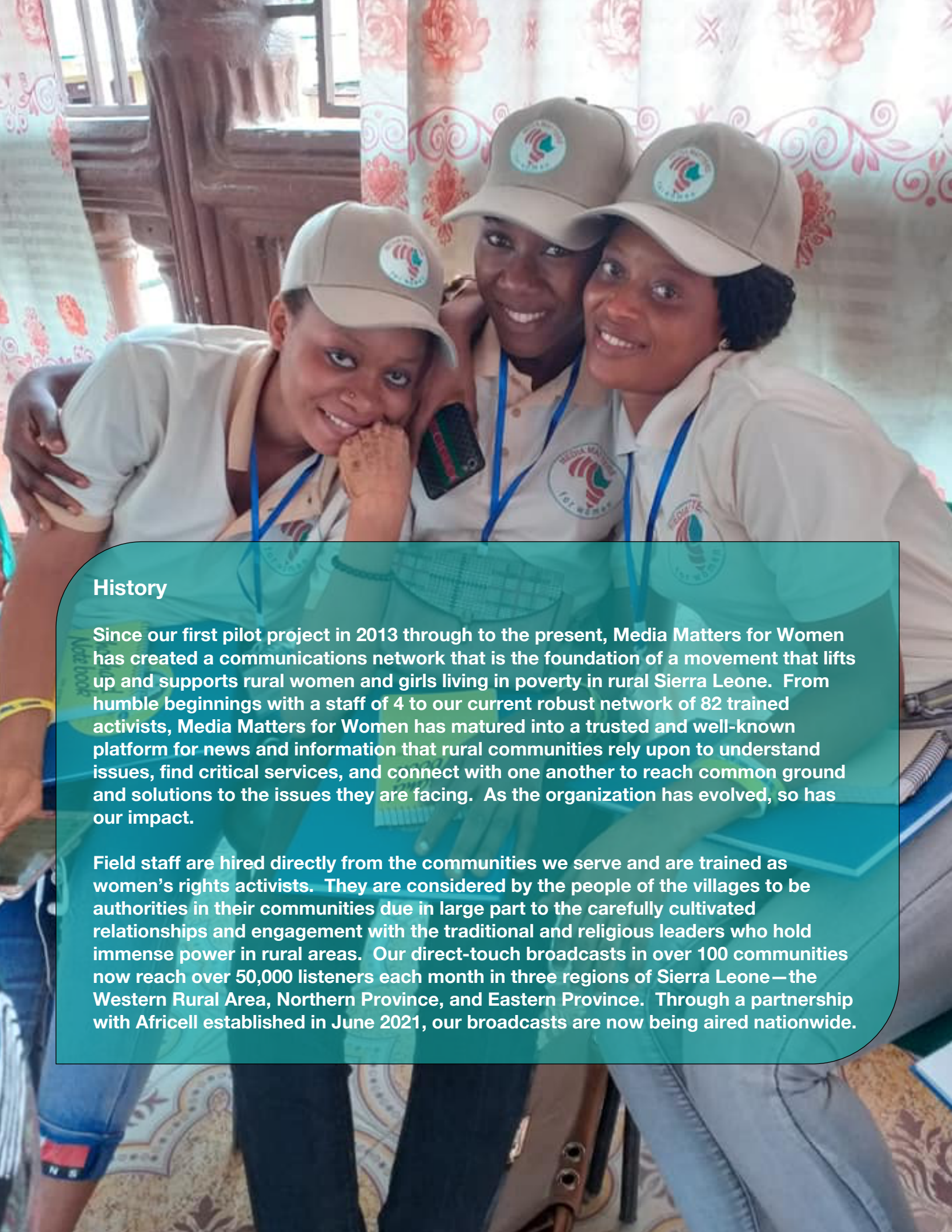
Our Aim

Media Matters for Women is an international organization with entities in Sierra Leone (registered NGO), the United Kingdom (registered charity) and the United States (501(c)(3) organization).

Our current operations focus on women and girls in rural Sierra Leone that are excluded from the Information Age due to extreme poverty in West Africa

MMW has created a nationwide media network across rural Sierra Leone to amplify the visibility, appeal and reach of women's rights agendas and the role of women's movements in advancing democracy and justice. Our aim is to achieve gender equality by engaging and empowering rural women and girls to actively take part in a women's movement that begins in their village and spreads across the country.





History

Since our first pilot project in 2013 through to the present, Media Matters for Women has created a communications network that is the foundation of a movement that lifts up and supports rural women and girls living in poverty in rural Sierra Leone. From humble beginnings with a staff of 4 to our current robust network of 82 trained activists, Media Matters for Women has matured into a trusted and well-known platform for news and information that rural communities rely upon to understand issues, find critical services, and connect with one another to reach common ground and solutions to the issues they are facing. As the organization has evolved, so has our impact.

Field staff are hired directly from the communities we serve and are trained as women's rights activists. They are considered by the people of the villages to be authorities in their communities due in large part to the carefully cultivated relationships and engagement with the traditional and religious leaders who hold immense power in rural areas. Our direct-touch broadcasts in over 100 communities now reach over 50,000 listeners each month in three regions of Sierra Leone—the Western Rural Area, Northern Province, and Eastern Province. Through a partnership with Africell established in June 2021, our broadcasts are now being aired nationwide.



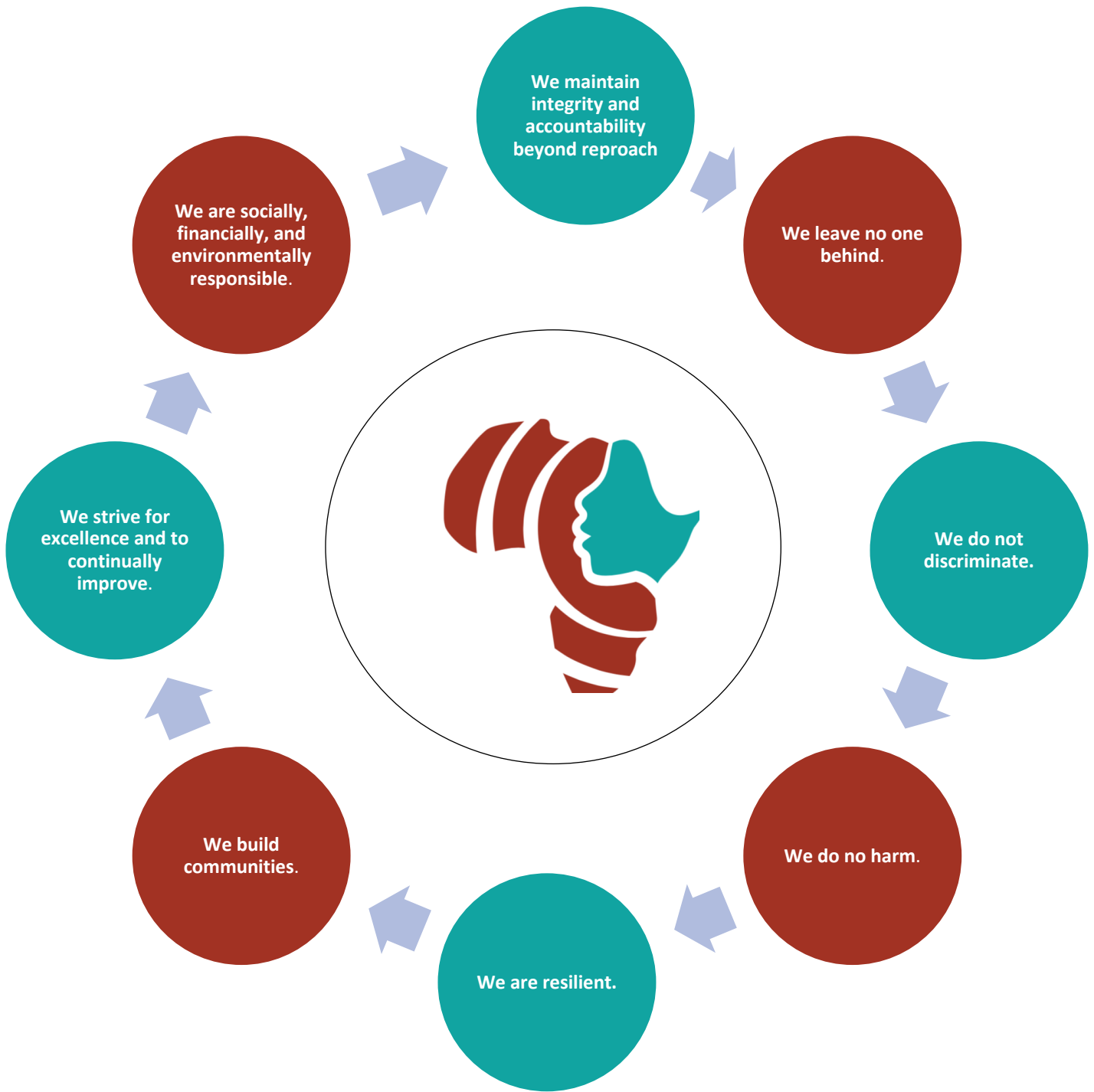
Our Mission

To connect women and girls—those beyond the reach of traditional media-- with information and inspiration that enables them to be healthy, live safely, and fully enjoy their rights.

Our Vision

MMW envisions a world where women and girls are in control of their rights and possess the tools to make informed decisions about their own well-being.

Our Values



Strategies for Strengthening the Work of Media Matters for Women

1. Strengthening and equipping journalists and young activist leadership and capacity

Training and leadership development; exchange and dialogue; accompaniment and organising support; power analysis and strategy development; political facilitation; risk analysis, well-being.

2. Building and accompanying alliances and networks around shared agendas for change

Developing networks and movement alliance; strategic partnerships for skills/knowledge/access; development of organisational capacity.

3. Strategic advocacy, urgent action and mobilizing Influence

Advocacy and strategic engagement on specific issues or cases, local to global; enabling women activists to engage power holders directly; mobilizing and leveraging allies inside and outside power structures; activating global solidarity on urgent action threats.

4. Generating and publishing knowledge (analysis, methodology) from practice

Distilling insights from the work of the organisation to produce influential and useful resources; Shaping the thinking, and practice in related fields (human rights protection, citizen participation, etc.); developing and sharing feminist popular education methodology; participatory research and knowledge generation with activists.

5. Communications and amplifying voices

Making “invisible” voices, stories and perspectives heard; challenging and changing narratives about women, women activists, and their agendas for change; creative use of mainstream, alternative and social media.



Growth and moving forward

Media Matters for Women has reached a point where it can build on its solid foundation to begin to work at the higher policy level, leveraging both its nationwide listener base and established relationships with local leaders to create changes in both attitudes and the laws that reinforce them.



We continue to see a strong need to develop and build rural women's individual and collective power to transform their lives and the world around them. Through its work to date, Media Matters for Women has learned that access to information is only the first step. Now the organization will take that knowledge and work to influence the laws that impact rural women and girls.

Our Charitable Objectives

(A) To advance the education of socially and economically disadvantaged women and girls in Africa for the public benefit, in particular, but not exclusively by, the provision of grants, training and equipment to facilitate the dissemination in remote geographic areas of information relating to:

- women's rights (for example, as set out in the Universal Declaration of Human Rights, the Convention on the Elimination of Discrimination Against Women and subsequent United Nations conventions and declarations, and the European Convention for the Protection of Human Rights and Fundamental Freedoms);
- women's health (for example, sexual and reproductive health, family planning and gender-based violence);
- financial education; and
- public or community health (for example, best practices and procedures to deal with communicable diseases such as Ebola and COVID-19).

(B) To develop the capacity and skills of socially and economically disadvantaged women and girls in rural areas of Africa in such a way that they are better able to identify and help meet their needs and to participate more fully in society.

Financial Review

Due to the impact of COVID on the UK banking industry, opening a bank account continued to be a challenge. We are very grateful to the Charities Aid Foundation Bank (CAF Bank) who enabled MMW UK to open a bank account in mid-2021. An initial deposit of £1000 was donated as well as non-financial, in-kind donations. Despite the small bank balance, MMW UK was still able to operate and have a positive impact. During this time, MMW UK received significant pro-bono support through its volunteer network. (See Table 1 and please note that all amounts are estimates of market values of services provided.). MMW UK is grateful for the support received from individuals and foundations in the UK and US for the important work being done by our partners in Sierra Leone.

REPORTING PERIOD: 1 JAN 2021 – 31 DEC 2021

TABLE 1 IN-KIND DONATIONS & SUPPORT

In-kind donations & pro-bono support	Amount (GBP)
Mentoring and Grant-writing	5000
Total	5000

Table 2 FINANCIAL INCOME

Income Source	Amount (GBP)
Donation	1000
Grant Funding	0
Donated goods & Services	5000
Total	6000

RESERVES POLICY

The charity intends to maintain low reserves and will be reliant on donors. There will be an enhanced focus on funding and reserves moving forward in 2022. Any reserves held by the charity at the end of the year shall be used to further the charitable objectives.

STATEMENT OF TRUSTEE RESPONSIBILITIES

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102; The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

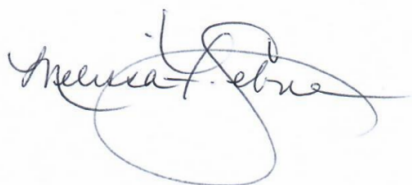
Trustees are required to prepare accounts for each financial year, which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including income and expenditure, of the charitable company for the year. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operations.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable entity. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees declare that they have approved the Trustees' Report.

Signed on behalf of the charity's Trustees



Melissa Farley Sebree
Chair of the Board of Trustees
20 October 2022

**Statement of Financial Activities Incorporating the
Income & Expenditure Account**
For the period ended 31 December 2021

INCOME FROM	
Donations	1000
In-kind Donations	5000
Grants	0
Total Income	6000
EXPENDITURE ON:	
Charitable Activities	5000
Bank Charges	48
Total Expenditure	5048

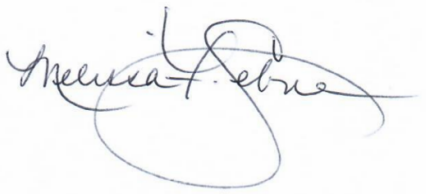
Balance Sheet For the period ended 31 December 2021

CURRENT MONETARY ASSETS	1 JAN 2021	31 DEC 2021
Debtors	0	0
Cash at bank	0	952
Creditors	0	0
Total Assets	0	952
FUNDS		
Unrestricted income funds	0	952
Restricted income funds	0	0
TOTAL FUNDS	0	952

Trustee responsibilities:

- The members have not required the charity to obtain an audit of its accounts for the period in question; and
- The Trustees and directors acknowledge their responsibilities for complying with the requirements of the Charity Commission with respect to accounting records and the preparation of accounts.

These accounts were approved by the Trustees and authorized for issue on 20 October 2021 and are signed on their behalf by

A handwritten signature in black ink, appearing to read 'Melissa Farley Sebree', is written over a white rectangular background.

Melissa Farley Sebree
Chair of the Board of Trustees

Charity Registration Number: 1185508

The notes on page 19 form part of these Accounts

Notes to the Accounts – For the period ended 31 December 2021

ACCOUNTING POLICIES

Basis of Accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), effective 1 January 2015 and the Charities SORP (FRS 102).

Public Benefit

The charity constituted a public benefit entity during the period.

Going concern

These accounts are prepared on a going concern basis.

Accounting period

The reporting period is 1 January 2021 to 31 December 2021.

Donated goods and services

Donated goods and services are recognized as income when;

- The charity has entitlement over the economic benefits that flow from the donation;
- It is probable the associated economic benefits will flow to the entity; and
- Their value can be measured reliably.

Fair value is determined on the basis of the value of the gift to the charity. For example, the amount the charity would be willing to pay in the open market for such goods and services. A corresponding amount is recognized in expenditure within the relevant expense category.





Receipts and payments accounts

For the period from	01/01/2021	To	31/12/2021
---------------------	------------	----	------------

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £
A1 Receipts				
Donation	1,000	-	-	1,000
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total (Gross income for AR)	1,000	-	-	1,000
A2 Asset and investment sales, (see table).				
None	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total receipts	1,000	-	-	1,000
A3 Payments				
Bank charges	48	-	-	48
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total	48	-	-	48
A4 Asset and investment purchases, (see table)				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total payments	48	-	-	48
Net of receipts/(payments)	952	-	-	952
A5 Transfers between funds	-	-	-	-
A6 Cash funds last year end	-	-	-	-
Cash funds this year end	952	-	-	952

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
B1 Cash funds	Donation	-	-
		-	-
		-	-
	Total cash funds	952	-

(agree balances with receipts and payments account(s))

OK

OK

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
B2 Other monetary assets	None	-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

Categories	Details	Fund to which asset belongs	Cost (optional)
B3 Investment assets	None		-
			-
			-
			-
			-
			-

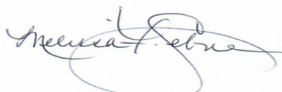
Categories	Details	Fund to which asset belongs	Cost (optional)
B4 Assets retained for the charity's own use	None		-
			-
			-
			-
			-
			-
			-
			-
			-

Categories	Details	Fund to which liability relates	Amount due (optional)
B5 Liabilities	None		-
			-
			-
			-
			-

Signed by one or two trustees on behalf of all the trustees

Signature

Print Name



Melissa Sebree

CC16a



Last year
to the nearest £

-
-
-
-
-
-
-
-
-
-

-
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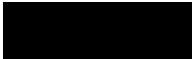
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Endowment funds
to nearest £

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OK

Endowment funds
to nearest £

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Current value (optional)

-
-
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Current value (optional)

-
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When due (optional)

Date of approval

19-Oct-22

MEDIA MATTERS FOR WOMEN UK

England & Wales - Charity number 1185508

Accounts



**Media Matters
for Women**



Annual Report and Accounts for the Period Ending 31 December 2020

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Letter from the Chair

In 2020, the world faced immeasurable challenges caused by the spread of Covid-19 and health, economic, and societal impacts that are still unfolding. Media Matters for Women (MMW) did not escape the impact of the pandemic, but our focus and innovation allowed the MMW team to turn challenges into opportunities to strengthen our effectiveness and commitment to improving the lives of women and girls in rural communities in Sierra Leone.

When the national government in Sierra Leone declared a pandemic emergency and ordered a national lockdown of the entire country, almost immediately MMW lost use of its 15 Listening Centers that until then had served as the primary location for women and girls to gather, listen to and discuss MMW podcasts that are the lifeline of news and vital information for rural populations. This was a severe blow. Undeterred, within days MMW-Sierra Leone assessed the situation and pivoted its operations--hiring Town Criers to deliver MMW podcasts to rural communities, strengthening MMW's broadcast reach via local and national radio, and using its effective outreach efforts to bring podcasts to new locations including women's detention facilities and vocational schools. At the start of the pandemic, MMW podcasts reached 28,000 direct listeners over six months. Today, that number has grown to over 50,000 *per month* with requests arriving every day from new rural communities that want to be a part of the MMW network. This turnabout is entirely due to the determination and resilience of the team in Sierra Leone—they are remarkable.

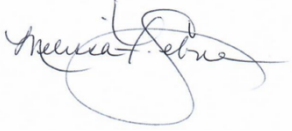
In the UK, MMW faced the challenge of banks refusing to open new accounts while focusing on COVID commercial loans and online banks shying away from opening accounts that made transfers to “high risk” developing countries. As a result, we were unable to raise money in the UK and donor funding was instead channeled through our sister organizations in the United States and Sierra Leone. (This was resolved in 2021 when banks began opening new accounts again). Despite this setback, MMW UK is proud to have soldiered in 2020, working with local UK partners to provide in-kind donations of reusable menstrual pads to support MMW Sierra Leone's Period Power Project. Over 700 pads, hand sewn by women in the UK, were donated for this important project. As a new entity, we also focused on building partnerships and expanding our network in the UK and Europe, which we are confident will pay dividends in the future via increased donations and grants.

MMW's work in 2020 in Sierra Leone would not be possible without the generous support of private donors and grants from Oak Foundation, MADRE, Amplify Change, and Internews. These monies have allowed MMW to concentrate on its core mission while strengthening the organization as it grows. MMW journalists are now participating in additional training to sharpen their skills and learn how to approach reporting on sensitive issues. Our field staff continues to expand their outreach activities and develop additional partnerships with Community Service Organizations, government entities, and private companies in Sierra Leone who acknowledge the value of our network and want to partner with us. Our Monitoring and Evaluation staff are working to increase the effectiveness of our data collection methods. Most importantly, MMW is coalescing these new skills and partners into a movement that individually and collectively empowers women and girls to advocate for improvements in their own health, safety, and well-being.

As we look ahead, significant challenges remain. The level of sexual violence against women and girls in Sierra Leone continues to skyrocket. Urging rural populations to become vaccinated against Covid-19 is essential to controlling the pandemic. Additionally, inspiring women to take a more active role in elections and voting is an important step in bringing greater attention to and action on women's issues. MMW is ready to address these challenges and ensure that every pound sterling donated directly contributes to the success of our efforts.

To each member of the MMW staff, our volunteer advisors, donors, partners, and the many others who make MMW's efforts possible and successful, we extend our sincerest gratitude. You continue to inspire this organization every day and your energy and commitment are the essence of MMW's triumphs.

Sincerely,



Melissa (Lisa) Sebree
Trustee and Board Chair
Media Matters for Women UK



LEGAL AND ADMINISTRATIVE INFORMATION

The Trustees present their report and unaudited accounts of the charity for the period ended 31 December 2020. The financial statements comply with current statutory requirements.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered charity name	Media Matters for Women UK
Charity registration number	1185508
Registered office	10 Bedford Row London SE1 4GP
Trustees	Melissa Farley Sebree, Chair Anton Mifsud-Bonnici Katie Faulds Gaimin Nonyane (effective 1 January 2021)

STRUCTURE, GOVERNANCE & MANAGEMENT

The Board of Trustees consists of four Trustees who continue in office until retirement or death. New Trustees are selected by exiting Trustees and are people who have specific interest in the charity and a range of skills to enhance its development. New trustees undergo an orientation to brief them of their legal obligations under charity law, the committee and decision-making process and recent financial activities of the charity.

Media Matters for Women UK is a charitable incorporated organization (CIO). It was established under a CIO Foundation Constitution which governs its activities, objectives and powers. MMW UK was registered in the United Kingdom with the UK registration number of 1185508 on 26 September 2019.

Media Matters for Women UK partners with Media Matters for Women Sierra Leone, (MMW SL) a registered NGO located in Freetown, Sierra Leone, and MMW US, a 501(c)(3) organization, whose mission and operations are aligned with MMW UK. MMW SL is overseen by the Board of Trustees of MMW UK.

Our Mission

To connect women and girls—those beyond the reach of traditional media—with information and inspiration that enables them to be healthy, live safely, and fully enjoy their rights.



Our Vision

MMW envisions a world where women and girls are in control of their rights and possess the tools to make informed decisions about their own well-being

Our Objectives

(A) To advance the education of socially and economically disadvantaged women and girls in Africa (initially in Sierra Leone and the Democratic Republic of the Congo) for the public benefit, in particular, but not exclusively by, the provision of grants, training and equipment to facilitate the dissemination in remote geographic areas of information relating to:

- women's rights (for example, as set out in the Universal Declaration of Human Rights, the Convention on the Elimination of Discrimination Against Women and subsequent United Nations conventions and declarations, and the European Convention for the Protection of Human Rights and Fundamental Freedoms);
- women's health (for example, sexual and reproductive health, family planning and gender based violence);
- financial education; and
- public or community health (for example, best practices and procedures to deal with communicable diseases such as Ebola and COVID-19).

(B) To develop the capacity and skills of socially and economically disadvantaged women and girls in rural areas of Africa (initially in Sierra Leone and the Democratic Republic of the Congo) in such a way that they are better able to identify and help meet their needs and to participate more fully in society.



Our Values

We maintain integrity and accountability beyond reproach

We leave no one behind

We do not discriminate

We do no harm

We are resilient

We build communities

We strive for excellence and to continually improve

We are socially, financially and environmentally responsible

OUR INNOVATION

MMW uses innovative, low-cost and easy-to-use technology to connect African women with critical news and information that enables them to understand and fully exercise their rights and become their own best advocates.



Sharing



Transmitting



Producing



Promoting Rights

Our proven Bluetooth-based network allows Last Mile women and girls, those living beyond the reach of roads and electricity, to hear timely messages, share with one another and join a community that begins in their village and extends across their region.

OUR STRATEGY

Grounding principles drive
MMW operations and guide
our decisions





1

Equal Opportunity

All women and girls must have equal opportunity to receive and access information that fully enables them to exercise their rights and live better lives.

2

Women First.

MMW supports women-led organizations. We support female journalists in developing countries who focus on the empowerment of women through innovation and information.





3

First Focus on the “Last Mile

Rural women and girls—those out of reach of traditional infrastructure—are the most vulnerable, so MMW focuses its efforts on reaching this population first.

4

Diversity in Distribution and Content

We remain nimble by being diverse—our distribution system adapts to on-the-ground circumstances to reach every listener and our podcast topics adjust to the most vital current information our listeners need and demand.





5

Relationships Build Acceptance and Trust

Respect and recognition in local communities is imperative to our success. MMW develops and maintains strong relationships with citizens, local leaders, community service organizations, and other respected non-profit entities in the communities we serve. These entities, in turn, become our strongest advocates. We do not “drop-in” to communities. We become a part of the communities.

Financial Review

Due to the impact of COVID on the UK banking industry, MMW UK was unable to open a bank account in 2020 (this was resolved in 2021). As a result, all support in the UK was non-financial for the reporting period. Despite this, MMW UK was still able to operate and have a positive impact. During this time, MMW UK received significant pro-bono support through its Trustees as it established itself as a new UK entity. (See Table 1 and please note that all amounts are estimates of market values of services provided.). No other financial income was received during this time. (See Table 2) MMW UK is grateful for the support received from individuals and foundations in the UK and US for our work in Sierra Leone. Total cash income for 2020 was £0. Total cash expenditure was £0.

REPORTING PERIOD

26 SEPTEMBER 2019 – 31 DECEMBER 2020

Table 1. IN-KIND DONATIONS & SUPPORT

In-kind donations & pro-bono support	Amount (GBP)
Pro-bono legal advice	1000
Mentoring and Grant-writing	5000
Hand-sewn reusable sanitary pads	1400
Total	7,400

Table 2 FINANCIAL INCOME

Income Source	Amount (GBP)
Core Costs	0
Grant Funding	0
Donated goods & Services	7400
Total	7400

RESERVES POLICY

The charity had no financial income during the period ended 31 December 2020. However, it intends in future years to maintain low reserves and will be reliant on donors. There will be a focus on funding and reserves moving forward in 2021. Any reserves held by the charity at the end of the year shall be used to further the charitable objectives.

PLANS FOR THE FUTURE

MMW UK has two primary goals for 2021 and beyond:

- Growing our income
 - We anticipate a significant increase in grant funding for 2021-2022
- Amplifying our impact
 - Two focus areas:
 - Addressing the epidemic of sexual and gender based violence against women and girls in rural Sierra Leone
 - Civic education and the power of women's individual and collective votes as an avenue to effect policy change in the run-up to the 2023 national elections

STATEMENT OF TRUSTEE RESPONSIBILITIES

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102; The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

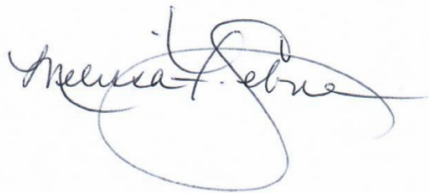
Trustees are required to prepare accounts for each financial year, which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including income and expenditure, of the charitable company for the year. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operations.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable entity. They are also responsible for safeguarding the assets of the charitable company and hance for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees declare that they have approved the Trustees' Report.

Signed on behalf of the charity's Trustees



Melissa Farley Sebree
Chair of the Board of Trustees
31 October 2021

**Statement of Financial Activities Incorporating the Income and Expenditure Account
For the period ended 31 December 2020**

INCOME FROM

Donations (in-kind) 7400

Grants 0

Total Income 7400

EXPENDITURE ON:

Charitable Activities 7400

Total Expenditure 7400

Balance Sheet

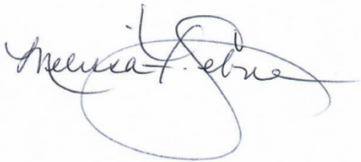
For the period ended 31 December 2020

CURRENT MONETARY ASSETS	26 SEPT 2019	31 DEC 2020
Debtors	0	0
Cash at bank	0	0
Creditors	0	0
Total Assets		0
FUNDS		
Unrestricted income funds	0	0
Restricted income funds	0	0
TOTAL FUNDS		0

Trustee responsibilities:

- The members have not required the charity to obtain an audit of its accounts for the period in question; and
- The Trustees and directors acknowledge their responsibilities for complying with the requirements of the Charity Commission with respect to accounting records and the preparation of accounts.

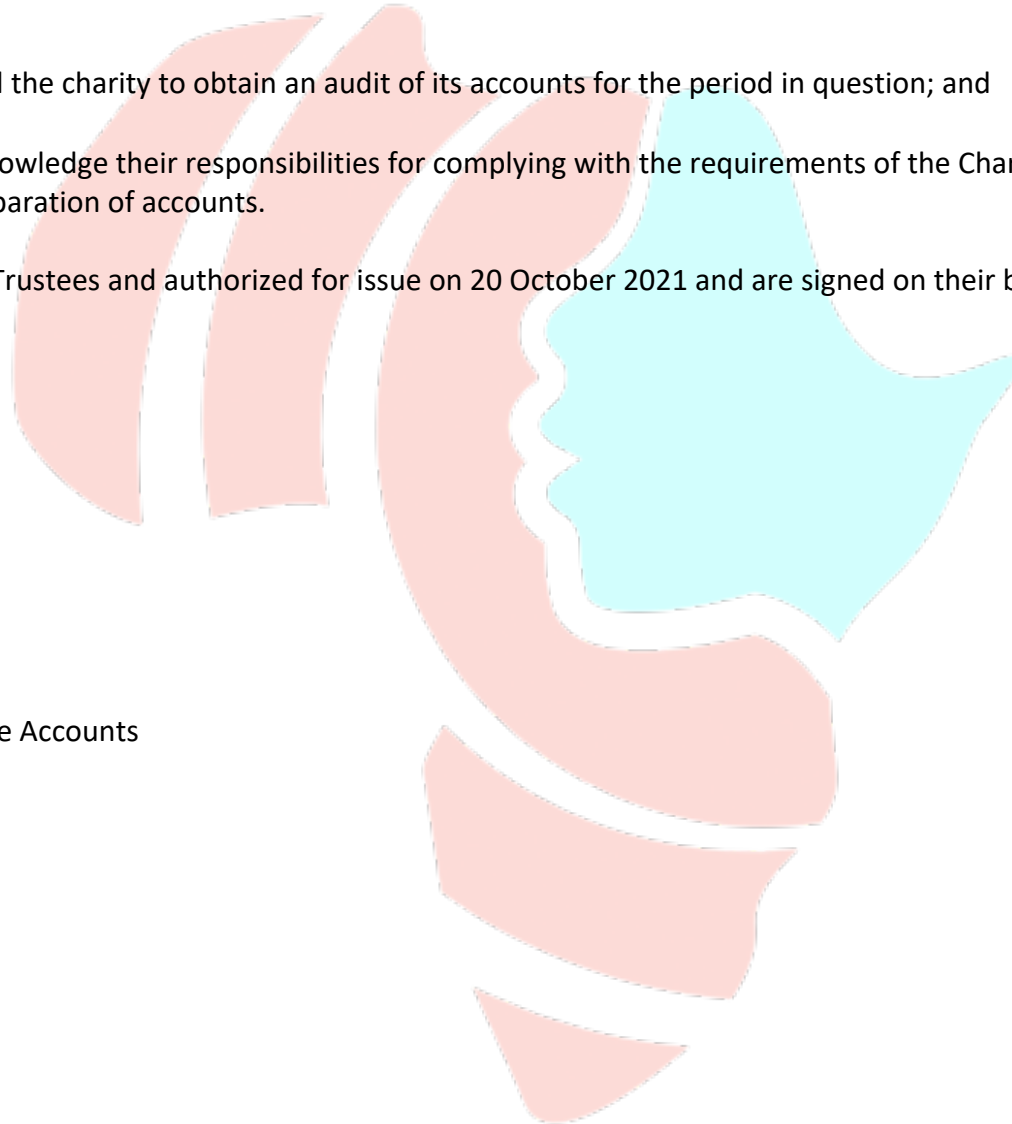
These accounts were approved by the Trustees and authorized for issue on 20 October 2021 and are signed on their behalf by



Melissa Farley Sebree
Chair of the Board of Trustees

Charity Registration Number: 1185508

The notes on page 21 form part of these Accounts



Notes to the Accounts – For the period ended 31 December 2020

ACCOUNTING POLICIES

Basis of Accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), effective 1 January 2015 and the Charities SORP (FRS 102).

Public Benefit

The charity constituted a public benefit entity during the period.

Going concern

These accounts are prepared on a going concern basis.

Accounting period

The reporting period to 31 December 2020 is 15 months commencing on 26 September 2019 when the charity was established in the UK.

Donated goods and services

Donated goods and services are recognized as income when;

- The charity has entitlement over the economic benefits that flow from the donation;
- It is probable the associated economic benefits will flow to the entity; and
- Their value can be measured reliably.

Fair value is determined on the basis of the value of the gift to the charity. For example, the amount the charity would be willing to pay in the open market for such goods and services. A corresponding amount is recognized in expenditure within the relevant expense category.



Receipts and payments accounts

For the period from	29/09/2019	To	31/12/2020
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £
A1 Receipts				
No receipts during this period	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total (Gross income for AR)	-	-	-	Zero
A2 Asset and investment sales, (see table).				
None	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total receipts	-	-	-	Zero
A3 Payments				
No payments during this period	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	Zero
A4 Asset and investment purchases, (see table)				
No purchases during this period	-	-	-	-
	-	-	-	-
Sub total	-	-	-	Zero
Total payments	-	-	-	Zero
Net of receipts/(payments)	-	-	-	Zero
A5 Transfers between funds	-	-	-	-
A6 Cash funds last year end	-	-	-	-
Cash funds this year end	-	-	-	Zero

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
B1 Cash funds	No cash funds during this period	-	-
		-	-
		-	-
	Total cash funds	zero	zero

(agree balances with receipts and payments account(s))

#VALUE!

#VALUE!

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
B2 Other monetary assets	no monetary assets	-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

Categories	Details	Fund to which asset belongs	Cost (optional)
B3 Investment assets	No investment assets during this period		-
			-
			-
			-
			-

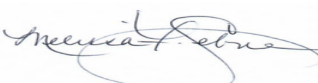
Categories	Details	Fund to which asset belongs	Cost (optional)
B4 Assets retained for the charity's own use	No assets retained during this period		-
			-
			-
			-
			-
			-
			-
			-
			-

Categories	Details	Fund to which liability relates	Amount due (optional)
B5 Liabilities	No liabilities during this period		-
			-
			-
			-
			-

Signed by one or two trustees on behalf of all the trustees

Signature

Print Name



Melissa Sebree

CC16a



Last year
to the nearest £

-
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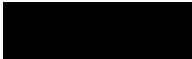
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Endowment funds
to nearest £

-
-
-
zero

zero

Endowment funds
to nearest £

-
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-
-
-
-

Current value
(optional)

-
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Current value
(optional)

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When due
(optional)

Date of approval

19-Oct-21