



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.

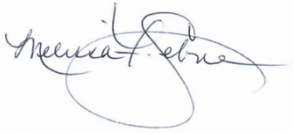
In the UK, MMW faced the challenge of banks refusing to open new accounts while focusing on COVID commercial loans and online banks shying away from opening accounts that made transfers to “high risk” developing countries. As a result, we were unable to raise money in the UK and donor funding was instead 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,

A handwritten signature in black ink, reading "Melissa (Lisa) Sebree". The signature is fluid and cursive, with the first name "Melissa" and last name "Sebree" clearly legible.

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).

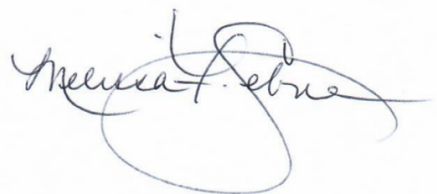
Trustees are required to prepare accounts for each financial year, which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including income and expenditure, of the charitable company for the year. In preparing these financial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

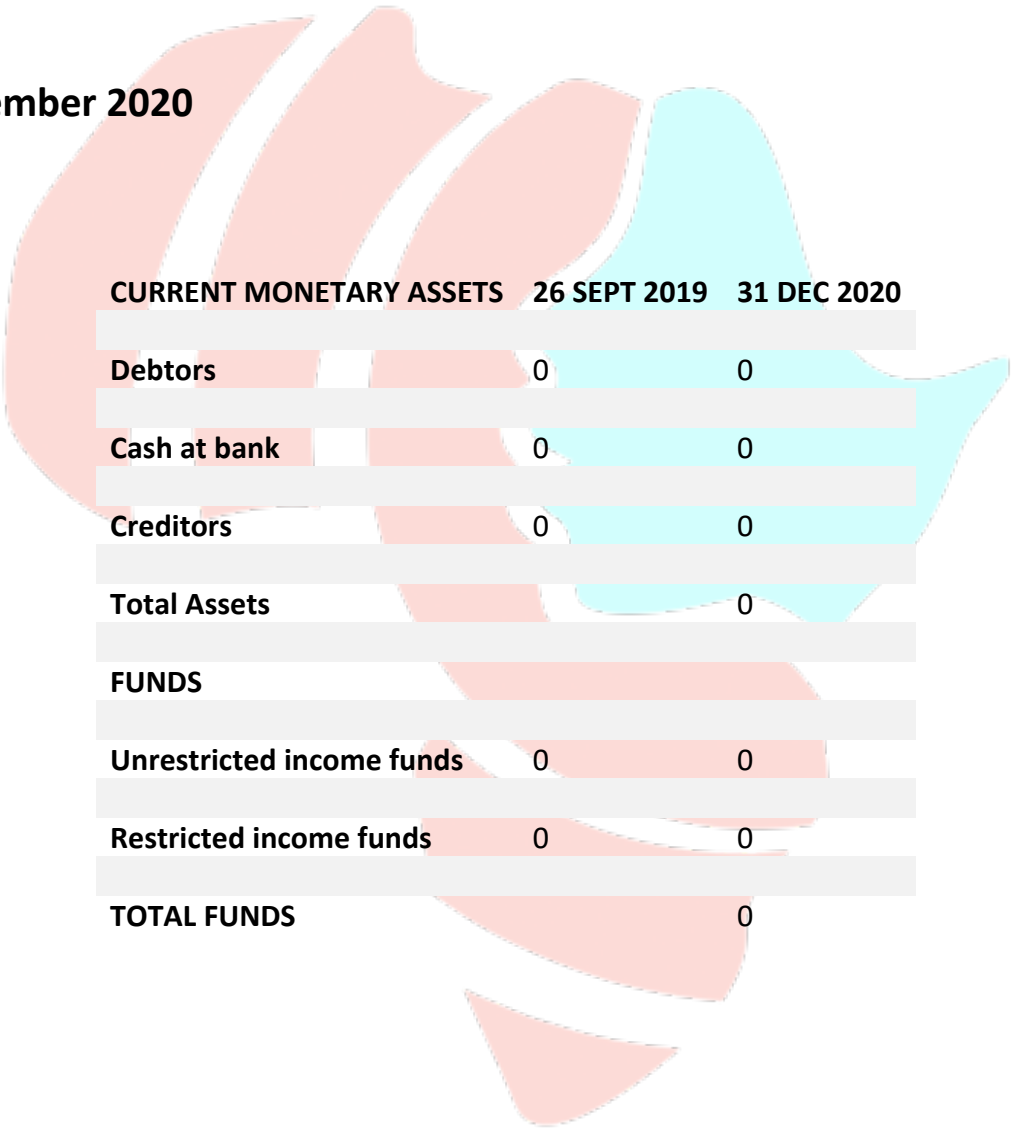
EXPENDITURE ON:

Charitable Activities 7400

Total Expenditure 7400

Balance Sheet

For the period ended 31 December 2020

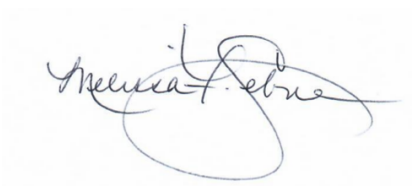


CURRENT MONETARY ASSETS	26 SEPT 2019	31 DEC 2020
Debtors	0	0
Cash at bank	0	0
Creditors	0	0
Total Assets		0
FUNDS		
Unrestricted income funds	0	0
Restricted income funds	0	0
TOTAL FUNDS		0

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

A handwritten signature in blue ink, appearing to read 'Melissa Farley Sebree', is written over a faint, large, stylized background graphic of a person's head and shoulders in shades of red and teal.

Melissa Farley Sebree
Chair of the Board of Trustees

Charity Registration Number: 1185508

The notes on page 21 form part of these Accounts

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.



CHARITY COMMISSION
FOR ENGLAND AND WALES

Media Matters for Women UK

1185508

Receipts and payments accounts

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

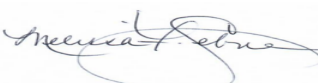
	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £
A1 Receipts				
No receipts during this period	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total (Gross income for AR)	-	-	-	Zero
A2 Asset and investment 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!
		Unrestricted funds to nearest £	Restricted funds to nearest £
B2 Other monetary assets	no monetary assets	-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
B3 Investment assets	No investment assets during this period		-
			-
			-
			-
			-
			-
B4 Assets retained for the charity's own use	No assets retained during this period		-
			-
			-
			-
			-
			-
			-
			-
			-
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 £

-
-
-
-
-
-
-
-
n/a

-

n/a

-
-
-
-
-
-
-
-
-
n/a

n/a

n/a

n/a
-
-
n/a



**Endowment
funds**

to nearest £

-
-
-
zero

zero

**Endowment
funds**

to nearest £

-
-
-
-
-
-

**Current value
(optional)**

-
-
-
-
-

**Current value
(optional)**

-
-
-
-
-
-
-
-
-

**When due
(optional)**

Date of approval

19-Oct-21