



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.

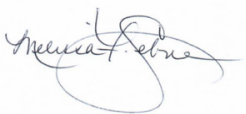
In November, a major **16 Days of Activism on Violence Against Women and Girls** campaign was held in all 3 operating regions of Sierra Leone which included motorbike parades, handing the mic over to let listeners have their say, and radio shows supported by Africell with listeners calling in to discuss 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
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Charity registration number	1185508
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Registered office	10 Bedford Row London SE1 4GP
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Trustees	Melissa Farley Sebree, Chair Anton Mifsud-Bonnici Katie Faulds Gaimin Nonyane
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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.

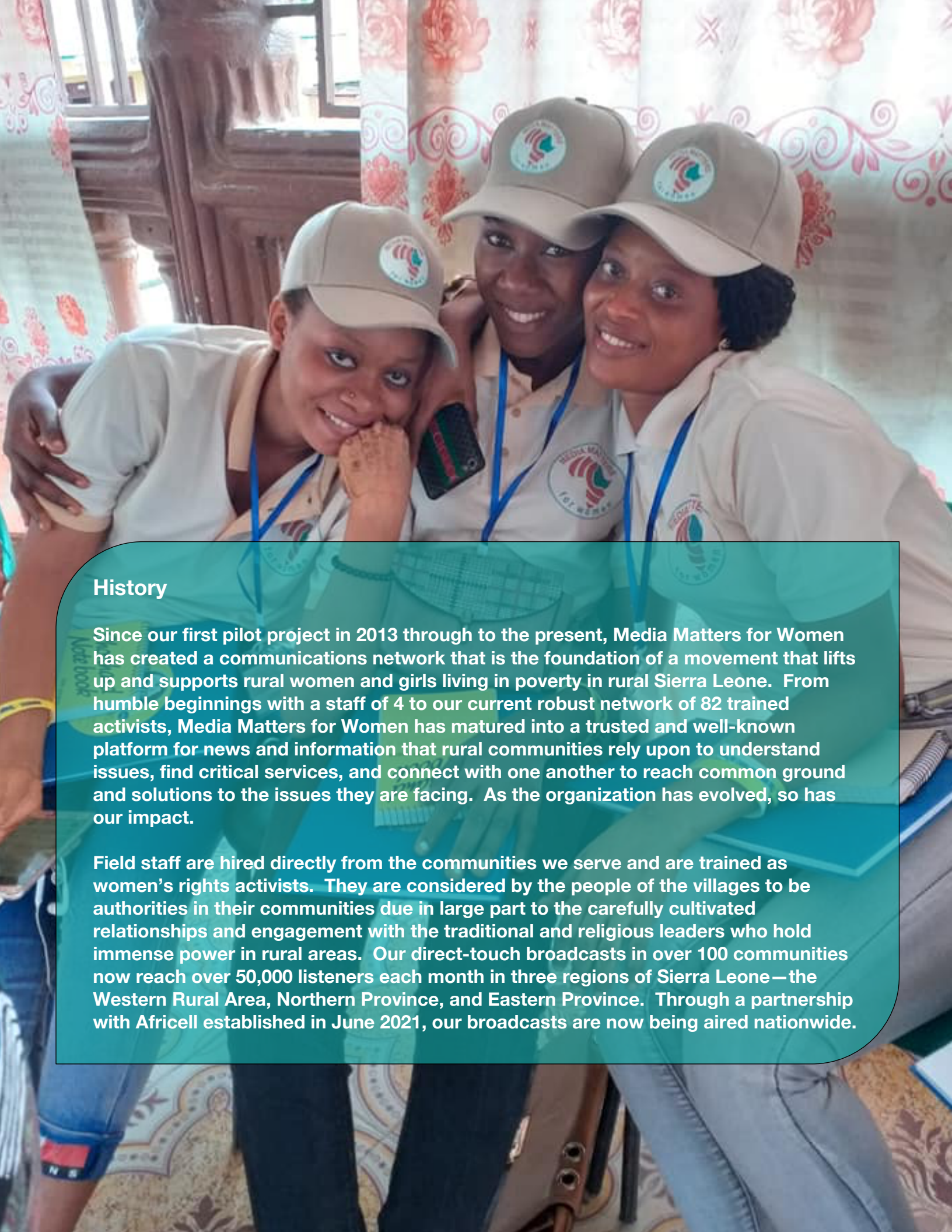
Our Aim

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.



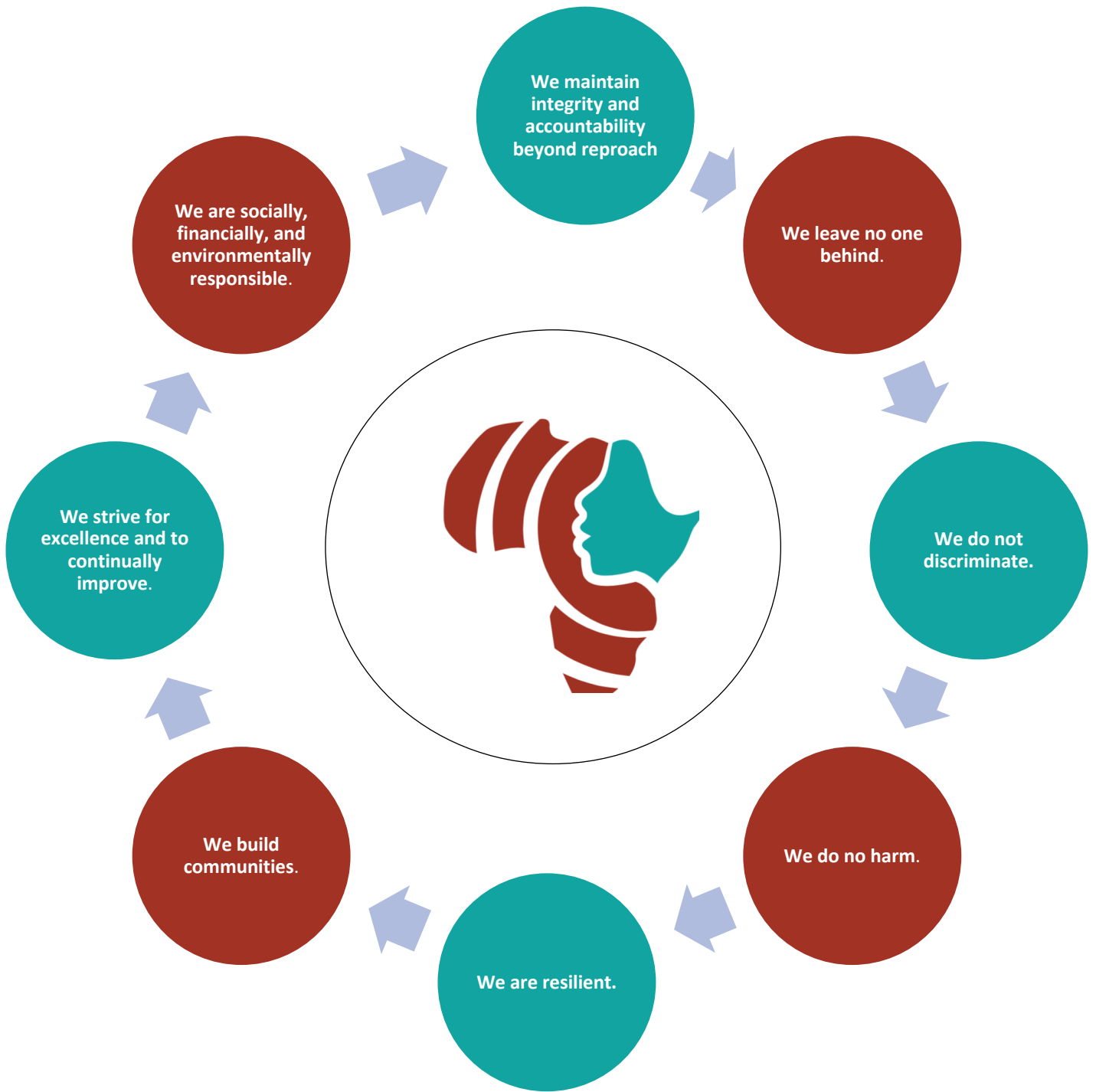
Our Mission

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).

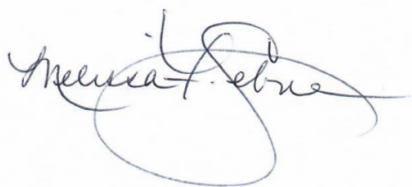
Trustees are required to prepare accounts for each financial year, which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including income and expenditure, of the charitable company for the year. In preparing these financial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

A handwritten signature in blue ink, appearing to read 'Melissa Farley Sebree', with a large, stylized loop at the end.

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

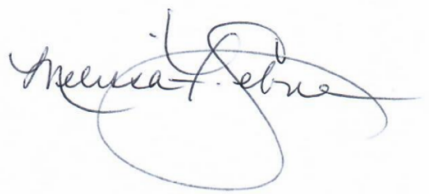
For the period ended 31 December 2021

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 light blue 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.





CHARITY COMMISSION
FOR ENGLAND AND WALES

Media Matters for Women UK

1185508

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

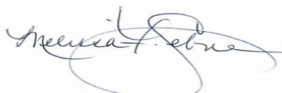
Section B Statement of assets and liabilities at the end of the period

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
		Unrestricted funds to nearest £	Restricted funds to nearest £
B2 Other monetary assets	None	-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
B3 Investment assets	None		-
			-
			-
			-
			-
B4 Assets retained for the charity's own use	None		-
			-
			-
			-
			-
			-
			-
			-
			-
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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**Endowment
funds**
to nearest £

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OK

**Endowment
funds**
to nearest £

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**Current value
(optional)**

-
-
-
-
-

**Current value
(optional)**

-
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-
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-
-

**When due
(optional)**

Date of approval

19-Oct-22