

**Registered number: 07364172**  
**Charity number: 1140295**

**MTV Staying Alive UK**  
**(A company limited by guarantee)**

**Unaudited**

**Trustees' report and financial statements**

**For the year ended 31 December 2024**

**MTV Staying Alive UK**  
**(A company limited by guarantee)**

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**MTV Staying Alive UK**  
**(A company limited by guarantee)**

**Reference and administrative details of the Charity, its Trustees and advisers**  
**For the year ended 31 December 2024**

**Trustees** Bayju Ashvin Thakar  
Benedict Plumley  
James Chau  
Sir Nick Partridge (resigned 31 July 2025)  
Sara Cerrell (resigned 20 March 2024)  
Stephanie Ndlovu  
Tuvia Borok

**Company registered number** 07364172

**Charity registered number** 1140295

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

**Executive Director** Wame Jallow

**Accountants** Kreston Reeves LLP  
Chartered Accountants  
9 Donnington Park  
85 Birdham Road  
Chichester  
West Sussex  
PO20 7AJ

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

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

**MTV Staying Alive UK**  
**(A company limited by guarantee)**

**Trustees' report**  
**For the year ended 31 December 2024**

The Trustees present their annual report together with the financial statements of the Charity for the year ended 31 December 2024. The Annual report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic Ireland (FRS102) (effective 1 January 2019).

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

**Objectives and activities**

**a. Vision**

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

**b. Mission**

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

**c. Activities**

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

**d. Policies and objectives**

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

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

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

**MTV Staying Alive UK**  
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**Trustees' report (continued)**  
**For the year ended 31 December 2024**

**Achievements and performance**

**a. Review of activities**

In 2024, MTV SAF has delivered an ambitious range of activities in multiple territories. This has included media campaigns in our established countries of South Africa, India and Nigeria, expansion into the USA, and reestablishing our work in Kenya – the site for our very first campaign 25 years ago. Across the course of the year, we have reached millions of young people with impactful media storytelling, covering a range of critical issues such as HIV, safe sex and Gender Based Violence (GBV).

South Africa

MTV-SAF develops a wide suite of assets, designed to diversify our audiences, expand our reach, and to facilitate repeat engagement. The range of our activities has been well represented in South Africa in 2024, where we developed diverse content, including radio, a comic book, and community education, as well as distributing MTV Shuga: Down South Three on terrestrial TV and digital platforms. Through this work, we have reached millions of young people with powerful behaviour change media.

In 2024, we distributed a radio series focused on HIV prevention. The drama chronicles the life of a character from the TV series and aired twice a day for two weeks in evening slots on national radio station YFM. In addition, we also distributed a comic book in South African schools. The comics were distributed by Free 4 All (a free school newspaper), in 416 schools. In total we distributed 250,000 copies but with many shared and passed on, the numbers of young people reached will be far beyond this quantity.

MTV Shuga Down South Three was developed in 2023 but the drama series continued to air in 2024, including on SABC 1, South Africa's principal terrestrial broadcaster. The content aired on weekly slots between May and June 2024, reaching an average of 1.8m households per week. In addition, we also continued to distribute the media on MTV Shuga social and digital platforms. On Facebook and Instagram, the content achieved a reach of 6.2m, and there were more than 170,000 views on YouTube.

Finally, we have also continued our peer education work in South Africa. It is built around partnerships with NGOs, where we train young peer educators to go into community settings and deliver screenings of our content, together with engaging education sessions in small group settings. In 2024, we worked in partnership with two NGOs – Snapshot Mobile Cinema and Dlananathi. In total, they reached more than 3,000 young people schools and community settings in Khayelitsha, Western Cape, and Pietermaritzburg, KwaZulu Natal.

India

MTV Nishedh, our Indian campaign, continues to make real strides. While we did not deliver a full MTV Nishedh campaign in 2024, we were able to deliver a range of assets, which reached young people at scale. This included a series of three bespoke digital pieces, influencer-led content, and a virtual peer education programme. Overall, the 12-month period was a huge success, and continued to expand our brand recognition, reach and impact outside of sub-Saharan Africa.

The three bespoke digital pieces sought to use light drama and humour to explore challenging subjects and facilitate engagement. 'Mard Kaun Hai Asli' explores masculinity through the format of a Hindi Rap music battle; 'Kuch Aisa Waisa' covers condom use via a Bollywood-style song and dance; while 'Pati Patni vs Duniya' humorously tackles societal expectations around parenthood in a courtroom satire. In total, the videos generated a reach of 21m and views of more than 10m.

Influencer collaborations are proving to be highly effective in reaching youth audiences and therefore increasingly central to our work. Across the course of 2024 in India, we worked with six Indian influencers and carried out content partnerships with them on their channels and as collaborations on our pages. The influencer activations were disseminated online through Moj, Instagram and YouTube. In total, the content generated 4.4m views online.

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**Trustees' report (continued)**  
**For the year ended 31 December 2024**

**Achievements and performance (continued)**

Finally, in 2024 we delivered an innovative virtual peer education campaign in India. MTV-SAF peer education is typically built around young people going into community settings and using our media to conduct engaging learning activities with their peers. In 2024 in India, these activities took place online, with trained peer educators leading discussions on digital platforms. The programme reached 500,000 people online and showed impressive results relating to awareness of modern contraception and shifts in gender attitudes.

Nigeria

A full, 360-degree media campaign, encompassing TV dramas, radio, digital and peer education, is designed to reach expansive audiences and drive generational impact. However, due to the scale, it takes time to source the funding, to plan, and to identify strategic partners. In-between the delivery of full campaigns, we therefore undertake a range of activities, to maintain engagement with our audiences, and to continue to challenge the attitudes, awareness and social norms that underpin behaviour change.

In 2024 in Nigeria, we undertook a social and digital campaign in partnership with USAID. The campaign was built around the production of a series of short form pieces that explored themes such as HIV prevention (including Pre-Exposure Prophylaxis (PrEP)) and GBV. The content was then distributed through two core strategies – through MTV Shuga's own, wide-reaching social and digital platforms, and in partnership with popular youth influencers.

Between June 2024 and the end of the year, the newly produced content, together with edited clips from past MTV Shuga seasons, was distributed on MTV Shuga Instagram, X, Tik Tok, and YouTube. Over the period, the content reached a potential audience of 90m. One single piece generated more than 1.5m views on Instagram. Considering the relatively low levels of investment required to deliver a campaign of this type, this represents extremely cost-effective reach.

To enhance reach further, we also worked with influencers, including MTV Shuga cast members, health influencers, and broader Nigerian influencers with large followings. In partnership, we created short content (focused on HIV and GBV) and distributed it via their expansive social and digital accounts. Partnering with influencers in this way helps us to get the content to large audiences, as well as facilitating audience trust with the messaging. In total, the influencer campaign generated an additional 2.2m views.

USA

In 2024, we continued to develop the IN BLOOM programme. It is a global campaign, built around partnering with up-and-coming female filmmakers to create thought-provoking films about gender, economic and social empowerment. By investing in emerging female creatives, we aim to disrupt industry norms, while nurturing unique, unheard, and powerful gender-focused storytelling. Then, through distribution at scale, we aim to raise awareness of the systemic injustice and social and behavioural norms that reinforce inequality.

Against the backdrop of a narrowing of reproductive rights in the USA, in 2024 we produced IN BLOOM: Everybody's Fight. It consisted of a series of five films (two scripted and three documentaries), exploring reproductive freedom in the USA. Through powerful, emotive storytelling, the films seek to convey the realities of abortion and broader reproductive service provision in the context of post-Roe USA, while centralising inspiring stories of advocacy.

The production of the films took place throughout the early part of 2024, before a launch event in New York in October. Speakers included Phoebe Gates, Karlie Kloss, and MTV-SAF's Executive Director, Wame Jallow. The first three films then launched on YouTube in October 2024 and have generated more than 240,000 views already. The content will subsequently broadcast on Paramount+ (USA and International platforms) and MTV international platforms from March 2025, reaching even larger audiences.

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**Trustees' report (continued)**  
**For the year ended 31 December 2024**

**Achievements and performance (continued)**

In addition to content creation, in 2024 we secured a grant from the Gates Foundation to plan the future for IN BLOOM. The first two campaigns have been a big success, but if we are truly to establish IN BLOOM as the leading brand in gender storytelling, then we need to analyse our approach and to rigorously prepare for the future. The grant will enable us to scope our audiences, distribution channels, and modes of engagement, and will be integral to reaching millions of young people with powerful gender-focused storytelling.

Kenya

Kenya was home to the first and second MTV Shuga campaigns in 2009 and 2011. Because of this, the country has held a special place in MTV Shuga's history, and we have maintained a loyal local following, with broader campaigns (such as those developed in Nigeria and South Africa) broadcasting in-country. We have been exploring opportunities to take our work back for several years and in 2024, fourteen years after the last series, we began work on Surround Sound Kenya (SSK), our most expansive campaign yet.

SSK is a unique programme. Through the campaign, we are teaming up with Shujaaz Inc., a Kenyan behaviour change campaign with national reach. Through the collaboration, we will leverage our two brands, expansive audiences and networks, to achieve near total saturation for storytelling that makes gender equality its foundational theme. Operating at this unprecedented scale, we aim to shift social and gender norms for a generation of young people and change the story for women and girls in Kenya, for good.

SSK began in 2024 with an extensive, six-month formative research process with young Kenyans. The research included participatory group discussions, in-depth interviews, action research, and rapid quantitative data collection to identify the beliefs, attitudes, and behaviours concerning gender equality among young Kenyans. The insights were then consolidated into a shared strategy, which will power the campaign, across all media platforms and engagement touchpoints.

Leveraging the insights from the formative research, we began content creation. For MTV-SAF in 2024, this has included work on a multi-episode TV drama series, as well as a series of documentaries. For Shujaaz Inc, this included a comic book series, as well as a digital campaign. In the future, these media outputs will continue to broaden, saturating the media landscape with powerful gender-focused storytelling, to fundamentally shift the gender landscape for a generation.

**Financial review**

**a. Going concern**

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

**b. Reserves policy**

The Charity aims to hold reserves amounting to a minimum of 3 months' operating expenditure. This is necessary to mitigate the risks associated with fluctuations in charity fundraising. At the end of 2024 the Charity has £99,737 (2023: £163,843) in unrestricted reserves which reflects the Trustees commitment to increase the focus on raising unrestricted funds whilst remaining engaged with the organizations that are providing restricted funds.

**c. Principal funding**

The Charity had income of £55,362 (2023: £449,354) in this year from donations, grants, and charitable activities. Funding into the UK charity decreased due to funders paying grants into the USA and South Africa organisations.

**MTV Staying Alive UK**  
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**Trustees' report (continued)**  
**For the year ended 31 December 2024**

**Structure, governance and management**

**a. Constitution**

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

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

**b. Methods of appointment or election of Trustees**

The management of the Charity is the responsibility of the Trustees who are elected and coopted under terms of the Articles of Association. Trustees are appointed by the existing Trustees. As at the 31st of December 2024, the Board consists of 6 members. The Trustees who served during the year are listed on page 1. At each annual general meeting the Trustees reaffirm their commitment to the Charity, The Trustees meet often enough to ensure that the Charity is administered properly and during this year they met twice.

**c. Organisational structure and decision-making policies**

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

**d. Policies adopted for the induction and training of Trustees**

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

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

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

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

In addition to the already significant contribution, Paramount donates pro bono support to the Charity. This includes office space, HR, legal and IT support, and staff training.

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

**MTV Staying Alive UK**  
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**Trustees' report (continued)**  
**For the year ended 31 December 2024**

**Structure, governance and management (continued)**

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

The Charity has a very close relationship with Staying Alive Foundation Inc. in the USA and MTV Staying Alive Foundation in South Africa. Staying Alive Foundation Inc. has been operating as a charitable organisation in the USA since 2003 and the South African entity was registered in 2020. Both the USA and South African organisations share staff members with the UK charity, and some of the UK charity's Trustees also serve as Trustees for the US and South African entities. More details of this can be found in note 17.

**g. Risk management**

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

**Plans for future periods**

Building on our success in 2024, the coming 12 months will be among the most intensive period in our history. Activities will encompass an ambitious community engagement programme in South Africa; digital-focused campaigns in Nigeria and India; and a new MTV Shuga season in Kenya. We will also undertake critical planning exercises, including the development of a programme strategy for IN BLOOM. These activities will be pivotal in reaching millions of young people with immersive behaviour change storytelling.

In South Africa, we have established an education programme that uses our media to reach thousands of young people. In 2025, this work will deepen. Using existing media focused on HIV prevention and GBV, we will work with local NGOs to deliver screenings and small group education sessions in schools and community settings. In total, we aim to reach 25,000 young people, shifting attitudes and behaviours surrounding HIV and GBV, and directing them to services and care.

In Nigeria, we will leverage our extensive back catalogue of content to engage young people through a host of different mediums. This will include distribution via third party Nigerian broadcasters, as well as on our own expansive social and digital platforms. In addition, in response to the extremely low levels of modern contraceptive usage in Nigeria, we will begin preparing for a new campaign focused on family planning, including fundraising for the programme.

In India, MTV Nishedh Season 3 will broadcast. Building on our expanding digital audiences in India and trends that show that media consumption will increasingly take place online, the campaign will have digital formats at its centre, including through shorter format drama episodes of approximately 10 minutes. It represents a real innovation for MTV SAF campaigns, which have traditionally been built around TV drama series and the results could have big implications for our global campaigns.

In 2025, we will strengthen the IN BLOOM programme through a series of planning activities. This will include in-depth analysis of past evaluations, partnerships with external experts working on our thematic areas, and pilot testing different delivery models. Through these activities, we aim to focus our target audience(s), our methods of engagement, and the most effective model for working with filmmakers. This will be filtered into a strategy document, which will shape the trajectory of IN BLOOM.

Our ambitious programme will continue in Kenya. The production of the TV series began in 2024, but it will continue into 2025 before going out on national terrestrial and international broadcasters, as well as MTV Shuga digital platforms. This will be combined with social and digital outreach and community education. Together with our partner, Shujaaz Inc., our work will reach more than 70% of young Kenyans annually, with profound potential effects on norms surrounding gender and empowerment.

**MTV Staying Alive UK**  
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**Trustees' report (continued)**  
**For the year ended 31 December 2024**

**Plans for future periods (continued)**

Our global work in 2025 represents an ambitious programme that can generate critical social and health outcomes for young people all over the world. However, it will take place in an increasingly unstable world, when the challenges for youth are intensifying. Beyond this core body of work, we will therefore continue to explore additional opportunities to reach young people with powerful, immersive storytelling, which can empower them to take control of their health and wellbeing.

**Information on fundraising practices**

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

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

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

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

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

**Modern slavery**

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

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

**MTV Staying Alive UK**  
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**Trustees' report (continued)**  
**For the year ended 31 December 2024**

**Statement of Trustees' responsibilities**

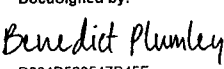
The Trustees (who are also the directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

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

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

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

DocuSigned by:  
  
D094D520547B45F...  
**Benedict Plumley**  
Trustee

Date: 9/1/2025

**MTV Staying Alive UK**  
**(A company limited by guarantee)**

**Independent examiner's report**  
**For the year ended 31 December 2024**

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

I report to the charity Trustees on my examination of the accounts of the Charity for the year ended 31 December 2024.

**Responsibilities and basis of report**

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

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


**Independent examiner's statement**

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

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

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

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

Signed: 

Lucy Hammond

Dated: 2 September 2025

BSc FCA

**Kreston Reeves LLP**  
Chartered Accountants  
9 Donnington Park  
Chichester  
West Sussex  
PO20 7AJ

**MTV Staying Alive UK**  
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**Statement of financial activities (incorporating income and expenditure account)**  
**For the year ended 31 December 2024**

	Note	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
<b>Income from:</b>					
Donations and legacies	3	13,606	31,219	44,825	438,909
Charitable activities	4	7,329	-	7,329	6,587
Investments	5	3,208	-	3,208	3,858
<b>Total income</b>		<b>24,143</b>	<b>31,219</b>	<b>55,362</b>	<b>449,354</b>
<b>Expenditure on:</b>					
Raising funds	6	-	-	-	18
Charitable activities	7	91,371	27,476	118,847	635,480
<b>Total expenditure</b>		<b>91,371</b>	<b>27,476</b>	<b>118,847</b>	<b>635,498</b>
<b>Net (expenditure)/income</b>		<b>(67,228)</b>	<b>3,743</b>	<b>(63,485)</b>	<b>(186,144)</b>
Transfers between funds	14	3,122	(3,122)	-	-
<b>Net movement in funds</b>		<b>(64,106)</b>	<b>621</b>	<b>(63,485)</b>	<b>(186,144)</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		163,843	19,687	183,530	369,674
Net movement in funds		(64,106)	621	(63,485)	(186,144)
<b>Total funds carried forward</b>		<b>99,737</b>	<b>20,308</b>	<b>120,045</b>	<b>183,530</b>

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

The notes on pages 13 to 22 form part of these financial statements.

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

**Balance sheet**  
**As at 31 December 2024**

	Note	2024 £	2023 £
<b>Fixed assets</b>			
Tangible assets	11	-	-
<b>Current assets</b>			
Debtors	12	-	138,419
Cash at bank and in hand		<u>211,742</u>	<u>366,466</u>
		<b>211,742</b>	<b>504,885</b>
<b>Current liabilities</b>			
Creditors: amounts falling due within one year	13	<u>(91,697)</u>	<u>(321,355)</u>
<b>Net current assets</b>		<u><b>120,045</b></u>	<u>183,530</u>
<b>Total net assets</b>		<u><u><b>120,045</b></u></u>	<u><u>183,530</u></u>
<b>Charity funds</b>			
Restricted funds	14	<b>20,308</b>	19,687
Unrestricted funds	14	<b>99,737</b>	163,843
<b>Total funds</b>		<u><u><b>120,045</b></u></u>	<u><u>183,530</u></u>


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

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

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

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

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

DocuSigned by:  
  
D094D520547B45F...

**Benedict Plumley**  
Trustee  
Date: 9/1/2025

The notes on pages 13 to 22 form part of these financial statements.

**MTV Staying Alive UK**  
**(A company limited by guarantee)**

**Notes to the financial statements**  
**For the year ended 31 December 2024**

**1. General information**

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

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

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

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

The financial statements are presented in UK sterling, which is the Charity's functional currency, and rounded to the nearest pound.

**2.2 Going concern**

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

**2.3 Income**

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

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

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

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

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

**MTV Staying Alive UK**  
**(A company limited by guarantee)**

**Notes to the financial statements**  
**For the year ended 31 December 2024**

**2. Accounting policies (continued)**

**2.4 Expenditure**

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

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

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

All expenditure is inclusive of irrecoverable VAT.

**2.5 Foreign currencies**

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

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

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

**2.6 Taxation**

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

**2.7 Debtors**

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

**2.8 Cash at bank and in hand**

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

**MTV Staying Alive UK**  
**(A company limited by guarantee)**

**Notes to the financial statements**  
**For the year ended 31 December 2024**

**2. Accounting policies (continued)**

**2.9 Liabilities and provisions**

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

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

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

**2.10 Financial instruments**

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

**2.11 Pensions**

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

**2.12 Fund accounting**

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

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

**3. Income from donations and legacies**

	<b>Unrestricted funds 2024 £</b>	<b>Restricted funds 2024 £</b>	<b>Total funds 2024 £</b>	<b>Total funds 2023 £</b>
Donations	12,215	-	<b>12,215</b>	216,091
Grants	1,391	31,219	<b>32,610</b>	222,818
	<u>13,606</u>	<u>31,219</u>	<u><b>44,825</b></u>	<u>438,909</u>
Total 2023	<u>230,940</u>	<u>207,969</u>	<u>438,909</u>	

**MTV Staying Alive UK**  
**(A company limited by guarantee)**

**Notes to the financial statements**  
**For the year ended 31 December 2024**

**4. Income from charitable activities**

	<b>Unrestricted funds 2024 £</b>	<b>Total funds 2024 £</b>	<b>Total funds 2023 £</b>
Services invoiced	7,329	<b>7,329</b>	6,587
	<u>6,587</u>	<u>6,587</u>	
Total 2023	<u>6,587</u>	<u>6,587</u>	

**5. Investment income**

	<b>Unrestricted funds 2024 £</b>	<b>Total funds 2024 £</b>	<b>Total funds 2023 £</b>
Bank interest	3,208	<b>3,208</b>	3,858
	<u>3,858</u>	<u>3,858</u>	
Total 2023	<u>3,858</u>	<u>3,858</u>	

**6. Expenditure on raising funds**

**Costs of raising voluntary income**

	<b>Unrestricted funds 2024 £</b>	<b>Total funds 2024 £</b>	<b>Total funds 2023 £</b>
Fundraising costs	-	-	18
	<u>18</u>	<u>18</u>	
Total 2023	<u>18</u>	<u>18</u>	

**MTV Staying Alive UK**  
**(A company limited by guarantee)**

**Notes to the financial statements**  
**For the year ended 31 December 2024**

**7. Analysis of expenditure on charitable activities**

**Summary by fund type**

	<b>Unrestricted funds 2024 £</b>	<b>Restricted funds 2024 £</b>	<b>Total 2024 £</b>	<b>Total 2023 £</b>
Other charitable activities	91,371	27,476	<b>118,847</b>	635,480
Total 2023	<u>168,302</u>	<u>467,178</u>	<u>635,480</u>	

**8. Analysis of expenditure by activities**

	<b>Activities undertaken directly 2024 £</b>	<b>Support costs 2024 £</b>	<b>Total funds 2024 £</b>	<b>Total funds 2023 £</b>
Other charitable activities	14,591	104,256	<b>118,847</b>	635,480
Total 2023	<u>395,179</u>	<u>240,301</u>	<u>635,480</u>	

**Analysis of direct costs**

	<b>Grant programme 2024 £</b>	<b>Total funds 2024 £</b>	<b>Total funds 2023 £</b>
Other Projects	3,684	<b>3,684</b>	413
Global Listening Project Fund costs	7,974	<b>7,974</b>	82,545
Anglo-American Funds costs	1,181	<b>1,181</b>	168,421
Production costs	1,140	<b>1,140</b>	1,650
MTV Staying Alive Foundation Expenses	612	<b>612</b>	29,022
Global Innovation Fund costs	-	-	113,128
	<u>14,591</u>	<u><b>14,591</b></u>	<u>395,179</u>
Total 2023	<u>395,179</u>	<u>395,179</u>	

**MTV Staying Alive UK**  
**(A company limited by guarantee)**

**Notes to the financial statements**  
**For the year ended 31 December 2024**

**8. Analysis of expenditure by activities (continued)**

**Analysis of support costs**

	<b>Other charitable activities 2024 £</b>	<b>Total funds 2024 £</b>	<b>Total funds 2023 £</b>
Staff costs	30,266	<b>30,266</b>	93,847
Independent examiner's fees	6,456	<b>6,456</b>	4,740
Event costs	6,000	<b>6,000</b>	16,392
Office costs	2,516	<b>2,516</b>	25,003
Bank charges	663	<b>663</b>	945
Board meeting and Trustee costs	8,352	<b>8,352</b>	5,961
Travel	18,683	<b>18,683</b>	75,670
Staff Recruitment	417	<b>417</b>	14,441
Rent and rates	12,144	<b>12,144</b>	3,233
Other staff costs	39	<b>39</b>	69
Organisational development	18,720	<b>18,720</b>	-
	<u>104,256</u>	<u><b>104,256</b></u>	<u>240,301</u>
Total 2023	<u>240,301</u>	<u>240,301</u>	

**9. Staff costs**

	<b>2024 £</b>	<b>2023 £</b>
Wages and salaries	<b>26,174</b>	88,099
Social security costs	<b>2,441</b>	3,379
Contribution to defined contribution pension schemes	<b>1,651</b>	2,369
	<u><b>30,266</b></u>	<u>93,847</u>

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

	<b>2024 No.</b>	<b>2023 No.</b>
Administration	<u><b>1</b></u>	<u>1</u>

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

Key management personnel received remuneration, including employers national insurance and benefits, of £8,945 (2023: £68,470). The amounts represent the proportion of time that they spend on the charity.

**MTV Staying Alive UK**  
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**Notes to the financial statements**  
**For the year ended 31 December 2024**

**10. Trustees' remuneration and expenses**

During the year, no Trustees received any remuneration or other benefits (2023 - £NIL).

During the year ended 31 December 2024, expenses totalling £159 were reimbursed or paid directly to a Trustee (2023 - £NIL).

**11. Tangible fixed assets**

	<b>Other fixed assets £</b>
<b>Cost or valuation</b>	
At 1 January 2024 and 31 December 2024	<b>380,959</b>
<b>Depreciation</b>	
At 1 January 2024 and 31 December 2024	<b>380,959</b>
<b>Net book value</b>	
At 31 December 2024	-
	<hr/> <hr/>
At 31 December 2023	-
	<hr/> <hr/>

**12. Debtors**

	<b>2024 £</b>	<b>2023 £</b>
<b>Due within one year</b>		
Trade debtors	-	12,721
Accrued income	-	125,698
	<hr/>	<hr/>
	-	138,419
	<hr/> <hr/>	<hr/> <hr/>

**MTV Staying Alive UK**  
**(A company limited by guarantee)**

**Notes to the financial statements**  
**For the year ended 31 December 2024**

**13. Creditors: Amounts falling due within one year**

	2024 £	2023 £
Trade creditors	19,117	34,185
Amounts owed to group undertakings	65,526	280,360
Accruals	7,054	6,810
	<u>91,697</u>	<u>321,355</u>

**14. Statement of funds**

**Statement of funds - current year**

	Balance at 1 January 2024 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 December 2024 £
<b>Unrestricted funds</b>					
General Funds	163,843	24,143	(91,371)	3,122	99,737
<b>Restricted funds</b>					
Anglo-American Foundation	27,129	-	(16,587)	-	10,542
Global Listening Project	(7,442)	31,219	(10,889)	(3,122)	9,766
	<u>19,687</u>	<u>31,219</u>	<u>(27,476)</u>	<u>(3,122)</u>	<u>20,308</u>
<b>Total of funds</b>	<u>183,530</u>	<u>55,362</u>	<u>(118,847)</u>	<u>-</u>	<u>120,045</u>

**Nature and purpose of restricted funds**

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

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

Comic Relief - Preventative HIV education and testing services among Men who have Sex with Men (MSM) in Kisumu, Kenya. This fund was fully utilised in the prior year.

Global Innovation Fund – Training and mentorships for young female creatives in Kenya and Nigeria, to accelerate the development of “gender-aware” media; and for gender-focused messaging in MTV Naija Season 5. This fund was fully utilised in the prior year.

**MTV Staying Alive UK**  
**(A company limited by guarantee)**

**Notes to the financial statements**  
**For the year ended 31 December 2024**

**14. Statement of funds (continued)**

**Statement of funds - prior year**

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

**MTV Staying Alive UK**  
**(A company limited by guarantee)**

**Notes to the financial statements**  
**For the year ended 31 December 2024**

**15. Analysis of net assets between funds**

**Analysis of net assets between funds - current period**

	<b>Unrestricted funds 2024 £</b>	<b>Restricted funds 2024 £</b>	<b>Total funds 2024 £</b>
Current assets	191,434	20,308	<b>211,742</b>
Creditors due within one year	(91,697)	-	<b>(91,697)</b>
<b>Total</b>	<u>99,737</u>	<u>20,308</u>	<u><b>120,045</b></u>

**Analysis of net assets between funds - prior period**

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

**16. Pension commitments**

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the group in an independently administered fund. The pension charge represents contributions payable by the charity to the fund and amounted to £1,651 (2023 - £2,369). As at 31 December 2024, no contributions were outstanding (2023: £Nil).

**17. Related party transactions**

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

At the year end, the Charity owed £65,526 to Staying Alive Foundation Inc (2023: £280,360). Employee costs of £Nil (2023: £46,714) were recharged by Staying Alive Foundation Inc to the Charity.

It should also be noted that the Charity is associated with Paramount Global through the receipt of valuable in-kind support on a daily basis. Donations in kind of £12,144 (2023: £24,989) and cash donations of £Nil (2023: £191,527) were made to assist with the running of the Charity. At the year end an outstanding balance was owed to the Charity of £Nil (2023: £33,834).

There were no other related party transactions in the current or prior year.

**18. Controlling party**

There is no ultimate controlling party.