Unaudited accounts for Media Matters for Women UK
Registered charity no. 1185508
for the period 1st January 2025 - 31st December 2025

Media Matters
for Women



CONTENTS

Letter from the Chair	3
Legal and Administrative Information	4
Our Mission	5
Who we are	6
Our 2025 work	7
MMW in Numbers	13
Looking Forward	15
Our Charitable Objectives and Activities	16
Financial Review and Reserves	17
Statement of Trustee Responsibilities	18
Independent Examiner's Report	19
Receipts & Payments for 2025	20
Statement of Assets & Liabilities at 31/12/25	21
Notes to the accounts	22



Letter from the Chair

It is a privilege to serve as Chair of Media Matters for Women UK and to present our Annual Report for the financial year ending 31 December 2025.

Throughout my career, I have worked in creative communications, branding and storytelling, helping organisations communicate their purpose and create meaningful impact. One lesson has remained constant: stories have the power to change lives. When people have the opportunity to share their experiences, challenge injustice and shape the conversations that affect them, change becomes possible.

This belief lies at the heart of Media Matters for Women. Over the past year, I have been continually inspired by the determination, creativity and leadership of the women and girls we work alongside in Sierra Leone. Despite significant challenges, they continue to demonstrate extraordinary resilience and a commitment to building better futures for themselves, their families and their communities. Media Matters for Women exists to ensure that women and girls have access to information, education, digital skills and platforms that enable them to make informed choices and exercise their rights. Through community media, digital inclusion programmes, advocacy and grassroots leadership initiatives, we are helping to ensure that voices too often excluded from public discourse are heard and valued.

This year also marked an important milestone in elevating the voices and experiences of Sierra Leonean women onto the international stage. In March 2026, our Executive Director, Florence Sesay, presented her research at King's College London's Global Institute for Women's Leadership through the event *From Grassroots to Political Authority: Amplifying Women's Voices in Sierra Leone*. Her work highlighted how grassroots women leaders are using creative media, coalition-building and community action to influence public discourse and shape political change. The event reinforced a principle that sits at the heart of Media Matters for Women: that lasting progress is achieved when women are not simply included in conversations but are recognised as leaders, experts and decision-makers in their own right.

2025 has been a year of growth, innovation and impact. Our DigiTruck Salone programme has continued to bring digital skills training directly to underserved communities, providing women and girls with opportunities to develop confidence, access new knowledge and participate in the digital economy. This year alone, a further 104 women and girls completed digital skills training through the programme in Makeni and Kenema, demonstrating the continuing demand for digital inclusion initiatives across Sierra Leone. Alongside this work, our Period Power Project has continued to challenge stigma around menstrual health, helping girls remain in education and participate fully in community life. Through practical support, education and open dialogue, we are empowering young women with knowledge, confidence and dignity. We have also strengthened our advocacy efforts through initiatives such as Voices Against the Blade, which supports young people to challenge harmful practices including female genital mutilation. By equipping girls and young women with information, leadership skills and platforms to share their experiences, we are helping create lasting social change driven by communities themselves.

Our commitment to community-led storytelling remains central to our approach. Through podcasts, radio programming and digital media, women and girls continue to share stories that would otherwise go unheard. These stories not only inform and educate but also challenge assumptions, inspire action and build connections across communities. None of this would be possible without the dedication of our staff, journalists, volunteers, trustees, partners and supporters. I would like to extend my heartfelt thanks to our exceptional team in Sierra Leone, led by Executive Director Florence Sesay, whose commitment and vision continue to drive this work forward. As we look ahead, our ambition is clear. We will continue expanding access to digital education, strengthening community media, supporting girls' leadership, and creating new opportunities for women and girls to shape the decisions that affect their lives. We know that lasting change happens when communities are empowered to tell their own stories and lead their own solutions.

On behalf of the Board of Trustees, thank you for being part of this journey. Together, we are helping build a future where every woman and girl has the opportunity not only to be heard, but to thrive.

With gratitude,

Lise Meyrick

Chair of Media Matters for Women UK

LEGAL AND ADMINISTRATIVE INFORMATION

The Trustees present their report and independently examined accounts of the charity for the period ended 31 December 2025. The financial statements comply with current statutory requirements.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered charity name	Media Matters for Women UK
Charity registration number	1185508
Registered office	Sable Lodge, Pine Walk, East Horsley KT24 5AG
Trustees	Lise Meyrick: *Appointed 1 September 2025* Algina Kamara: *Stepped down in April 2026* Muriel Lamin : *Stepped down in April 2026* Annelise Gates: *Appointed 1 March 2025* Dorcas Daniella Mirembe-Korsah: *Appointed 31 March 2026* Katie Faulds: *Resigned October 2025* Gaimin Nonyane: *Resigned 25th June 2025* Lilian Auma: *Appointed 23 June 2026* Anna Lea Peters: *Appointed 23 June 2026*

STRUCTURE, GOVERNANCE & MANAGEMENT

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

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

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



OUR MISSION

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

WHO WE ARE

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

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

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



Our Work in 2025





Access to information

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

A total number of **144** listening sessions were conducted through 2025.

Total number of podcasts produced:
Kenema Districts – 48
Bombali District - 48
Western Rural District - 48

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



Sexual and Reproductive Health Rights

In 2025, Period Power reached 620 adolescent girls across Sierra Leone with life-saving information on menstrual health, hygiene, and body literacy. We held interactive school sessions, community outreach events, and distributed dignity kits in areas where girls are often left without resources or support.

Total number: **620 girls** were reached during the period power project baseline survey.

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



Preventing Gender-Based Violence

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

The 16 days of Activism started on 25th November 2025, International Day for the Elimination of Violence against Women ending on the 10th of December 2025. The Sierra Leone team led a number of community-centred engagements in Bombali, Kenema and Western Rural Districts. The theme this year was to raise awareness to advocate change against gender-based violence and digital violence. As part of the 16 Days, 30 community champions were recognised for their commitment to women's rights and their pursuit to challenge harmful practices in their communities.

Strengthening Rural Communities



For more than ten years, the Matainkay Community in the Western Area Rural District have struggled without access to clean and safe drinking water. Women and girls often faced intimidation and fear while fetching water from the forest, and their only available source, a stream known as *Yainkain Wata,* which was heavily contaminated. As a result, families were forced to buy clean water from the neighboring village of Massantigie.

With support from its donor partners, MMW facilitated the construction of a borehole water well, which was officially handed over to the people of Matainkay on 7 November 2025.

MMW have also recently received a recent another donation to support them in building another bore hole well and provide WASH facilities for a school in 2026.

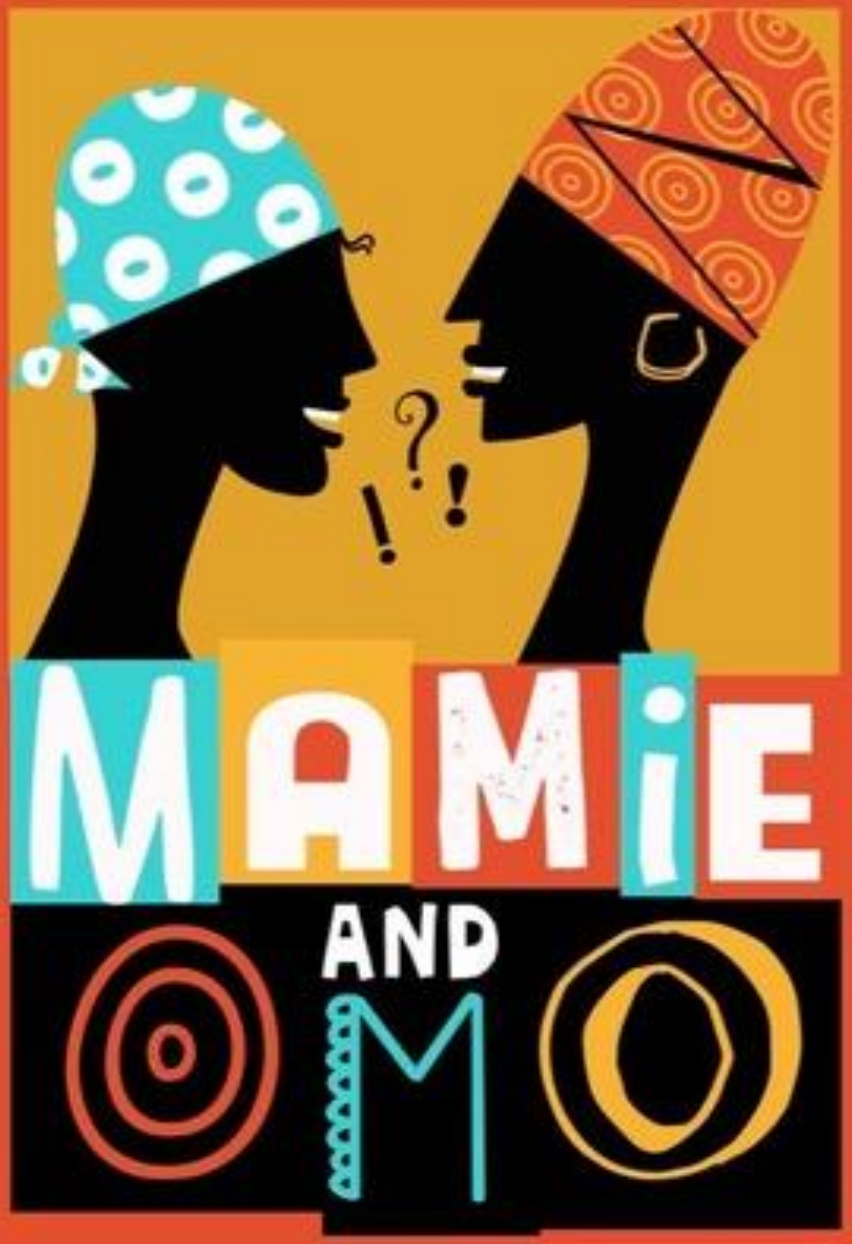


Women's Financial Empowerment

This year MMW has continued their partnership **with Close the Gap and Africell**, providing digital literacy for rural girls and female entrepreneurs from Bombali, Kenema and Western Area Rural Districts through their Digitruck Salone programme.

MMW received a renewal grant in 2025 to extend the Digitruck programme and are currently awaiting the arrival of their second digitruck constructed by Close the Gap.

We reached **92 female students** and 11 **female entrepreneurs** by the end of 2025. We are looking forward to our second Digitruck arriving in 2026.



MMW by the Numbers

- *Period Power Project*: A total number of **620 girls** were reached during the 2024/2025 power project baseline survey.
- *Mamie and Omo Podcast*: Mamie and Omo MMW produced a total of **120 episodes**.
- *Digitruck Salone Programme*: **92 female students and 11 female entrepreneurs**
- *Podcasts*: The total number of podcasts produced in Kenema, Bombali District, Western Rural District was **144**.



A note of thanks

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

Looking Ahead With Gratitude



As we come to the end of 2025, we look ahead with determination and a clear vision for what comes next. Our commitment to delivering and expanding our programmes and communication network remains at the heart of our work. In the year ahead, we will continue to strengthen the initiatives already transforming lives in Bombali, Kenema, and Western Rural, while scaling our reach to the hard-to-access North West Province, one of the poorest regions in Sierra Leone. By applying the lessons we've learned, we will bring life-changing skills, knowledge, and opportunity to even more women and girls.

None of this progress would be possible without the ongoing support of our donors, partners, and friends of MMW. Your generosity, belief, and advocacy enable us to move forward, so thank you. Together, we move into 2026 with purpose, partnership, and unwavering hope for the hardest-to-reach women and girls in Sierra Leone.

Objectives and Activities for the Public Benefit

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

Our Objectives

1. 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).

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

Our Activities:

During 2025, MMW UK supported MMW Sierra Leone, through grant funding and mentorship, on the following projects:

- Operational Expenses
- Expanding MMWs influence and advocacy in a multitude of ways
- Period Power Project – reaching circa rural 620 girls in 2025
- Digitruck Salone – providing digital literacy for girls and female entrepreneurs from Bombali, Kenema and Western Area Rural Districts
- Supporting MMW SL in successfully winning grants that will have huge impact over the years to come – i.e. Comic Relief Grant which will bring in GBP 50K per year for five years
- Media and Advocacy: Produced 120 podcasts, and undertook 1200 listening sessions – serving as a lifeline for rural women and girls giving them key information on health, education and politics.
- Continued successful activity of the bore-hole well in Rogbom
- 16 Days of Activism (building a women's movement)
- Core support for MMW Sierra Leone operations - including Team Building and Capacity Development.

Financial Review

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

During 2025, we were pleased and extremely grateful to have received further significant contributions in the MMW UK arm from Oak Foundation. These funds were used to further our cause, and they have had measurable impact in broadening our reach through a number of impactful initiatives.

As at the end of 2025, we remain in a strong position financially, and look forward to using the funds to continue our efforts in 2026.

In FY 2025, MMW UK raised a total of income £105,873 (2024: £39,362).

At the end of 2025 MMW UK held £25,275 worth of funds in the MMW UK bank account (2024: £1,028), of which £269 was unrestricted (2024: £1,028).

Reserves Policy

Given its reliance on donors and grants, Media Matters for Women UK aims to hold sufficient unrestricted reserves to provide the charity with a safety net. Restricted income covers towards the main expense of the charity - the salary of the Global Director - and unrestricted reserves are held to cover other core costs. The charity aims to hold six months' worth of operating costs (not including the Global Director's salary) - a target of £408 of which £269 has been achieved at 31/12/2025.

At the end of 2025 the UK charities reserves was purposefully below that, ahead of MMW US taking over funding of MMW SL's next project. This was a well informed decision given that there was confirmed grant funding coming into MMW UK that would comfortably take the charity back in line with the reserves policy and more, in early 2026.

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

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

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

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

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

Signed on behalf of the charity's Trustees on 29-09-26…….

Lise Meyrick

Lise Meyrick
Chair, UK Board

Media Matters for Women

Media Matters for Women UK

Independent Examiners Report to the Trustees of Media Matters for Women UK.

I report to the trustees on my examination of the accounts of Media Matters for Women UK for the year ended 31 December 2025.

Responsibilities and basis of report

As the charity trustees of Media Matters for Women UK, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the 2011 Act').

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

Independent examiner's statement

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

1) accounting records were not kept in respect of the Media Matters for Women UK as required by s130 of the Act; or
2) the accounts do not accord with those records.

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.

Louise Alexander

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

29th September 2026

Media Matters for Women UK

Receipts & Payments accounts for the period 1/1/2025 - 31/12/2025

Section A - Receipts & Payments

	notes	Unrestricted funds 2025	Restricted funds 2025	Total funds 2025	Total funds 2024
Receipts					
Oak Foundation grant			75,384	75,384	39,296
MMW US grant			30,432	30,432	-
Bank interest		57		57	66
Total receipts		**57**	**105,816**	**105,873**	**39,362**
Payments					
Transfers to Sierra Leone			40,156	40,156	54,928
Global Director			39,688	39,688	-
Consultants			760	760	1,440
Software subscriptions		119		119	104
Bank charges		147		147	191
Travel			206	206	-
Independent examination		550		550	550
Events				-	180
Total payments		**816**	**80,810**	**81,626**	**57,393**
Net receipts / (payments)		- 759	25,006	24,247	- 18,031
Cash funds last year end		1,028	-	1,028	19,059
Cash funds this year end	3	**269**	**25,006**	**25,275**	**1,028**

Media Matters for Women UK

Receipts & Payments accounts for the period 1/1/2025 - 31/12/2025

Section B - Statement of assets & liabilities at the end of the period

Cash funds

	2,025	2,024
	£	£
CAF Bank	25,275	1,028

Liabilities

	2,025	2,024
	£	£
Independent examiner's fee	550	550
Production of accounts	400	0
	950	550

Signed by Lise Meyrick on behalf of all the trustees:

Lise Meyrick

date: 29th September 2029

Media Matters for Women UK

Notes to the accounts for the period 1/1/25 to 31/12/25

1. Accounting policies

These accounts have been prepared on a receipts and payments basis,
in accordance with the Charities Act 2011.

2. Payments to trustees

The trustees receive no remuneration, direct or indirect benefits from the charity,
nor have they received any reimbursement for out-of-pocket expenses connected
to the charity.
There were no Related Party Transactions during 2025.

3. Restricted fund note

	b/f at 1/1/25	income	expenditure	cf at 31/12/25
Media Matters for Women US	0	30,432	(29,058)	1,374
Oak Foundation	0	75,384	(51,752)	23,632
Total restricted funds	0	105,816	(80,810)	25,006

Media Matters for Women US granted two amounts for the Global Director's salary.
Oak Foundation's grant is for the Global Director's salary and core costs of the
Sierra Leone project from April 2025.