

**we believe in the power  
of media to change lives.  
We work with the media  
industry to empower charities  
and communities to have a  
voice and be heard.**

**At Media Trust we believe in the power of media to change lives. We work with the media industry to empower charities and communities to have a voice and be heard.**

**This is achieved by:**

- providing communications skills and resources
- helping access audiences
- harnessing creative industry talent

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## Our corporate members include

**Aegis Group plc**  
**AMV BBDO joined September 2012**  
**BBC**  
**Camelot joined February 2013**  
**Channel 4**  
**Daily Mail and General Trust**  
**Discovery Networks Europe**  
**Google**  
**Guardian Media Group**  
**IPC Media until February 2013**  
**ITV**  
**Just :: Health PR joined November 2012**  
**MTV Networks UK & Ireland**  
**News International**  
**PHD Media joined April 2013**  
**Sky**  
**Time Warner joined January 2013**  
**Trinity Mirror joined March 2013**  
**WPP**

for more information  
 visit [www.mediatrust.org](http://www.mediatrust.org) or  
 follow us @Media\_Trust  
 email us at [info@mediatrust.org](mailto:info@mediatrust.org)



**Andy Duncan**  
**Chairman**

If you want to know what a positive difference the UK's media industry can make when working together with some of this country's most inspiring charities, communities and young people, you need look no further than Media Trust.

Yet again, Media Trust staff and volunteers have proved that giving voice to the voiceless and shedding light on the incredible work of charities up and down the UK can have a very real and positive impact, not just on individuals but on entire communities.

The numbers are impressive in themselves. But the real story is of thousands of voices that would not have been heard, articles that would not have been written, films that would not have been made, people that would not have been inspired without Media Trust.

The UK is wonderfully enriched by its vibrant media sector and Media Trust is the proof that media companies, when they come together to do something positive, can bring about powerful and lasting change.

Since the economic crisis and the Government austerity that followed, we have made real progress in diversifying our income and focusing our work where it is needed most. That journey is not complete, but I feel confident that we have clearly demonstrated our unique ability to bring about positive impact in people's lives and that we are in a strong position to go on making a difference into the future.

My thanks to all our corporate members, my fellow trustees and the thousands of media volunteers who give their time, expertise, encouragement and inspiration to make this country and the lives of the people who live here a better place. And, of course, to Caroline and her team who harness and deliver so many creative communications resources across the UK.



**Caroline Diehl MBE**  
**Chief Executive**

3,500 charity and community news stories distributed; more than 1,900 charity staff trained; 822 media professionals volunteering with more than 1,150 charities; 135 films produced; 3.9 million viewers of Community Channel. These are just some of the achievements of our team in 2011/12. It was a challenging year, but one where not only did we surpass our targets, but also invested in our infrastructure and staff team.

As always, I am immensely proud of what our staff and volunteers have achieved together – particularly in a climate where we want to deliver more than ever with fewer resources. That is a challenge faced by every charity – and one that we play no small part in helping charities address.

We are enormously fortunate to continue to enjoy incredible support from the media industry – as volunteers, donors and pro bono supporters – who have enabled us to deliver more for less.

It's hard to overstate the need for our services. In a world where there is so much opportunity to communicate, there are still far too many people whose potential and passions go unfulfilled because they don't have a voice and the opportunity to be heard. In these pages you will find a handful of examples of how media can change lives – just some of the inspiring stories that we help to bring to life every day.

My thanks and admiration, as always to my team and trustees and to the hundreds of volunteers, charity staff, funders and media companies who make all this possible.

## We provide communications skills and resources for charities and communities

### training courses

full day and half day courses on a wide range of communications topics including social media, marketing, PR and media relations and media interview training.

### film production

making affordable, high-quality films for charities, not-for-profits, foundations and corporate social responsibility teams; producing videos for the web, and filming at events and awards ceremonies.

### youth media training

media training and support to equip young people to create their own content, from filmmaking to radio production, and communications training, including media interview, to become confident ambassadors.

### beneficiary training

media training and support to enable charity beneficiaries to tell their stories, document the impact funding has had on them and their communities and collate a digital record of their positive change to contribute to evaluations.

### bespoke consultancy

expert-led media and communications training and consultancy - from developing a deliverable and compelling communications strategy to auditing their communications activity.

## We help charities and communities access audiences

### broadcast and digital

Community Channel, online and on TV, offers an inspiring mix of inspiring local news, uplifting stories and ground breaking films and documentaries. Community Channel presents news and programming that encourage people to change their world.

### free communication and news-sharing tools

Community Newswire, our news distribution service, run in partnership with the Press Association, helps charity stories hit the headlines. Local360 Network, is our community of people telling their local stories locally, regionally and nationally.

## We harness creative industry talent, volunteers and pro bono support

### creative partnerships

working intensively with media industry organisations on high-profile editorial and content partnerships and other creative projects to encourage professional volunteering and to give voice to previously unheard stories.

### media volunteering

our volunteer-led professional support services encourage media professionals to use their skills to help charities and communities communicate better, find their voice and be heard. Opportunities include working 1-2-1 with a charity professional, film-making, speaking at events and mentoring young people on media projects.

## what we do

At Media Trust we work with the media industry to empower charities and communities to have a voice and be heard, helping change lives through the power of media.

Our corporate members are at the heart of everything that we do.

# our year in numbers

April 2011 – March 2012

## 1,156 charities and communities supported by our media volunteers

1,156 charities and communities worked with one of our media volunteers, either online, via our Help Engine or directly via our Media Matching service.

## 822 media and communications professionals volunteered

We matched 822 media and communications professionals as volunteers with charities, communities and disadvantaged young people across the UK.

## 135 films were made

Our award winning productions team made 135 films for charities and communities across the UK.

## 3,500 charity and community news stories distributed to mainstream media

We distributed more than 3,500 charity and community news stories into the mainstream media, through our news distribution services including Community Newswire.

## 3.9 million viewers on Community Channel

Community Channel reached over 3.9 million\* viewers on its television broadcast platforms.

## 1,900 charity and community professionals were trained

We trained more than 1,900 charity and community workers in key media and communications skills and worked intensively with 35 charities on their bespoke training needs.

## 29 media companies engaged

We worked strategically with 29 media companies on high-profile pro bono creative and volunteering projects.

## 95 media volunteers supported communities

95 professional media volunteers directly supported communities living with illness, disability or who were elderly; helping them create their own local digital media projects.

## 6.7 million people reached through our youth media content

Through partnerships with the media industry, including ITV News, ITN, BBC Big Screens, The Times, The Sun and the British Film Institute we have enabled young voices to reach audiences of more than 6.7 million.

## 61 youth projects matched with media mentors

Talent Studio was a Media Trust filmmaking course engaging young people from across London, Manchester, Nottingham, and Birmingham. We matched 61 youth projects with media mentors. 637 young people were involved, with 510 achieving an Arts Award and 133 going on to access further progression opportunities.

## 398 media companies support our media matching service

In total, 398 media companies supported our programme of matching media professionals to charities and supporting our youth media activity by providing professional media briefs, volunteers, industry masterclasses, work experience placements and distribution platforms.

## 75 beacon community news hubs supported

Through our Local360 Network service we provided intensive support for 75 Beacon community news outlets around the UK with news distribution, online resources, training guides and the Community Channel's UK360 programme.

## 813 young people supported through our youth media schemes

We supported 813 young people during the year: 573 with media training, 748 with mentoring from volunteer media professionals, and 50 with work experience placements with our media industry partners or at Media Trust.

\*According to BARB (Broadcasters Audience Research Board) three minute reach.



## providing communications skills and resources for charities

Michael May from Survivors UK talks about  
his experience of getting communications  
support to help with a major campaign.

# MY STORY

"Survivors UK is a charity that was set up to help support male victims of sexual violation. As part of our 25th anniversary celebrations we wanted to deliver the first male rape advertising campaign and secure significant press for the campaign. Male rape is not high on the press agenda and with no dedicated communications team we were concerned about securing press to drive attention for the campaign. **We approached Media Trust to get PR support to help us refine our message and target appropriate channels for editorial placement.** Through their Media Matching service we were matched to James Watson, an Account Director at Halogen, a PR and Marketing Agency.

James and I worked together on the campaign- 'Real Men Get Raped and Talking About It Takes Real Strength'. We were delighted with the match. I found him very easy to work with, dedicated and full of good ideas. We set some clear objectives for the campaign and discussed tactics.

James wrote us a communication plan and together we wrote a press release. I found working with James really helped focus my attention and having someone I trusted to bounce ideas around with made for a much more dynamic and well pointed campaign.

The campaign launched on 140 escalator panels in London Underground Stations, two 48-sheet billboards and on transvision big screens at Waterloo mainline station during the Six Nations Rugby tournament.

James and I divided up the pitches and hit the phones. We secured coverage in The Observer, London Evening Standard and The Times as well as significant local and international press. We were also featured on Mail Online and The Guardian online – where we were the most read story for two days and I was interviewed on BBC Radio 2, London Radio and other local radio stations. The editorial coverage we received was worth over £400,000 and reached an estimated UK audience of over 18 million people.

We tripled our website hits during the campaign and have retained double the traffic since then. We have doubled the number of referrals for counseling, seen a growth in referrals from partner organisations and from local health providers and have seen an increase in calls to our helpline.

I'd be delighted to work with James again and highly recommend Media Trust's matching service to other organisations looking for support.

Media Trust took time to really understand the challenges we faced in dealing with a sensitive and taboo subject and they put thought into securing a match who could work well around those difficulties. Their support was invaluable in helping to raise the profile of a difficult issue and I know that we wouldn't have been nearly as successful without their help."

**Michael May**  
Business Development Manager  
Survivors UK

**"We tripled our website hits during the campaign and have retained double the traffic since then."**

## a few more facts and figures on our work with charities

### Community Newswire – Spark + Mettle

Spark And Mettle is a new charity set up to help advance education and training for young people with little communications experience. With no dedicated PR staff, they approached us to support and guide them on writing a press release for their campaign that aimed to help young people use baking to combat depression. We offered them free support to write their press release and distributed it via our Press Association partnership, Community Newswire, to the UK's national media.

As a result, Spark and Mettle received national and regional coverage for their campaign, including the Daily Telegraph online.

#### fact

We trained more than **1,900** charity and community professionals in key media and communications skills covering diverse communications subjects from Marketing Essentials to Making Videos on a Shoestring, from Proofreading to Media Interview Training.

More than **1,156** charities and communities worked with one of our media volunteers, either online via our help engine or directly via our Media Matching service.

We distributed more than **3,500** charity and community news stories into the mainstream media, through our news distribution services including Community Newswire.

We supported **1,205** organisations with face-to-face training, events and conferences and worked intensively with **35** charities on their bespoke training needs.



#### fact

Our award winning productions team made **135** films for charities and communities across the UK.

Our two annual conferences on the themes of Communications for a Digital World and Hitting the Headlines were attended by over **300** people and included high-profile speakers from across the media and charity sectors, including Janet Street-Porter, Adam Baker (Blottir), Jon Snow (Channel 4), Jeremy Hunt MP and Susanna Reid (BBC).

We matched **822** media and communications professionals as volunteers with charities, communities and disadvantaged young people across the UK.

### Film Production – Momentum

Momentum is a charity based in Surrey that supports children and their families who have cancer and life-limiting conditions. Momentum came to us with the task of producing a film to help with their fundraising and convey the message of the organisation to a wide audience.

We produced The Momentum Journey, a short film using 2d animation, presented by Life on Mars star Philip Glenister capturing their message in a sensitive and powerful way. The film was highly commended in the Charity and Social Enterprise category at the prestigious International Visual Communications Association (IVCA) Clarion Awards. Our press team also secured a feature for them in the London Evening Standard.

Momentum have used the film as a promotional tool and have seen a marked increase in their donations, fundraising successes and have raised the profile of their cause and organisation.





## supporting young people to get their voices heard

Neil White shares his experience of working  
through our youth media schemes to learn  
new skills and build his confidence.

# MY STORY

**“...it’s definitely given me that push and the confidence to get back into education that I have always wanted and achieve what I want. I am so proud of myself for that. It’s been a journey and a half.”**

“I was at rock bottom, suffering from depression and obesity whilst coming to terms with my sexuality when I came across Media Trust’s filmmaking course delivered through the Prince’s Trust Fairbridge programme in Manchester. From that point on, my life completely changed.

**Media Trust helped me gain lots of useful skills. I learnt production skills and how to tell a story in front of the camera, but most importantly it helped me in other areas such as working in a group and listening to people, timekeeping and presenting skills and as a result I felt more confident and motivated.**

I wanted to do more so I jumped at the chance of attending industry masterclasses run by Media Trust at Discovery Channel and Sky News. I had never been into a media company before, so I was really nervous, but the staff were very nice and the masterclasses were really interesting and fun. I came out of the sessions buzzing and it inspired me to gain more experience.

I joined Media Trust’s young ambassadors’ board and was selected to report from the autumn 2011 Party Political Conferences. I was mentored by Sky News’ political editor, Adam Boulton and got the chance to interview some of the country’s most important decision-makers including the Prime Minister and Deputy Prime Minister.

It was the biggest moment of my life and one I took seriously as I was responsible for being the voice of young people and communicating their message. My interviews were played on Sky News online, I wrote blogs for The Times online and Adam Boulton interviewed me on his show Boulton & Co, I also got a byline in The Times which was amazing.

Since my time with Media Trust I’ve started working towards an apprenticeship in journalism, I’m writing for various local newspapers and I’m attending the local Rathbone college, learning music and digital media. I’d say it’s definitely given me that push and the confidence to get back into education that I have always wanted and achieve what I want. I am so proud of myself for that. It’s been a journey and a half.”

**Neil White**  
Media Trust filmmaking  
course participant

## a few more facts and figures on our work with communities

### Community Channel's London360 – Riot Special

Our team of young London360 reporters produce a bi-monthly TV and online magazine show for Community Channel to tell the stories of London's communities. During the riots in August 2011, we devoted an hour-long episode to tell the stories of those most affected, including, local community heroes, teachers, youth workers, parents, local MPs and young people.

**95,000 viewers** watched the Community Channel broadcast. It was also featured on Sky Anytime which resulted in **8,000 views** and the show rated as the Top News show. Our team also discussed the topic on BBC Radio London with Eddie Nestor and wrote a piece in The Voice.

Central to the story was Duncan Mundell, owner of Party Superstores, whose business was looted and burnt down. Through his business he set up the charity Street Kids Rescue, supporting homeless children in Southeast Asia. As a result of the broadcast on Community Channel, Duncan's story received a lot of press coverage, including a two-page feature in the Evening Standard and coverage in a BBC riot documentary. This has not only raised awareness of the effect the riots had on the communities, but in this case has also had a significant impact on his charity and has seen an increase in volunteers and donations.



#### fact

Community Channel's magazine show London360, featured **883** stories from across London's communities. Key items are regularly broadcast on BBC Radio London, featured in The Voice newspaper and other London media reaching audiences of over **4 million**.

We supported **120** 18-25 year olds who volunteered to report on London360 during the year, receiving a unique package of training and mentoring provided by BBC News, Sky News, ITN, Google and ITV News.

Community Channel reached **3.9 million\*** viewers through its television and online platforms. It is available to view on Sky 539, Virgin 233 and Freeview 87, Sky Anytime, BBC iPlayer, and BT Vision.

\*According to BARB (Broadcasters Audience Research Board) three minute reach.

### Community Voices

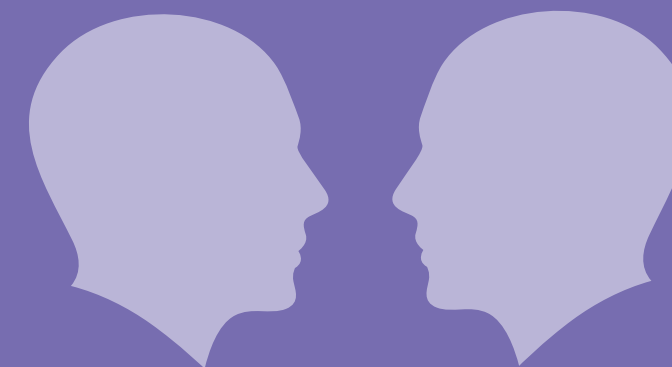
Morley Way Community Centre, supports older people on a sheltered housing estate in St Helens. They came to us for support to get their members online for the first time. The community had heard about online technologies but did not know how to access them or where to start, and subsequently felt left behind. They felt isolated from the outside world and saw the Internet as a way of allowing them to reach out and connect with the wider community.

We provided a grant for a trainer who enabled and empowered the group to get online for the first time, improve their skills and become more confident about using the Internet. We also provided outreach support to help the group plan, deliver and evaluate their project.

By developing their skills, they have reduced their sense of isolation. They now get shopping delivered, contact family members via Skype and email, find knitting patterns and recipes, and get involved in community activities. They have also set up a blog to promote the centre and encourage more members to attend.

#### fact

We supported **813** young people during the year: **573** with media training, **748** with mentoring from volunteer media professionals, and **50** with work experience placements with our media industry partners or at Media Trust. **95** professional media volunteers directly supported communities living with illness, disability or who were elderly, helping them create their own local digital media projects. Through our Local360 Network service we provided intensive support for **75** Beacon community news outlets around the UK with news distribution, online resources, training guides and the Community Channel's UK360 programme.





## harnessing creative industry talent

Nicolette Amette talks about volunteering through our schemes to help a young person get their voice heard in the media.

# MY STORY

**“I have been at ITN a long time and this is one of the most rewarding things I’ve done. One person and one piece can make you remember why you wanted to become a journalist.”**

“Breaking into News was a competition launched by Media Trust in partnership with ITV News. The initiative was designed to discover new talent, offering young people the chance to be mentored by experienced broadcast journalists from ITN in writing, presenting and production skills.

**I volunteered to become a mentor as I wanted to pass on some of my career experience to those that needed it and to nurture promising young talent.** I also feel very passionately about promoting voices that are unfortunately not often heard in British mainstream media.

A panel, that included Robin Elias, Managing Editor of ITV News and ITV News presenters Mark Austin and Julie Echingham, selected six finalists. I was matched with 20 year old Sophia Kichou who wanted to produce a report on homelessness. Sophia has experienced homelessness herself and this inspired her to want to become a journalist to tell the stories of real people and challenge the perception of young people. On our first meeting we instantly had a connection. Sophia had some great ideas and we worked extremely well together.

Sophia’s report told some of her own story and the story of Sadie, who at 13 found herself homeless and sleeping on the night bus in her school uniform. I was delighted that Sophia’s piece went on to win the competition. It was broadcast on London Tonight and won a Creative Diversity Network award. I am so proud to be part of this project and most of all, proud of Sophia.

Breaking into News is an amazing and inspirational example of how the power of media can help change lives when it provides an opportunity for talented and passionate young people to take part and shine in a traditionally difficult sector to enter. The initiative provides an incredible doorway for the diverse and disadvantaged, and our industry is richer because of their contribution.

I have been at ITN a long time and this is one of the most rewarding things I’ve done. One person and one piece can make you remember why you wanted to become a journalist. Sophia’s enthusiasm is totally contagious. She’ll go far in her chosen profession and we are lucky that it is ours.”

**Nicolette Amette**  
Former ITN Features Editor

## a few more facts and figures on our work with the media industry

### Campaigns for Good – JWT & Aspire

**Our Campaigns for Good competition was run in partnership with JWT London, part of the WPP Group. It sought to support a small charity with a package of pro bono support on future campaigns. It was won by national spinal injury charity Aspire.**

**JWT London helped Aspire to build their brand strategy and develop 'starter for ten' campaign ideas. They worked together to develop a campaign to increase the visibility of Aspire, and a product partnership helping to raise the awareness of spinal cord injury and gain further funding to support the work of Aspire.**

**With our help, JWT were able to connect with and contribute towards a positive and productive charitable relationship, and since have seen Aspire successfully use and implement a number of new concepts in all areas of their communications work.**

### fact

Our Campaigns for Good initiative, where JWT London (part of the WPP Group, which is a long term corporate member of Media Trust) provided more than £50,000 of pro bono creative media support to national spinal injury charity Aspire for their new fundraising campaign.

**398** media companies supported our programme of matching media professionals as volunteers to charities and supporting our youth media activity by providing professional media briefs, volunteers, industry masterclasses, work experience placements and distribution platforms.

Through partnerships with the media industry, including ITV News, ITN, BBC Big Screens, The Times, The Sun and the British Film Institute we have enabled young voices to reach audiences of more than **6.7 million**.



### fact

We matched **822** media and communications professionals as volunteers with charities, communities and disadvantaged young people across the UK.

We worked strategically with **29** media companies on high-profile pro bono creative and volunteering projects.

### Google Serve

**Google Serve, has been set up by Google to help get its employees giving one percent of their time to volunteering. As part of this Google partnered with us to provide opportunities to their staff to volunteer for charities to support them with their media and communications activity; from providing strategic PR or marketing advice to helping with the design of promotional materials or a new website.**

**YMCA, a charity that provides a range of services to the local community focusing on the vulnerable and disadvantaged came to us for advice and support with their marketing and communications strategy and positioning of their brand. We matched them to Derek Scobie, Google's Industry Head of Fast Moving Consumer Goods who offered invaluable input and gave helpful and practical tools in how to achieve huge gains with very little resource. He also gave advice and support on developing a brand guide and set of simple document template guidelines that create consistency in their literature and communication. Derek is now a Trustee of YMCA and offers continued advice and support.**



# summary consolidated statement of financial activities

	2012	2012	2012	2011
	Unrestricted Funds £	Restricted Funds £	Total £	Total £
Incoming resources				
Voluntary income	174,018	–	174,018	165,354
Investment income	8,461	–	8,461	11,335
Community Channel	417,438	1,299,886	1,717,324	907,744
Voluntary sector campaigns	–	59,000	59,000	2,880
Film production	494,874	–	494,874	376,941
Communications services	248,968	279,954	528,922	1,318,312
Youth Media	14,692	1,504,860	1,519,552	2,006,139
Total incoming resources	1,358,451	3,143,700	4,502,151	4,788,705
Resources expended				
Costs of generating voluntary income and donated services	34,478	–	34,478	32,217
Community Channel	417,438	1,105,082	1,522,520	1,100,174
Voluntary sector campaigns	–	58,294	58,294	10,537
Film production	503,113	–	503,113	454,148
Communications services	630,723	316,128	946,851	1,641,917
Youth Media	11,240	1,649,232	1,660,472	2,149,170
Governance costs	17,651	36,470	54,121	49,285
Total resources expended	1,614,643	3,165,206	4,779,849	5,437,448
Net income/(expenditure) for the year	(256,192)	(21,506)	(277,698)	(648,743)
Fund balances brought forward	978,962	370,286	1,349,248	1,997,991
Fund balances carried forward	722,770	348,780	1,071,550	1,349,248

All recognised gains and losses are included in the above consolidated statement of financial activities

# our future plans

## Charities

We'll increasingly integrate our mix of communications, media and digital support, offering free and low cost services alongside high profile paid-for services to charities, and their partners in the corporate and public sectors. We'll run a second Untold Stories film-making competition with sponsorship from Sainsbury's and Google, matching award-winning volunteer film-makers with 25 small charities across the UK to make films for broadcast on Community Channel and digital distribution. We'll continue to produce high quality films for large and small charities including Prince's Trust, Macmillan Cancer Care, Centrepont, City Bridge Trust and Momentum.

## Funders

We'll work closely with leading charitable funders to support their beneficiary charities and communities, including 'funder-plus' initiatives with the Big Lottery Fund, City Bridge Trust, Nominet Trust, Fair Share Trust, Heritage Lottery Fund and Social Investment Business.

## Communities

We'll grow our network of support for communities providing them with training, media volunteers, online enabling and empowering them to connect, learn and share their local stories. We'll support 600 grassroots communities to create digital records of their heritage projects through a partnership with Heritage Lottery Fund, and we'll expand our ground-breaking Participatory Evaluation work with the Fair Share Trust, empowering beneficiaries to use media to tell the impact of local projects.

## Audiences

Community Channel will continue to be available to 98% of UK homes on Sky, Virgin Media and Arqiva and we will launch on BBC iplayer. We'll grow our audiences, partnerships and advertising income, aiming to reach 5 million\* viewers across the year, ensuring we maintain strong reach across Scotland, Northern Ireland, England and Wales. We'll develop our UK360 magazine programme, showcasing the most inspirational stories of charities and communities around the UK. And, with the support of the City Bridge Trust, we'll run a second year of London360, training diverse young people across London as reporters and journalists to tell the stories of London's communities.

## Campaigns

We'll run a 4th year of Column Idol, our competition to give young people a voice in The Sun, mentored by their top journalists. We'll run a 2nd year of Breaking into News with ITV News and ITN, and we'll launch a new campaign with the Sunday Times and Community Channel, profiling the UK's best "Change Makers" and social entrepreneurs. We'll launch a major initiative "Grow your Charity Online" with Google and the Charities Technology Trust to provide a mix of online and face-to-face support for small charities across the UK to get more out of the internet.

## Harnessing the power of the media industry

We'll work to engage more media companies as corporate members, and more media professionals as volunteers and mentors. We'll expand our successful and lively "speed-matching" events, and alongside our online matching and creative partnerships will aim to match over 1,000 media volunteers with charities, communities and young people across the UK. We'll pilot engaging our media volunteers in events to raise funds for Media Trust, and to inspire increased giving across the media industry.

## Investing in the future

We'll use some of our reserve to invest in marketing, business development and fundraising, enabling us to diversify our income streams in the future.

\*According to BARB (Broadcasters Audience Research Board) three minute reach.



# support us to change lives through the power of media

At Media Trust we believe in the power of media to change lives. Our reach and impact continue to grow thanks to the support we receive from our donors, funders, sponsors and partners, alongside the commitment of the media industry and individual supporters.

**Support our projects and our beneficiaries, and we'll empower more charities and communities to have a voice and be heard**

**Donate to us or fundraise by taking up a place in a sponsored challenge and we will change more lives using the power of media**

**Become a corporate member and we will harness your creative talent to make a positive difference to charities and communities across the country**

**Sponsor our training events, conferences or broadcast seasons and we will equip and enable more charities to communicate effectively and reach key audiences**

## to find out more

contact [fundraising@mediatrust.org](mailto:fundraising@mediatrust.org)  
visit [www.mediatrust.org](http://www.mediatrust.org)  
or call +44(0)20 7871 5606

To donate to Media Trust go to [www.justgiving/mediatrust](http://www.justgiving/mediatrust) or send a cheque to:  
Media Trust, Fundraising, Block A, Centre House, Wood Lane, London, W12 7SB

Text **MTJG13** to **70070**, followed by the **£amount** (e.g. MTJG13 £20)

## Trustees

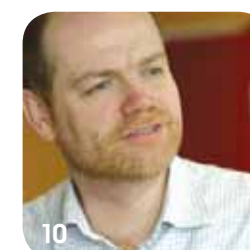
- 1 **Andy Duncan**  
chairman
- 2 **Jon Snow**  
deputy chairman
- 3 **Matt Brittin**
- 4 **Scott Cormack**
- 5 **Paddy Coulter**
- 6 **Sarah Davis**
- 7 **Rupert Howell**
- 8 **Ian Pearman**  
appointed 17 October 2012
- 9 **Jane Reed CBE**
- 10 **Mark Thompson**  
resigned 17 October 2012
- 11 **Sophie Turner Laing**

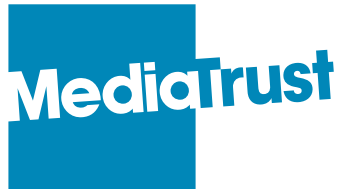
Honorary treasurer  
**Scott Cormack**

Company secretary  
**Scott Cormack**

## Media Trust senior management team

- 12 **Caroline Diehl MBE**  
chief executive
- Mark Boisson**  
finance and resources director
- Gavin Sheppard**  
marketing director
- Katie Lloyd**  
deputy chief executive  
and creative media director





**Our corporate  
members include:**

Aegis Group plc  
AMV BBDO joined September 2012  
BBC  
Camelot joined February 2013  
Channel 4  
Daily Mail and General Trust  
Discovery Networks Europe  
Google  
Guardian Media Group  
IPC Media until February 2013  
ITV  
Just :: Health PR joined November 2012  
MTV Networks UK & Ireland  
News International  
PHD Media joined April 2013  
Sky  
Time Warner joined January 2013  
Trinity Mirror joined March 2013  
WPP

**Our project funders in  
2011/12 included:**

Big Lottery Fund  
Carnegie UK Fund  
Department for Education  
Department of Communities  
and Local Government  
Department for Work and Pensions  
Fidelity UK Foundation  
Garfield Weston Foundation  
Gannochy Trust  
Hugh Fraser Foundation  
ITV News  
John Ellerman Foundation  
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