

Impact Report

2024-25

'2025 has begun with a sense of anxiety for many. At Media Trust, it has only strengthened our commitment to building a more equal and cohesive society.'

— Su-Mei Thompson, Chief Executive, Media Trust



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'Looking back on 2024 and the turbulent global outlook as we entered 2025, Media Trust's work feels more critical than ever.'



2024, an election year, brought both uncertainty and opportunity. We saw an even greater need for charities to have strong communication skills and be able to navigate a complex media landscape. We were delighted by the new Government's early commitment to engaging charities and under-represented communities in policymaking, and their focus on breaking down barriers to opportunity in the creative industries, which aligns perfectly with our mission.

So far so good. However, the rapid changes initiated by the incoming Trump administration have upended so many norms and values we held true. Like many organisations working with marginalised communities, we're concerned about the anti-EDI rhetoric and the potential impact of reduced safeguards on social media platforms. At the same time though, we have been heartened by the strong push from many UK media and creative industry leaders to champion EDI, recognising the power of the media to shape culture and build tolerance and understanding.

These are just some of the reasons why Media Trust's role has never been more vital. Starting from the premise that it's when everyone has an equal voice that we'll get to a more equal society, our work empowers charities, advances representation and forges critical connections between civil society and the media.

In the following pages, you'll find highlights from our work in 2024. We continued to run our signature communications programmes for charities, Stronger Voices and Communicating Climate. Meanwhile Media Trust Films, which matches volunteer directors with charities to create impactful films, achieved unprecedented acclaim, with 19 Smiley Charity Film Awards nominations resulting in 7 gongs. We also launched a successful new partnership with TikTok, helping hundreds of charities to leverage the platform for reach and funds, while our collaboration with Warner Bros. Discovery continued to amplify the work of aspiring Black British filmmakers.

I'm extremely grateful to the organisations and individuals who've supported us this year with volunteering, mentoring, training and resources. And I'm incredibly proud of - and thankful to - the Media Trust team, whose passion and professionalism has enabled us to work with more than 4,000 charities, and a diverse group of nearly 400 talented creatives.

2025 has begun with a sense of anxiety for many. At Media Trust, it has only strengthened our commitment to building a more equal and cohesive society. If you share this vision, we'd welcome your partnership in 2025. Thank you for your continued support.

Su-Mei Thompson
Chief Executive | Media Trust

> Our goals

We exist to



Empower charities

We support charities to communicate more effectively, to drive meaningful social change.



Advance representation

We increase opportunities for under-represented talent in the media and creative industry



Build partnerships

We build meaningful partnerships, connecting the media industry with charities and under-represented talent

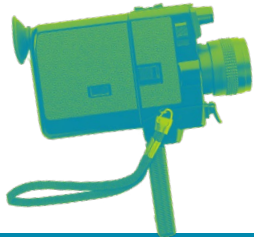
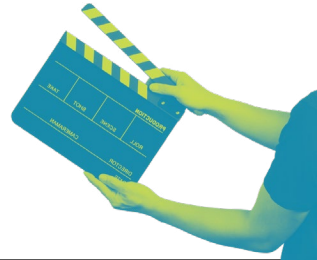
Our year in numbers

Media Trust delivered
33
programmes

Our charity services supported
4,416
charities

Our talent programmes supported
393
people

1,400
skilled volunteers supported charities and talent through Media Trust



We produced
48
charity films

We delivered
293
events

...attended by
6,652
people

and facilitated
17k+
hours of volunteering



As a result of taking part in our programmes...

93%
of charity participants have increased confidence in developing impactful communications

97%
of charity participants have improved their communications skills

88%
of under-represented talent participants say Media Trust supported them to progress their careers

100%
of our industry mentors increased their understanding of how to support under-represented talent

And the people we work with rate us highly...

97%
rate the quality of our support as good or very good

98%
rate our communications as good or very good

97%
told us they would recommend Media Trust to others



Three decades of impact

For 30 years, Media Trust has bridged the gap between media organisations, charities and under-represented talent, with the shared goals of empowering the third sector and advancing representation in the media industry. Since 1994, we've:

Empowered charities

We've delivered industry-led training and facilitated pro bono communications support, equipping charities to effectively tell their stories and expand their reach.

Advanced representation

We've provided training, mentoring, and access to opportunity for young and under-represented talent, enabling them to thrive in the sector.

Built meaningful partnerships

We've always believed in the power of partnership, the matching of good skills and good causes, and the two-way exchange of insights and ideas.

As we mark our 30th anniversary, we're not just looking back, we're also looking ahead. And we're doubling down on what we do best: harnessing the power of the media and creative industry to drive positive change.

AI is transforming how we do marketing and comms. There's a growing need for trusted, authentic storytelling and support to help organisations navigate the ethical considerations of social media platforms. All of this is shaping our priorities moving forward.

Our priorities in 2025 and beyond:

AI skills training

In 2025, we're launching a pilot programme funded by CPI with support from the Google.org AI Opportunity Fund. Delivered in partnership with NCVO, we will provide AI essentials training to charities and under-represented creative talent. At the same time, we're exploring ways to mitigate the potential for an AI adoption gap, and promote ethical AI practices to prioritise inclusion, accessibility and authenticity.

Combating misinformation and disinformation

We're planning to launch a programme that will strengthen charities' fact-checking skills, covering reliable data sources, AI-powered tools and effective strategies to counter mis and dis-information.

Strengthening climate advocacy

Building on our Communicating Climate programme, we're partnering with Disability Rights UK, Hope for the Future, NPC, Race Equality Foundation and Turn2Us on an ambitious new 3-year initiative. Funded by The National Lottery Community Fund, the programme aims to ensure those most vulnerable to climate change, including disabled people, low-income communities and ethnic minority groups - can shape the conversation and influence policy-making.



A message from our founder, Caroline



It is a joy for me to see Media Trust's continued impact, creativity and deeply rooted partnerships with the UK media and creative industries. Back in 1994, I started Media Trust knowing that the charity sector desperately needed access to media skills and platforms they couldn't afford, and that the people they were supporting were often overlooked or misrepresented. We also saw that media professionals wanted to use their skills to do good, give back, and access diverse voices and stories. It was, and remains, a match made in heaven.

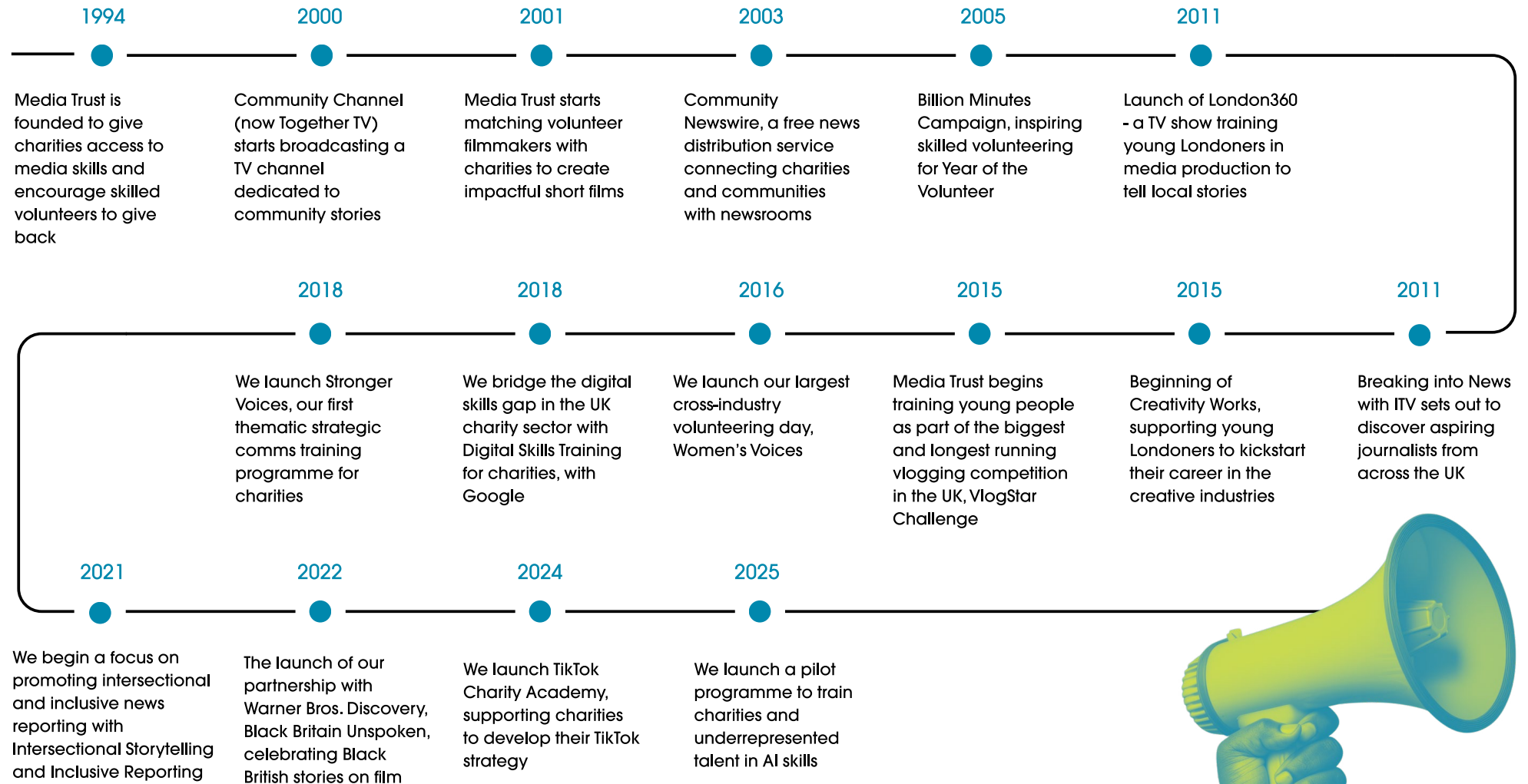
Over the years, Media Trust has offered training, volunteer film-making and media volunteer match-making. We've supported innovative projects and campaigns, supported charities to get their stories in the press run UK-wide volunteering campaigns, and developed bespoke content partnerships with our media, digital and agency partners.

Meanwhile, our groundbreaking youth media initiatives trained thousands of young people, often from disadvantaged backgrounds, to make powerful social action content, become confident journalists, and find work across the media industry.

It was a privilege to work alongside so many committed and creative staff, volunteers, trustees and partners - and it is wonderful to see the current team take forward that vision and legacy. Under Su-Mei's dedicated leadership (thanks Su-Mei!), Media Trust continues to combine its glorious mix of practical communications support with creative initiatives that capture the imagination of our media partners, charities and funders alike.

— Caroline Diehl MBE, Founder and CEO 1994-2017

30 years of Media Trust



Our industry partners

Our industry partnerships continued to be a driving force in supporting our work and driving social impact.

We are proud to partner with leading organisations across the UK's media, creative and tech industries, whose support has helped us expand our reach and deepen our impact.

Thanks to their commitment, we have achieved incredible milestones over the last year, from running innovative new training programmes and delivering our biggest charity challenge days, to launching new initiatives that make the media and advertising industry more accessible and representative.

We are very grateful to LIONS (formerly known as Ascential) for hosting our Great Gatsby-themed Fundraising Gala in November. We raised a phenomenal £310,000 – funds that will have a lasting impact.



“Staff regularly say our ‘A Day to Make a Difference’ programme with Media Trust, leaves them re-energised for their day job. For our early career staff, they have a safe environment to stretch their wings and practice new skills, for our experienced staff it’s a chance to reconnect with the love of communication, creativity and nurture the next generation.”

— Amy Shaw, Wellbeing and L&D Consultant, Ogilvy

We're proud to partner with

amazon ads

B B C



Bloomberg



dentsu



Edelman

Google™

HAVAS

itv

KINNESSO

Leo Burnett



LIONS



Meta

MG



News

UK

Ogilvy



PHD



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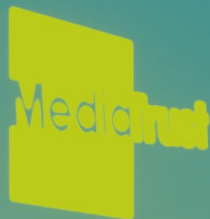


Spotify



WPP

yahoo!



Charity Academy



Empowering Charities



TikTok Charity Academy

TikTok's explosive growth has been a challenge for many charities, who've struggled to keep up with the pace of change. To bridge this gap, Media Trust teamed up with TikTok to launch the TikTok Charity Academy.

Our goal: equip charities with the skills, confidence and knowledge to use TikTok to effectively communicate, campaign, fundraise and reach new audiences.

We kicked things off at TikTok's London office, with a panel discussion featuring charities already thriving on the platform: RNLI, Freedom from Torture, and Poetic Unity – and moderated by the BBC's Social Media Reporter, Jonelle Awomoyi.

The response was overwhelming. More than 300 charities applied to join our intensive three-week TikTok Charity Academy Bootcamp. We selected 100 participants and trained them in topics including TikTok strategy, content creation, digital fundraising, and analytics. By the

end, participants showed a clear boost in their understanding of TikTok's value, their growth strategies and content creation skills.

As part of the Bootcamp, we held small group Watch Parties, offering mentorship from expert TikTok volunteers to encourage charities to get started at making and posting TikTok content early on. This interactive approach allowed participants to recognise their progress, continuously improve and actively engage in creating new content.

Beyond the Bootcamp, our sector-wide masterclass equipped a further 236 charities with practical strategies to enhance their TikTok presence. We also created a collection of video and written resources to ensure that charities could continue developing their skills beyond the training sessions.

We want to thank TikTok for their generous support of this much needed programme.

"The first TikTok I made after the first session blew all previous content out of the water in terms of views and engagement, just because I applied a few simple tips I had just learned."

— Programme participant

98%

rated the TikTok Charity Academy Bootcamp overall as good or very good

91%

agreed that the programme will help to strengthen their organisation's communications

91%

agreed that TikTok enables them to raise awareness of the social cause their organisation supports

Marketing Trust

A clear marketing strategy is essential for charities to raise awareness, engage supporters and drive impact.

Recognising this, Media Trust, with the support of Marketing Trust, expanded our Digital Marketing Strategy programme, to offer both Digital Marketing Strategy and Marketing Essentials training – covering both online and offline marketing skills.

This year saw a surge in demand, reflecting the growing demand for practical, accessible marketing support. To increase accessibility, we delivered a mix of online sessions and in-person sessions across six cities: Cambridge, Birmingham, Manchester, Belfast, London and Brighton.

We reinforced learning with follow-up webinars on SEO and search, free tools, paid ads and analytics, each attracting more than 50 participants.

“I feel confident to begin to draft a marketing plan for my org, which we have never had before.”

— Programme participant

After the programme

92%

of participants felt confident to create a digital marketing strategy for their organisation

100%

felt motivated to use their marketing skills at work

96%

said they had the level of marketing knowledge needed to perform their role



Resource Hub

Charities have relied on Media Trust's Resource Hub since 2017 for free, accessible guidance and resources on digital communications and more.

This year, we've expanded our collection with new guides on topics such as brand imagery, press releases and campaigning – to meet the needs of charities during the 2024 General Election. We also teamed up with experts including PR and relations agency, BE YELLOW, and social media moderation specialists, Strawberry Social, to create bespoke resources, attracting over 6,000 visitors to the Resource Hub.

Furthermore, as part of our TikTok Charity Academy Programme, we launched a dedicated resource series for charities on TikTok, covering essential topics such as key features, moderation, misinformation, and accessibility, which had more than 17,000 views.



600 + downloads of the Websites Unlocked Toolkit during the last financial year

700 + people have signed up to receive the Intersectional Storytellers Toolkit e-learning series

Stronger Voices



We launched Year 6 of Stronger Voices in July 2024. With the general election looming and the potential for significant political shifts, it was a crucial time to equip London's equality organisations with the tools they needed to advocate for a fairer future.

Stronger Voices is a six-month strategic communications programme for equality organisations, grassroots movements and user-led charities in London. This year, we focused on groups advocating for systemic change and tackling structural inequality. We helped 20 equality organisations gain the skills to amplify their messages, mobilise audiences and drive meaningful change.

Year 6 marked a significant milestone for Stronger Voices, marking our first of five more years of the programme supported by the City Bridge Foundation. This new grant allowed us to expand the cohort from 15 to 20 organisations and widen eligibility to

include social enterprises, CICs, community groups, and unincorporated associations—ultimately meaning we could reach more frontline social justice initiatives.

We were grateful to have the support of an Advisory Group of equality and media experts from organisations including the BBC, the Guardian, Inquest, the Metro, the Triple Cripples and Why Me?, who helped us keep the programme relevant and ensured fair recruitment and outreach. Advisory Group members also contributed to programme delivery, including a standout masterclass delivered by Joseph Harker of the Guardian on Pitching Equalities Stories to Journalists.

Our primary partner, Equally Ours, kicked off the programme with essential training on framing and messaging through their 'Communications for Change' workshop and framing sessions. And our industry partners, BBC and Kinesso provided 71 expert volunteers who offered pro bono advice on participants' communications challenges. The core of the programme comprised

7 comprehensive training workshops, covering the foundations of strategic communications, growing your audience and media engagement. These were supplemented by additional elements, including a speed pitching event attended by journalists from outlets like the Financial Times, the Guardian, Sky News and The Telegraph and 4 in-person peer networking events to strengthen relationships and collaboration within the cohort.

This year, we ran the Google Ad Grants Scheme separately, opening it up to a wider audience. 91% of participants reported increased confidence in using the platform, up from 53% the previous year.

We're proud of the progress made and look forward to seeing the impact of these organisations in the years to come.

“Participating in Stronger Voices opened us up to an incredible network of media contacts, enabling us to engage with a wider audience and significantly improve our outreach efforts.”

— Dan Lawes
Co-CEO, My Life My Say

100%

expressed
confidence in
amplifying the
voices of those their
organisation supports

100%

rated their ability
to communicate
effectively with their
audience as high

58

pieces of media
coverage were
secured by
participating
organisations during
the programme

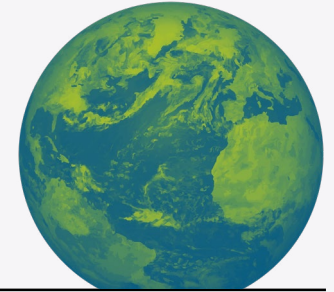
How Stronger Voices helped TERN amplify the stories of refugee entrepreneurs



Taking part in Stronger Voices helped The Entrepreneurial Refugee Network (TERN) really understand how the media works. Mai Brightling, TERN’s Communications Lead, learned what makes a good news story and how to pitch it to journalists. With access to insider tips from experienced journalists, they were able to refine TERN’s approach to storytelling and campaign planning.

Since Mai graduated from the Stronger Voices programme in 2024, TERN has successfully piloted its first media training programme for refugee entrepreneurs. This training has strengthened their ability to advocate for refugee-led businesses and share their own stories. Mai’s now more confident running media campaigns, making sure refugee entrepreneurs get heard.

Communicating Climate



In a critical year for climate communications, our Communicating Climate programme — powered by award-winning media agency MG OMD — continued to equip 20 UK climate and environmental organisations with the skills and knowledge to engage supporters, influence public discourse, and drive meaningful change.

Year 4 of the programme launched in April 2024. With the escalating sense of urgency around climate change, biodiversity loss and environmental justice, the programme prioritised organisations campaigning for systemic change and supporting marginalised communities. Participating organisations benefited from expert-led training, hands-on media engagement and strategic campaign development — ensuring their voices reached policymakers, the media and the wider public.

The programme featured five expert-led workshops designed to strengthen participants' strategic communications skills in areas such as framing and messaging, audience segmentation, social media, campaign strategy and diverse storytelling. A media training session led by the Goodwork Foundation prepared organisations for press opportunities. Additionally, four framing clinics led by climate communications experts Heard provided targeted coaching on messaging strategy.

In June 2024, MG OMD mobilised over 160 media and communications volunteers to provide one-on-one support to charities on the programme. This initiative was designed to develop creative solutions to challenges faced by the organisations, across areas such as developing a campaign strategy, improving social media performance, and converting audiences to supporters.

As part of the Challenge Day, the MG OMD volunteer team secured prime advertising space at The Screen, in Canary Wharf, for

their charity partner, significantly expanding the reach of the campaign.

To extend its impact beyond the cohort, we also delivered two masterclasses attended by a total of 175 organisations, covering:

- Behaviour change for climate action, with MG OMD
- Using advertising tactics to engage new audiences in climate action, with Purpose Disruptors

Participants left the programme equipped with the confidence, tools, and strategic insights to enhance their communications and increase their impact.

Through expert training, peer collaboration, and strategic support, Communicating Climate continues to empower organisations to communicate climate issues effectively — driving the urgent action needed to protect our planet.

“We’ve begun to look at our communications with a more strategic lens, implementing changes to how we segment and engage our audience via different channels, and changing up our strategy for engaging media”

— Programme participant

100%

of participants rated their knowledge of framing climate change as high, compared with 35% before the programme

95%

rated their knowledge on how to engage different audiences as high, compared with 30% before the programme

89%

rated the industry support provided by MG OMD during the Charity Challenge as good or very good



Communications capacity building

Between April 2024 and March 2025, Media Trust successfully delivered another Capacity Support Programme in partnership with John Lyon's Charity, equipping London-based youth charities with the communication skills, confidence and knowledge needed to amplify their impact.

Each charity received one-to-one Communications Strategy support, tailored training and support from volunteer mentors. In total, we provided 568 hours of communications training and support to the participating charities.

Building on the success of the 2024 programme, we launched another year of the programme in January 2025 with a new cohort of 20 charities.

"This programme has made a huge impact on my personal development as CEO - I have learned how to strategise more efficiently, and learning marketing communications has been a great asset to us as a grass-roots charity."

— Debbi Clark, CEO, HvH Arts

Bespoke training

This year, we've seen high demand for Media Trust's bespoke training, as charities continue to prioritise strengthening their communications capabilities.

Media interview training skills remain the most sought-after, followed closely by social media and digital marketing expertise.

We have worked with 71 charities, delivering tailored training sessions to around 650 participants.

These sessions have helped organisations refine their messaging, build confidence and engage more effectively with the media. For example, the Nature Friendly Farming Network (NFFN) partnered with us to boost their members' confidence when speaking with the media.

"Training our spokespeople with The Media Trust was a fantastic experience. Our farmers quickly built an excellent rapport with the trainers, and the day was educational, engaging, and just the right level of challenging."

— Course attendee

98%

of participants agree training significantly improved their confidence and communication skills



Communications Courses

In 2024, we rebranded our Open Courses to Communications Courses, launched a dedicated new training newsletter and website landing page, and focussed on increasing the reach and accessibility of our courses.

This year saw us deliver 30 courses and train 700 charity professionals – with 64% from micro and small organisations. Popular topics included Instagram, LinkedIn and digital storytelling. We also hosted free sessions on using BlueSky and communicating ahead of the general election.

By providing affordable, expert-led training, our Communications Courses continue to equip charities with the skills to enhance their digital presence.

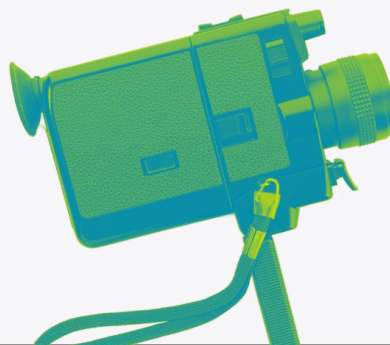
91% agreed the session improved their communications and/or their media skills



“Charity staff are so busy, getting short expert sessions like this is super helpful.”

— Course attendee

Media Trust Films



Media Trust Films connects charities and experienced filmmakers to create powerful short films that amplify the reach of grassroots organisations.

Media Trust oversees the production, guiding and supporting the charities and filmmakers and providing training for charities on the filmmaking process and distribution strategies for their finished film.

This year, we produced 43 powerful short films for charities supported by Crucible Foundation, John Lyon's Charity, the Mercers' Company and Santander Foundations.

Participating charities included Give A Book, whose film showcased the experiences of prisoners engaging with books and stories, Safe, who worked on a powerful film addressing the damaging effects of delays in the criminal justice system for female victims of sexual

violence, and Transform Drug Policy Foundation, whose film spotlights the damaging misconceptions that allow the UK's failing drug laws to persist.

We secured the participation of notable actors such as Emily Carey (House of Dragons), Corinna Brown (Heartstopper), Ralph Ineson (Harry Potter) and Becky Ineson (The Essex Serpent), Varada Sethu (Doctor Who) and Isabella Brownson (Napoleon) alongside BAFTA and Arrow nominated directors and world class producers.

Our films for the Crucible Foundation focussed on charities working within the criminal justice sector. To maximise the impact of the initiative, we collaborated with the Criminal Justice Alliance who supported on advising and promoting the films. We held a joint film screening and panel discussion at Warner Bros. Discovery, featuring criminal justice experts and reporters. We also hosted a screening for the Mercers' Company to showcase their grantees' films and the filmmakers' work.



ThirdSector Awards



19 nominations at the 2025 UK Smiley Film Awards

7 films took home an award



"It's been an incredible journey working with Media Trust Films. The support I got throughout this process has been amazing and I have made some great connections that I'm sure I will carry on into the future. A great experience, and one I definitely recommend to any filmmaker. I'm so proud of what we were able to achieve!"

— Louise Galicia, Director, One in Four Charity Film





Advancing Representation

Reframing Disability

Media Trust has long been working to ensure the media and creative industries become more receptive to and representative of disabled talent.

In 2024, we launched a pilot mentoring programme with Leo Burnett, Reframing Disability, aimed at boosting representation of disabled and neurodivergent talent within the media and creative industries. Over six months, the programme provided one-to-one mentorship from senior leaders at Leo Burnett, workshops, peer support and tailored career advice, to a group of talented individuals.

We saw firsthand how a supportive, judgment-free environment, coupled with personalised mentorship, enabled these mentees to significantly exceed their own expectations. In fact, Leo Burnett was so impressed with the participants that they offered one a position within the agency!

“Reframing Disability gave me the opportunity to be seen by industry professionals and gain connections that were less accessible to me as a disabled person with a unique route into industry.”

— Helena Banks, mentee

100%

of mentees said Reframing Disability has supported them to take the next step in their career

100%

Confidence in career decision-making doubled from 50% to 100% post-programme

Havas Boost

In 2024, Media Trust teamed up with Havas, as part of their Havas: Boost initiative, to launch an online mentoring programme aimed at supporting people from low socioeconomic backgrounds in the Northwest of England to access the media and advertising industries.

The programme offered participants hand-matched, one-to-one mentoring with senior professionals in the sector; group mentoring sessions to foster peer support and shared learning; and tailored support to develop a practical project and start building their portfolio.



Black Britain Unspoken

Our collaboration with Warner Bros. Discovery (WBD) Access has seen a third season of Black Britain Unspoken (BBU) continue to discover new talent and amplify stories about Black British lives.

The programme supports storytellers, filmmakers and creatives on a 'pitch to production' journey. Since launching in 2022, there have been three seasons of Black Britain Unspoken, with the volume and standard of talent applying to be part of the programme increasing every year.

In 2024 the programme received over 300 applications, with ten filmmakers shortlisted to take part in an industry-standard pre-pitch workshop, preparing them to go on to pitch their ideas to senior WBD commissioners and industry judges.

During early pre-production, Media Trust delivered a week of tailored filmmaker development training sessions covering

documentary 101, inclusive storytelling, directorial voice, interview techniques and working with contributors. We also organised an industry panel, and helped shape film release strategies to provide the filmmakers with a grounding in essential industry skills.

The three winning pitches were commissioned for production with Wall to Wall, part of Warner Bros TV Production, premiered at a screening event hosted by Bounce Cinema, and released on discovery+ during UK Black History Month 2024. The three winning finalists were Lauren Gee, director of *Dancing on Road*, Joladé Olusanya, director of *mandem*, and Donell Atkinson-Johnson, who directed *Lloyd the Instructor*.

This year's winning filmmakers have gone on to secure further industry exposure and opportunities, validating the programme's role as a career-launching platform. Ultimately, Black Britain Unspoken is more than a competition - it is an initiative that empowers storytellers, diversifies the industry, and amplifies voices that deserve to be heard.

"Media Trust completely transformed my experience of BBU, the workshops they curated and delivered gave me a huge amount of confidence and it was brilliant to meet such inspirational people from within the industry who were able to share their experiences and also support us with our own films. Overall, I was amazed at how generous the team and the speakers they connected us with were, and think there need to be far more opportunities like this for those joining the industry."

— Lauren Gee, BBU Director, S3

**BLACK BRITAIN
UNSPOKEN**



100%

improved their understanding of how to pitch, how to make the most of media interviews, and how to maximise the reach and impact of their films



Amazon Ads

In 2024, Media Trust partnered with Amazon Ads to deliver a free mentoring programme for people from low socioeconomic backgrounds who received one-to-one mentoring, group mentoring, and a week of paid work experience at Amazon Ads.

The work experience supported mentees to improve their skills and understanding of workplace culture, CV building and interviews, different departments, and how to respond to a live client brief and pitch ideas to a panel of Amazon Ads experts. They also received leadership tips from Phil Christer, MD of Amazon Ads UK.

Media Trust also delivered training for 25 People and Operational Change leaders within Amazon Ads on social mobility in advertising and how to improve representation of people from low socioeconomic backgrounds in the advertising sector. We are really proud to share the positive impact of this programme, which directly addressed significant barriers to work for people from low socioeconomic backgrounds. We focused on practical solutions, resulting in tangible progress towards a more inclusive workforce at Amazon Ads.



“The 1:1 mentoring really helped to increase my confidence in my creativity and leadership. It gave me invaluable industry insights and helped me connect with peers from different backgrounds. This made my experience more valuable as I could collaborate with them during Amazon’s work experience week. The programme inspired me to know what I want for my career, giving me a real understanding of what it takes to work in advertising. I now feel confident about taking my next steps.”

- Victoria Kioi, Media Trust & Amazon Ads mentee

“The programme inspired me to be empathetic towards young talent struggling to enter the industry. It has had a lasting impact on making me more open-minded and inclusive.”

— Hannah Pritchard, Mentor, Amazon Ads

75%

of mentees felt more confident to apply for jobs in advertising

100%

of mentors were motivated to include more people from low socioeconomic backgrounds in advertising

100%

of mentors said their understanding of how to work with talent from under-represented groups had increased

ScreenSkills HETV: Building Your Career Portfolio

We launched a targeted new training programme, supported by the ScreenSkills High-end TV Skills Fund with contributions from UK high-end TV productions, to support 21 mid-career freelance TV professionals to transition into high-end television (HETV).

We delivered a series of activities including industry panels, webinars, training, group mentoring, speed networking events and a CV surgery.

Our industry panels featured prominent figures like Bianca Gavin from Pulse Films, Jules Hussey, award-winning producer, Jessica Hodges of SISTER, Karl Liegis from 60Forty Films, and Faiza Tovey of ITV Studios, offering invaluable insights directly from industry leaders.

The programme focused on demystifying the HETV landscape, empowering participants with pitching skills, expanding their networks, repositioning their skills, and building their career portfolio.

The programme successfully increased participants' knowledge of the pathways into HETV, an industry that can often appear closed or inaccessible, as well as participants' confidence to move into production management or accountancy roles. It has equipped under-represented talent at a range of levels across the UK with the knowledge and confidence to bridge into HETV.



"It was so useful to have 1-2-1 in-person chats with some industry leading professionals and hear their advice for moving into the industry."

— Lawrence Dinh,
programme participant

After the programme

95%

rated their understanding of production management and accountancy roles and responsibilities in HETV as high

100%

said they were motivated to transition into HETV in the next 6-12 months

95%

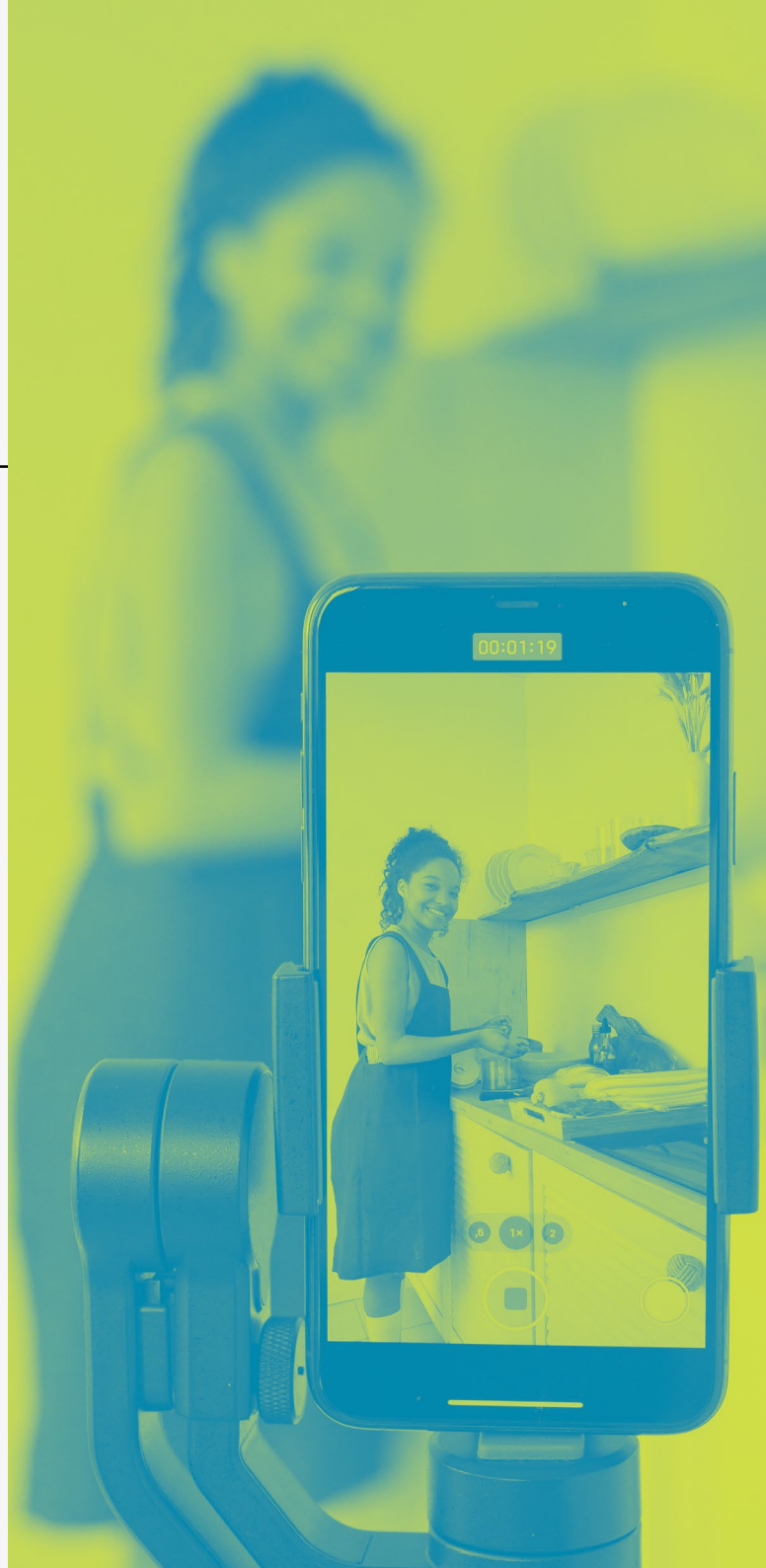
said the programme supported them to take the next step in their career

Making it in Media

Media Trust has delivered another successful cycle of Ant & Dec's Making it in Media with The King's Trust, supporting 17 young people not in employment, education or training on how to get into TV.

The programme provides an introduction to the media industry and hands-on training on how to kickstart a career, including sessions with seasoned professionals sharing tips from their own careers.

The young people develop skills in using camera equipment, sound and lighting, pitching, writing scripts, editing, as well as personal branding and public speaking. The programme culminated in a brilliant showcase of the TV production the group created on the programme.



“Taking part in this programme was the first step to me realising my dream of working in television. It’s a great way to learn about different roles and try out new ways of content creation.’

— Muna, programme participant

76%

of participants stated that the programme increased their career opportunities

98%

said they felt confident by the end of the programme, compared to 75% before it

Reframe the Game



As part of our decade-long partnership, Media Trust is proud to be part of the new Warner Bros. Discovery Access initiative, Reframe the Game, launched in collaboration with TNT Sports.

The programme gives women filmmakers the opportunity to tell untold stories from across women's sport. Media Trust delivered training to 10 shortlisted female filmmakers on pitching, interview techniques and working with contributors.

Three finalists have created short-form documentaries that will air on TNT Sports in 2025.



“The workshops were useful, interesting and well presented. The pitching session was particularly helpful for condensing all my thoughts into sharp, snappy points. And the 1:1 session felt like a real peek behind the industry curtain.”

— Daisy Ifama, Filmmaker and Reframe the Game Filmmaker

Women's Voices



Voices25

Building Partnerships

Volunteering with Media Trust



Media Trust's flagship Volunteering Programme, generously supported by the Garfield Weston Foundation, is at the heart of our mission to amplify the voices of under-represented communities.

By connecting media industry volunteers and charities in need of pro bono support, we empower organisations to tell their stories more effectively and drive real social impact.

Over the past year, we facilitated over 1,800 matches between 1,051 skilled volunteers and 1,398 charities across the UK. These collaborations have strengthened the skills of organisations working across a range of issues, from gender equality and climate action to DEI and mental health. Our tailored approach ensures charities receive expert guidance through various impactful initiatives, including training and masterclasses, speed pitching events, challenge days, digital drop-in clinics, mentoring and much more.

Our partnerships with leading media organisations – including Bloomberg, Edelman, MG OMD, News UK, Ogilvy and PHD – have provided charities with expertise, helping them to sharpen their messaging, reach wider audiences and mobilise support. For many, working with industry professionals has been transformative, helping them raise awareness, attract funding and deepen engagement with their communities.

At the same time, we have provided media industry professionals with a rewarding way to give back. Volunteers consistently report that their experiences have enhanced their personal and professional development, broadened their perspectives, and given them a greater sense of purpose. By using their skills for good, they've expanded their networks and made a lasting impact.

A key milestone this year was the launch of our enhanced online platform matching volunteers with charities. With its advanced skills-based matching algorithm and optimised user experience, we've significantly increased

the efficiency and impact of volunteer matches and received overwhelmingly positive feedback.

Looking ahead, we're committed to expanding our volunteering services, increasing participation from under-represented communities, and fostering long-term cross-sector partnerships. We will also harness data-driven insights to measure and enhance our impact, ensuring our programme evolves to meet the needs of charities and volunteers alike.

We are deeply grateful to the Garfield Weston Foundation, our media industry partners, and the dedicated volunteers who have contributed funding and thousands of hours to support charities. Their generosity and commitment have been instrumental in helping organisations communicate more effectively, advocate for change, and create lasting impact.



How volunteer support helped Bail for Immigration Detainees make a splash in the media

Bail for Immigration Detainees (BID), a small UK human rights charity, launched an ambitious fundraising effort: featuring two volunteers tackling a gruelling 200km run. To amplify their reach, Media Trust connected them with Gina, a skilled PR consultant.

The campaign secured extensive media coverage, featuring on BBC News, the Guardian, the Independent, and ITV News. A crucial BBC Radio 3 interview, arranged by Gina just before the run, spurred a surge in public support. Social media engagement saw BID gain over 3,000 new followers across Instagram and Twitter.

Crucially, the campaign raised £21,000, enabling BID to fund a vital legal aid role. Gina also facilitated valuable connections with journalists, influencers, and other human rights organisations. The resulting media exposure, including a feature in Runner's World, significantly boosted BID's brand visibility within both the human rights and sports communities.

“We were able to tell a more nuanced story about our campaign and the personal motivations for supporting vulnerable adults, which is hard to achieve in the commercial sports sphere.”

— Caseworker, BID

Women's Voices



To mark International Women's Day, Media Trust hosted its ninth annual Women's Voices event on 5 March 2025.

The event brought together 15 charities dedicated to supporting women and girls with over 100 media and creative industry volunteers from leading organisations including the BBC, Dentsu, Google and Meta. The day featured insights from industry leaders, creative brainstorming and practical planning sessions to empower these vital organisations to develop effective and impactful campaigns and communications plans for 2025.

The participating charities worked across a wide spectrum of critical issues affecting women and girls, from disability rights to mental health and domestic abuse, to kinship care and cancer support.

A highlight of the event was a keynote address by Gabby Jahanshahi-Edlin, an award-winning social entrepreneur and founder of the menstrual equity charity Bloody Good Period. Her words resonated with attendees, reinforcing the importance of strategic, human-centred brand communications in driving social change.

The impact of Women's Voices extends beyond the event itself. By creating connections and providing strategic support, the collaborative efforts between charities and volunteers have equipped each organisation with the tools and confidence they need to amplify their missions, raise awareness, mobilise support, and ultimately advocate for lasting change.

Media Trust's Women's Voices event continues to champion gender equality and empower organisations making a tangible difference to the lives of women and girls across the UK.

"As a one-person comms team, being able to brainstorm and plan with a group of professionals in my area was incredibly beneficial. They provided alternative views and insights which then led to a clear and actionable plan that is much richer and more exciting than anything I could have created alone!"

— Keli Tomlin, Comms Coordinator, Mummy's Star

89%

of charities are expecting to implement the recommendations developed by their volunteers in 6-12 months

100%

of volunteers strongly agree they had a positive experience and increased their motivation to continue volunteering

Speed pitching with News UK

At Media Trust, we know every charity has a story worth telling – one that can inspire action, shift perspectives and drive real change.

Our Speed Pitching series, delivered in partnership with News UK, aimed to help charities craft and deliver their stories and break through to mainstream media, shining a spotlight on stories that too often go untold.

We hosted five events focussed on increasing media representation for women and girls, LGBTQIA+ communities, South Asian communities, Black communities and Disabled people. The sessions gave charities the tools and confidence to navigate the news cycle, refine their messaging and build relationships with journalists interested in telling their stories.

Each event included:

- An online briefing to help charities develop and practice their pitch
- An in-person masterclass on media relations, plus a behind-the-scenes tour of News UK
- A speed pitching session, where each charity pitched three times to News UK journalists, receiving real-time feedback and expert advice

Over the course of the series, 40 charities worked with 42 journalists from across News UK brands, contributing a total of 48 hours of volunteering. The impact was two-fold, with charities gaining valuable media contacts, and journalists connecting with communities they might not otherwise have encountered.



How Necessities UK nailed their media pitch

At Media Trust and News UK's Black History Month speed-pitching event, Necessities UK took the chance to talk to journalists about poverty faced by Black and Ethnic Minority communities. They got to meet with journalists face-to-face, practice their pitches and learn more about how the media works.

After the event, Necessities UK kept in touch with Virgin Radio. They were able to use the pitching skills they'd learned to secure a professionally produced radio segment.

The coverage helped them showcase their mission and boost their reach, increasing website traffic and engaging a whole new audience.

A huge thank you to News UK for making these connections possible and ensuring vital charity stories get heard!

Comms drop-in clinics with Edelman

In today's media landscape, charities need adaptable communication strategies to enhance their impact. That's why Media Trust partnered with leading global PR agency Edelman, to offer practical, hands-on support through monthly drop-in clinics.

These clinics addressed the most pressing needs of charities, providing tailored advice on a range of topics, from crafting compelling narratives that align with key awareness moments, to influencing policy and public opinion after the government change, to leveraging AI tools and strategies for better results.

Over the course of the year, 176 non-profits benefited from the expertise of 26 Edelman volunteers, gaining on-the-spot advice and practical strategies that could be implemented immediately.

Participants valued the practical, real-world advice and the expert insights provided by Edelman. The interactive environment allowed for questions specific to their organisations, facilitated peer learning and created opportunities to connect with other communications professionals, particularly from smaller charities.

"This drop-in clinic was incredibly helpful – thank you so much. Even something as basic as ALT text has been a lightbulb moment!"

— Comms clinic participant





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