



STEPS  
FOR  
JO'S

**Fundraising pack**

# Who are Jo's Cervical Cancer Trust?

Jo's Cervical Cancer Trust is the UK's leading cervical cancer charity. Cervical cancer can be devastating but we're here to reduce the impact. We provide trustworthy information, campaign for change and provide support at every step.



Photo of Jo Maxwell, her husband James, and their 3 children.

Jo's Cervical Cancer Trust was established in 1999, in memory of Jo Maxwell, who died of cervical cancer aged 40. Following her diagnosis in 1995, Jo and her husband, James, had difficulty finding good information about every aspect of cervical cancer.

It was their hope that one day everyone would have easy access to the best and most up-to-date information.

Most importantly for Jo, it was her wish that women affected by cervical cancer would have the opportunity to meet others in similar situations.

## Our support services

If you have questions or concerns about HPV, the HPV vaccine, cervical screening (a smear test) or cervical cancer, our support services can help by providing accurate information and someone to listen.

- Online forum - Connect with others, share experiences and ask questions on our forum.
- Ask The Expert - Have a question? Receive a confidential response by email.
- Helpline - If you have questions or need to talk, call our helpline for information or support.

[www.jostrust.org.uk/get-support](http://www.jostrust.org.uk/get-support) | Call our Helpline: 0808 802 8000

#StepsForJos



# What is Steps For Jo's?

Steps for Jo's is a sponsored walk in aid of Jo's Cervical Cancer Trust. We're asking you to challenge yourself to walk 90km over the course of the month of June and help us to be there for everyone who needs us.

Thank you so much for signing up and taking part, it's great to have you join Team Jo's!

All you need to do now is follow these simple steps:

- If you haven't already, set up your fundraising page **online at JustGiving**
- Join our Facebook community **online here**
- Plan your walks. Will you go solo or will you ask family and friends to join you?
- Kick-start your fundraising (see our top tips below). Once you hit £20 we'll send you a Jo's branded t-shirt, raise the minimum target of £150 and we'll send you a Steps for Jo's medal!
- Start walking and have fun!



Our Facebook community is a way for you to connect with others taking part in Steps for Jo's, share messages of support and updates as you head towards your target. Our team will be on hand to support and motivate you over the month.

Not on Facebook?

You can still take part! We will be sure to send you regular email updates.



**Thank you for taking Steps for Jo's. Good Luck!**



# Laura's Story

**Laura shared her experience of being diagnosed with cervical cancer following some unusual symptoms when she was 31.**



In April 2014, I took part in the London Marathon supporting the British Heart Foundation. At around the 21-mile mark, I gave a friend in the crowd a 'high five' and knew that I was nearly there. Suddenly, I remember my head starting to spin a little and then that was it.

I woke up laying on a cold pavement, covered in cling film sipping a disgusting concoction of water, salt and sugar. I looked at my watch and it had auto-paused at 22.74 miles... So close.

I was both embarrassed and devastated. Even when high fiving at 21 miles I had no reason to think I wouldn't finish... and this is where it really begins... During the final stages of training, I'd first spotted a few faint drops of red in my urine after long runs. So four days before the marathon, I'd taken myself to the GP.

I bled heavily when I was examined and was told it was likely to be a womb infection and given antibiotics. However, the bleeding continued so I had an internal and external ultrasound and told that things looked healthy, but I had a small polyp which could be removed.

That appointment was in July. As soon as the specialist internally examined me, she immediately said 'this isn't a polyp'. Whatever it was, she was in a rush and made a phone call there and then to do a biopsy the next morning.

I really struggled for the next few days. Then it hit me hard on Tuesday 22nd July- my Dad's 62nd birthday. I received a phone call inviting me in to discuss the results at the end of the week but my impatience and fear was eating at me. I was shaking and felt in a permanent state of worry and anxiety.

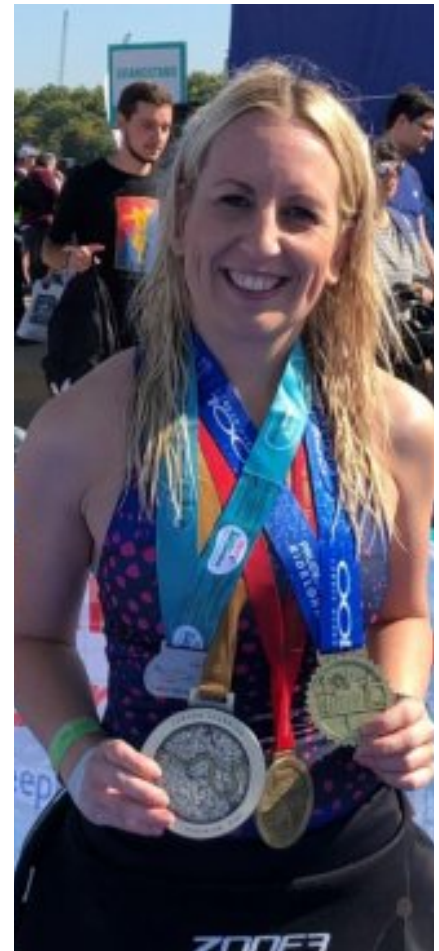
**5.15PM, 23rd July 2014, 'You have stage 1b cervical cancer.'**

It is true, that word is accompanied by a punch in the stomach.

A decade-long week later, the Macmillan nurse confirmed that the tumour was about 3/4 cm long, there was no evidence of spread so I would be having surgery on 18th August 2014, and I wouldn't need radio or chemotherapy. This was cruel surgery for a 31-year-old but the best news we could have hoped for. We couldn't help but have tears of happiness at that point and be thankful to the gynaecologist who had raised the alarm and arranged my biopsy.

### **The day of my horrible surgery was also the day I became cancer free.**

On reflection, I was incredibly lucky. Collapsing at the London Marathon was the trigger for further health investigations but since then, sporting challenges have been my motivation! Some illnesses can't be avoided but exercise has become my way to stay as fit and healthy as possible in mind and body. As part of my recuperation, I decided to take up running as a permanent hobby. I was determined to prove that I had beaten cancer and was fitter than ever and 5 years later, after months of training, I completed a quadrathlon!



### **My story is proof that you can't plan and predict everything.**

But what I have learnt is that cancer doesn't have to be the end. Some of life's cruelest cards are out of our control but we can control how we deal with them. I am not embarrassed to say I was a crying mess for the majority of that time but since then, on a daily basis, I remind myself that I am lucky. Cancer was not the end for me so it is my responsibility to make sure I relish every second from now on, from my new beginning."

#### **My top tips for staying motivated during Steps for Jo's:**

- Listen to your favourite podcast or playlist, or call a friend
- Be kind to yourself if you do less than you hoped to - tomorrow's a new day.
- Think of Jo's and remember that you're walking for an incredible cause.

# Top tips to get fundraising

Reaching your fundraising target will help us be there for anyone affected by cervical cancer.



## Talk about it

Customise your fundraising page. Add a photo and if you feel comfortable to, share your reasons for taking part. Are you fundraising in honour of a loved one? Or are you passionate about women's health? Let your supporters know why you are taking part and why their donations mean so much to you. Why not ask them to join you?

## Hold an event

Raise funds and have fun while doing it - Boost your total even more by holding a bake sale, quiz night or raffle. If you want to host an event and need some support, contact our team on [fundraising@jostrust.org.uk](mailto:fundraising@jostrust.org.uk)

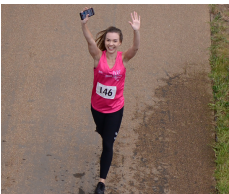


## Share your steps

Spread the word that you are taking part in Steps for Jo's on social media with photographs and updates to keep people in the loop. Friends, family and colleagues will no doubt want to support you to raise funds for a cause so close to your heart. You could also ask your employer if you could include your fundraising page in your email signature.

## Match funding

Ask your employer about matched giving. This is where your company contributes to your fundraising total. Not everywhere does this, but where they do it can make a big difference.



## Say thank you

Everyone appreciates a thank you. Make sure you thank all your donors and tell them what a difference they are making.

## Self Donate

Kick off your fundraising by making a personal donation to your fundraising page and get that fundraising off to a rolling start!



# Frequently asked questions

## **Do I have to walk 90km in one go?**

You have the full month of June to walk the 90km total and you can do this however you would like. You could do one 90km walk (a huge challenge!) but equally you could do 18 x 5km walks throughout the month. Do whatever feels comfortable for you.

## **Do I have to walk?**

Please feel free to do whatever feels comfortable for you, it's completely up to you. We know many people like to walk but if you would like to run you are very welcome, you could either roller-skate or skip! Please remember to take this at a pace that suits you.

## **Does it have to be 90km?**

We hope everyone who takes part is able to complete the full 90km distance within the month. However, we do not want anyone to overstretch themselves or pick up an injury. Of course, if you would like challenge yourself to go further than 90km, that is also very welcome!

## **How can I track my distance?**

We recommend using a service like Strava. This allows you to track and share your distance using your smartphone. You can sign up for a free account at [strava.com](https://strava.com). Alternatively, many smartphones have an inbuilt tracker or health app which you can use.

## **I can't do June, can I choose another date?**

Starting the challenge at the same time means we can all take part as a community and motivate each other, so we ask that you try to keep to June where possible. Of course, if you are struggling to fit in your distance in the month of June, you can absolutely take a little longer to finish.

## **How do I set up my fundraising page?**

You can set up your fundraising page online here - [www.justgiving.com/campaign/StepsforJos23](https://www.justgiving.com/campaign/StepsforJos23)

Once you have set up your page you can customise it by adding photos, sharing your story and sharing updates as you work towards your 90km target.

## **I have collected some donations offline. How can I send this to you?**

You can pay in offline donations by paying these into your own account and then donating it onto your fundraising page.

Alternatively, you can pay in the funds via our website at [www.jostrust.org.uk/donate](http://www.jostrust.org.uk/donate)

Please make sure to add 'Step's for Jo's' in the comments box so we know where the donation has come from.

## **I have a question, can I talk to someone?**

We have a full list of FAQ's online at [www.jostrust.org.uk/get-involved/fundraising-events/virtual-fundraising-ideas/steps](http://www.jostrust.org.uk/get-involved/fundraising-events/virtual-fundraising-ideas/steps)



**If you can't find the answer you need,  
please get in touch with our friendly team  
[fundraising@jostrust.org.uk](mailto:fundraising@jostrust.org.uk)**





## Your press release

Contacting your local paper or radio station is a great way to get publicity for both your fundraising efforts and the work of Jo's Cervical Cancer Trust.

Use the template below to structure your press release. Insert your name and event details instead of the [brackets]. Send it to [fundraising@jostrust.org.uk](mailto:fundraising@jostrust.org.uk) before you sent it out to press or if you have any questions.



### Tips for writing your press release:

- The golden rule: get all the important information in the first paragraph. Include the 5 W's – Who, What, Where, When and Why.
- Keep it short - one A4 page is loads.
- Assume your journalist knows absolutely nothing about Steps for Jo's
- Be factual – we can provide some facts and figures about cervical cancer.
- Make it personal - Include a quote from you about your story.

### Press release template

Date: [DD/MM/YYYY]

Contact Name: [Your name]

Contact Number: [Your contact number]

#### **LOCAL WOMAN TAKES UP FUNDRAISING CHALLENGE FOR JO'S CERVICAL CANCER TRUST.**

Local woman, [your name] of [your city/area] will be fundraising for Jo's Cervical Cancer Trust, the UK's leading cervical cancer charity, in June.

To raise money, [your name] is taking part in Steps for Jo's, committing to [put in detail about how you'll take part in Steps for Jo's here].

[Name] said of her challenge: "I have chosen to support Jo's Cervical Cancer Trust because [your reason for fundraising / your story]".

Steps for Jo's is an annual sponsored walk, jog or run a distance of 90km throughout the month of June to raise funds for Jo's Cervical Cancer Trust. Nine women each day are diagnosed with cervical cancer, and two women will lose their lives.

Samantha Dixon, CEO of Jo's Cervical Cancer Trust said: "We are delighted that [your name] is taking part in Steps for Jo's. Every contribution makes a difference and funds raised will go towards ensuring that Jo's Cervical Cancer Trust can continue to offer vital support to women with cervical cancer, their families and friends."

**Ends**



# JUNE

**It's here!**

You can get stepping and raise vital funds for Jo's. Use our month tracker to keep track of how many steps you've done. Good luck and have fun!!

**START**

1

2

3



8

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4



**YOU'RE DOING SO WELL**

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**HALFWAY**

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**ALMOST THERE**

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30

**FINISH**

# Thank you

## for taking part in Steps for Jo's

By taking part in Steps for Jo's, your fundraising enables us to support people affected by cervical cancer and raise awareness of how the disease can be prevented.

A huge thank you for taking part and supporting Jo's Cervical Cancer Trust. You've raised vital funds for Jo's so that together we can end cervical cancer.

"Thank you so much for raising funds by taking Steps for Jo's. Fundraising has been particularly difficult during the cost-of-living crisis while our Helpline is receiving more calls than any previous year.

That's why your help is more important than ever. We cannot do what we do without you and we need your support now more than ever so thank you!"

**Samantha Dixon**  
Chief Executive



I'm taking part in



#StepsForJos

Join me at [jostrust.org.uk](http://jostrust.org.uk)

Print and cut me out



Pop on your T-shirt, take a selfie and share it online to let people know you're raising life-saving funds.

Let your friends and family know when you are taking your Steps For Jo's, the distance you have set yourself and ask them to donate by sharing your JustGiving page in your post.

Don't forget to tag us and use the hashtag **#StepsForJos**



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