



Jo's cervical
cancer **trust**

Information / Support / Friends



Working in partnership

Annual Review 2013



Every year in the UK just under 3,000 women are diagnosed with cervical cancer and more than 300,000 women are told they have a cervical abnormality that might require treatment. Cervical cancer is the most common cancer in women aged 35 and under.

Cervical cancer is largely preventable, yet more than 20% of women do not take up their cervical screening invitation. Raising public awareness of the disease and ways to prevent it is more necessary than ever.

Jo's Cervical Cancer Trust is the only UK charity dedicated to women, their families and friends affected by cervical cancer and cervical abnormalities.

Our vision is to improve the lives of those affected by cervical cancer and to work towards a future where cervical cancer is a thing of the past.

Our mission is to see cervical cancer prevented, and to reduce the impact for everyone affected by cervical abnormalities and cervical cancer through providing the highest quality information and support services and by campaigning for excellence in cervical cancer treatment and prevention.

Developing positive partnerships

In 2012-13 we were pleased to have been able to raise more money and invest more funds in our charitable work than at any time in our history. As a result, we saw growth in all areas of our work. None of this could have been achieved without developing positive partnerships with our key stakeholders.



Cervical cancer is largely preventable but there is still an urgent need to address low awareness and cervical screening uptake. We must also ensure women and healthcare professionals are aware of the vital support we offer. Working with the NHS screening programmes we have run successful campaigns targeting hard-to-reach groups; and thanks to our fantastically dedicated team of volunteers and health professionals, more people than ever before have accessed our services.

Of course we couldn't achieve anything without financial support, so we are enormously grateful

to our growing number of corporate and trust donors as well as our expanding team of dedicated fundraisers.

Finally, I'd like to personally thank Alastair Gornall, who recently retired as Chair after 10 years' dedicated service. His unbounded passion and commitment have helped us reach the positive position we enjoy today. I also welcome incoming Chair Clodagh Ward and look forward to working with her in order to take the charity forward as it enters its 15th year.

Robert Music
Chief Executive



It is hard to believe it's more than 10 years since I joined Jo's Cervical Cancer Trust as Chair. James Maxwell was a dear friend and I had no hesitation in becoming involved. James and Jo are sadly missed but I hope they would feel as positive as I am about how the charity has developed.

I am so proud that its reputation and cervical cancer awareness have reached levels never achieved before and that we are supporting so many more women.

I move on with confidence that the charity is in a positive place to continue to grow and I wish Clodagh Ward all the very best as the new Chair.

Alastair Gornall
Chair 2003-2013

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Shared vision

When Clodagh Ward first came into contact with Jo's Cervical Cancer Trust during her marketing career, she was instantly impressed with the charity's dynamic approach and positive achievements. Following her decision to take her career in a different direction, Clodagh decided to get personally involved with Jo's and was appointed Chair of Trustees in 2013...

"My introduction to Jo's came as a Marketing Director for a female toiletry brand, when we were looking for a female-focused charity partner. The clarity, passion and energy from the whole team was impressive and when I decided to put my 20 years of corporate experience to use in the charity sector, I knew that I wanted to work with the Jo's team and utilise my experience and skills to help the charity to grow further.

"I really believe what the charity is doing is absolutely vital. Since its inception in 1999 Jo's has made a huge difference to the lives of women affected by cervical cancer but has also helped prevent the disease from touching many more lives.

"My initial perception of the charity was that it was much bigger than it is when in reality the team is still very small. It's fantastic that we can punch well above our weight but this also means we need to secure funding to take us to the next level.

"There has been significant progress in cervical cancer treatment and prevention – which is fantastic – but sadly too many women are diagnosed and lost to this disease due to delays in attending screening. Our challenge is to bring these numbers down by keeping the issue firmly in the spotlight.

"It's an exciting time to join the charity as we're entering our 15th year and we'll be using this anniversary as a platform to really gather momentum and achieve so much more.

"It's a fantastic tribute to Jo and James that the charity has achieved so much that their children can be proud of. I've thoroughly enjoyed my time on the board so far and alongside the team I can't wait to face the challenge head on."

Clodagh Ward
Chair, Jo's Cervical Cancer Trust

As the only UK charity dedicated to supporting women affected by cervical cancer and abnormalities, we know just how bewildering and distressing a diagnosis can be – not just for the woman herself, but for her family, partner and friends too.

Since Jo's Cervical Cancer Trust was founded in 1999, we have carried forward one simple vision: that everybody affected by cervical cancer and cervical abnormalities should have access to reliable information and a network of support. We're continuing this legacy and reaching more and more people, so that ultimately, incidence of the disease can be reduced. We do this by:

> Producing accurate, up-to-date information both online at www.jostrust.org.uk and in print

- > Providing a range of support systems for women and their families, including our annual Let's Meet event, local support groups, Ask the Expert and our free, confidential Helpline, **0808 802 8000**
- > Raising awareness of cervical cancer, cervical abnormalities and related issues
- > Tackling inequalities, so that all women have equal access to services and support
- > Campaigning to governments and policy makers to reduce the impact of the disease throughout the UK
- > Raising vital funds so that we can continue to expand our reach.



But we can't do all this alone: so in 2012-13 we focused more than ever before on building partnerships with others, so that ultimately, we can make greater strides towards a future where cervical cancer is a thing of the past.

22%

The number of eligible women who do not take up their cervical screening invitation in the UK

1 in 3

The number of women aged 25-29 who did not attend screening in the same year

88%

The number of girls who had the full three-dose course of the HPV vaccination in school year 8 (UK average)

84%

The number of UK women who did not identify non-attendance of cervical screening as a risk factor for developing cervical cancer *

* According to research from Jo's Cervical Cancer Trust, conducted December 2013

A diagnosis of cervical cancer can be a bewildering experience. But having access to reliable information and support can help and empower women and their families when they need it most.

As the only UK charity dedicated to women who are affected by cervical cancer and cervical abnormalities, Jo's Cervical Cancer Trust is there to make sure no woman needs to face this alone.

Our aim is to offer invaluable support and friendship to all women through their journey, no matter how old or what their individual circumstances are.

We also provide trustworthy, relevant information both in print and online to enable women and their families to learn about cervical cancer and cervical abnormalities in an accessible and reliable way.

Building partnerships with...

Patients

We regularly review the health information we print and publish online to make sure it's evidence based, up to date and relevant to the audience. As well as being assessed by medical experts, our information is developed with valuable input from Jo's Voices, our patient group. These women contribute their views, opinions and experiences to help ensure each leaflet or web page about cervical cancer or cervical abnormalities provides the information that readers most want and need.

In 2012-13, Jo's Voices increased in membership by more than 100% to reach 200 members meaning we can continue to provide high quality information that best meets the audiences' needs.

Jo's Voices also helps to inform other vital projects, including campaigns and services, giving an essential real-life perspective to our work.



+100%

The increase in membership of Jo's Voices

50%

The increase in calls to our Helpline

27%

The increase in visits to our website

42%

The increase in members to our online forum



Such a positive, rewarding experience

A diagnosis of cervical cancer in November 2010 left Jaime Boath in need of a friendly ear. Shortly after successful surgery early in 2011, she signed up as a volunteer on the newly launched Jo's Cervical Cancer Trust Helpline so she could help others in the same situation...

"When I was diagnosed I was left to my own devices without much information or support, and I really wanted to speak to someone about what I was going through. I came across Jo's a few months later when they were recruiting the first round of Helpline volunteers.

"After my treatment, I really wanted to get involved. I went on a weekend training course, which was great. What you're learning about is quite intense, but Jo's makes it fun and I met some wonderful people.

"I take a range of calls, from parents who are worried about their daughters and the HPV vaccine, and men with questions about their partners' health, to

women who have just been diagnosed or who have been through treatment.

"I don't talk about my own experiences because everyone's journey is different. But the fact I've been there myself helps; I can reassure callers that there's no such thing as a stupid question. I know it's also valuable just having someone to talk to, especially a stranger.

"The feedback I get when I finish a call is always good – people are relieved having offloaded to someone who, even if they can't answer all your questions, can signpost to other support. I've never had to finish a call knowing that the caller is still upset, and that's a great feeling.

"I've found volunteering for Jo's – providing support people can't get anywhere else – such a positive, rewarding experience."

Jaime Boath
Volunteer

Providing support/information

Medical experts

It is crucial that the support we offer is not just friendly and accessible, but also authoritative. Input from healthcare professionals with expertise in cervical cancer is therefore central to many of our services, assuring the people who use them that they are in safe hands. Last year, we partnered with more medical experts to expand the reach of our work.

Our confidential, online Ask the Expert service, supported by our dedicated medical panel, grew in popularity with feedback from users showing that:

- > 98% found it helpful
- > 100% found it easy to use
- > 96% felt their question was answered.

Specialists working in the field of cervical cancer also contributed to our annual Let's Meet event, bringing together women affected by cervical cancer – and their partners – with experts giving presentations and workshops on a range of topics, from female sexuality and parenting to bowel damage after treatment.

Volunteers

We rely on volunteers for a great deal of our work, but 2012-13 saw the bedding in of two services to which volunteer support is particularly vital.

Our free Helpline, launched in 2011, took off last year with 50% more calls throughout 2012 than in 2011, and 20% more calls in

the first quarter of 2013 than the same period the previous year. Our network of local cervical cancer support groups also grew from seven to 15.

Connecting with more volunteers was key to expanding these services, and as a result we were able to reach more women.

The volunteers who run these services have all been affected by cervical cancer or cervical abnormalities themselves, or are a health professional in the field. They also undergo a careful selection process and rigorous training programme.



Recognising partners

After successful workshops for partners of women affected by cervical cancer at two previous Let's Meet events, we launched a Partners' Working Group and held its first workshop. It explored the needs of partners and barriers to finding information and support.

As a result we are working on setting up tailored services and developing a range of information online and in print specifically for partners.

115%

The increase in local support groups from the previous year

75%

The number of people who said they found their helpline call helpful

94%

The number of women who said attending a support group would be helpful

98%

The number of people who said they found the Ask The Expert service helpful

0808 802 800

Our free Helpline

jostrust.org.uk

Visit our website for more information

Screening and HPV vaccination programmes are vital tools in preventing cervical cancer, but boosting awareness of these services and the impact of the disease remains a priority.

The charity's annual flagship campaigns – Cervical Cancer Prevention Week (in January), and Cervical Screening Awareness Week (in June) – were the main events through which we delivered our key messages: that cervical cancer is largely preventable; that early detection is crucial to successful treatment; and that HPV vaccination and regular screening enable both.

Building partnerships with...

Workplaces

We attended the seventh annual Health and Wellbeing at Work event, designed to give employers the knowhow and resources to ensure staff are fit and well and also supported through illness.

The event enabled us to reach 5,000 employers and strike up links with a number of people who will hopefully work with us in the future.

At-risk women

Research by the charity among women who had not had cervical cancer revealed a shocking trend: that they are more likely to see their doctor for a cough or cold than they are for possible symptoms of cervical cancer.

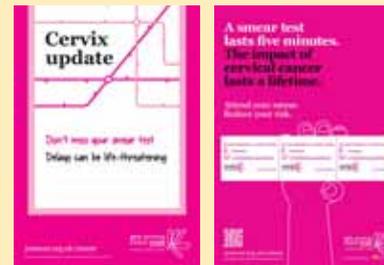
Furthermore, of the women questioned who had experienced bleeding between periods or during/after sex, almost half (48%) ignored their symptoms completely.

We launched an awareness campaign that included printed materials and three online videos explaining the symptoms of cervical cancer, and telling the story of two

Targeting cities with low screening uptake

During Cervical Screening Awareness Week we placed 'Cervix Update' posters across the London Underground, and 3,000 campaign posters in female washrooms in England, Scotland and Wales.

In Belfast, we launched a campaign during Cervical Cancer Prevention Week where posters were placed on buses.



2.2 million people

The reach of our Cervix Update campaign

44 million people

The footfall for the washroom campaign

59%

The number of people in Belfast potentially reached through the bus campaign

Raising awareness

women who went on to develop the disease after having symptoms. To date, these videos have been viewed more than 26,000 times.

Health professionals

Research showed that just 30% of women who had been diagnosed with cervical cancer had been told about us and the services we provide.

We continued to invest in building partnerships with healthcare professionals in a number of ways. We ran stands and presented at a number of conferences and events, potentially reaching 14,000 medical experts.

We also launched a six-month campaign in 6,000 GP practices across the UK, comprising a charity information pack, an A3 poster and a range of our leaflets. Following the campaign, requests for materials and resources increased significantly.

Celebrities

In 2012-13 we were very lucky to have a number of high-profile individuals getting behind our work. TV doctor and GP Dr Dawn Harper gave a talk at a media event, while TV presenter and relationships expert Tracey Cox gave interviews about her experience of cervical cancer.

We were also delighted to partner with TV personality Chloe Madeley during Cervical Screening Awareness Week. Read more on page nine.



Dr Dawn Harper and Tracey Cox attend the media event

14,000

The potential number of medical experts reached through our events and exhibitions

168,000

The number of tear-off slips taken from our washroom advertising panels

380,000

The number of posters and materials produced and distributed throughout the year

38 million

The number of patients potentially reached through our GP surgery campaign

Joined forces

During Cervical Screening Awareness Week in June, we partnered with Sainsbury's and TV personality Chloe Madeley on a unique campaign to highlight the importance of screening while also raising money for the charity.

Last year's campaign saw us join forces with Tu at Sainsbury's on a week-long promotion, during which 50p from the sale of every pair of knickers was donated to the charity. With Sainsbury's selling one pair of knickers every three seconds, it was set to be a successful event.



Knicker sales helped raise £46,000

By the end of the week, the promotion had raised a fantastic £46,000 and contributed to a 30% increase in visits to our website, www.jostrust.org.uk.

Chloe came on board to front the campaign, modelling the supermarket giant's limited edition underwear and appearing in media to generate awareness. The 25-year-old daughter of Richard and Judy is passionate about raising awareness of cervical screening after undergoing treatment for pre-cancerous cells earlier in the year.

“It was a scary time for me, but I am so glad I got it sorted as soon as I knew there was a problem and cervical abnormalities were spotted.

“I want everyone to understand the importance of cervical screening and get one booked in if they are overdue. Screening only takes five minutes, but the impact of cervical cancer can last a lifetime.”

Chloe Madeley
Campaign ambassador



We believe that all women should have equal access to first-rate services, irrespective of their age, ethnicity, culture, religion or where they live.

Sadly though, there is a disproportionate lack of awareness about cervical cancer – particularly around prevention and screening – among black and minority ethnic (BME) communities and certain age groups, and in areas of poverty.

A significant step towards boosting awareness and improving screening uptake is understanding the demographics of a community. Last year we delivered a number of projects aimed at breaking down barriers to cervical screening and reducing health inequalities.

Building partnerships with...

Local screening experts

We launched a pilot scheme to identify challenges in areas where screening uptake is lower than national averages. As well

as looking at ethnicity, age and deprivation, we examined cervical cancer incidence and mortality rates and other related factors such as smoking.

As a result of our compelling findings, we built links with screening experts in these areas and have begun working with them to explore how they can use this information to develop local campaigns targeting specific community groups.

Health organisations

Through our annual *Cervical Screening Awards*, we have developed partnerships with local screening experts who have demonstrated an outstanding commitment to making a positive difference in their communities. By showcasing successful programmes, we hope others can learn from their examples

and replicate their achievements across other parts of the UK where screening uptake is low.

BME media and community groups

We collaborated with BBC Asian Network, Sunrise Radio and Colourful Radio to promote our second annual conference, held jointly with the NHS Cervical Screening Programme to raise awareness of cervical cancer and prevention among BME organisations.

The event enabled us to reach more than 35 organisations and build partnerships with local groups, with the aim of sharing best practice and developing strategies to educate women in these hard-to-reach communities.

“Today’s event has really shown me the importance of grass-roots campaigning and using local community champions, to drive an awareness campaign. I will be looking to do something similar within my community.”

Event attendee



More than 50 people attended the BME event

Of those who responded to a follow-up survey a few months later:

85%

had distributed information materials

75%

had run awareness sessions specifically for a range of BME groups

50%

had identified members of their community who could act as 'Health Educators' to help champion the cause

It is our goal to help educate all women about cervical cancer, to improve screening rates and ultimately, to save lives.



Targeting 'hard-to-reach' women

Walsall Healthcare NHS Trust's Cervical Screening Outreach Campaign was chosen as the winner of the 2012 Cervical Screening Awards. Cervical Screening Outreach Nurse Rita Sandhu explains how the programme increased uptake in the area...

"We saw the area had a lower than average uptake for screening and it was decreasing faster than it was nationally. The campaign aimed to target 'hard-to-reach' women such as those in black and minority ethnic groups, a large proportion of whom didn't understand English.

"Others included women with a learning or physical disability, mothers with young children as well as women in general who are scared, embarrassed or worried about being screened.

"We tailored our approach to the needs of the individual. Activities for the programme included health promotion with community groups, setting up special clinics, conducting home visits and communicating with poorer-performing GP practices.

"The project was very well received, especially by the women who have now had cervical screening as a result. Evidence suggests that once a woman has the screening test in an acceptable manner, they will continue to come back when recalled.

"We are delighted that through this campaign we managed to halt the decline in screening uptake in the area and are now seeing a steady rise."

Rita Sandhu
Cervical Screening Outreach Nurse

Focusing our work on the needs of all four countries in Britain to bring about UK-wide improvements in the prevention, diagnosis and treatment of cervical cancer is crucial.

Last year we worked hard to connect with the policy makers of Scotland, Northern Ireland, Wales and England, to reduce the devastating impact of cervical cancer and cervical abnormalities. Here is how we've been building partnerships in all four corners of the UK.

1 in 4

The number of eligible women in Wales who failed to attend cervical screening in 2011

27%

The number of 25-29 year olds in Northern Ireland who failed to take up their screening invitation

29%

The increase in cervical cancer incidence among women aged 60-64 in England

33%

A third more women who live in areas of deprivation in Scotland will die from cervical cancer compared with those in the least deprived areas

Scotland

Cervical cancer rates have been rising among specific age groups – a worrying trend that could be linked to a drop in screening uptake. Our campaign for more investment in prevention programmes targeted at at-risk groups has seen us create links with a number of leaders.

> We met with the Cabinet Secretary for Health and Wellbeing, who has recognised a need for greater investment in screening campaigns and developing other programmes.

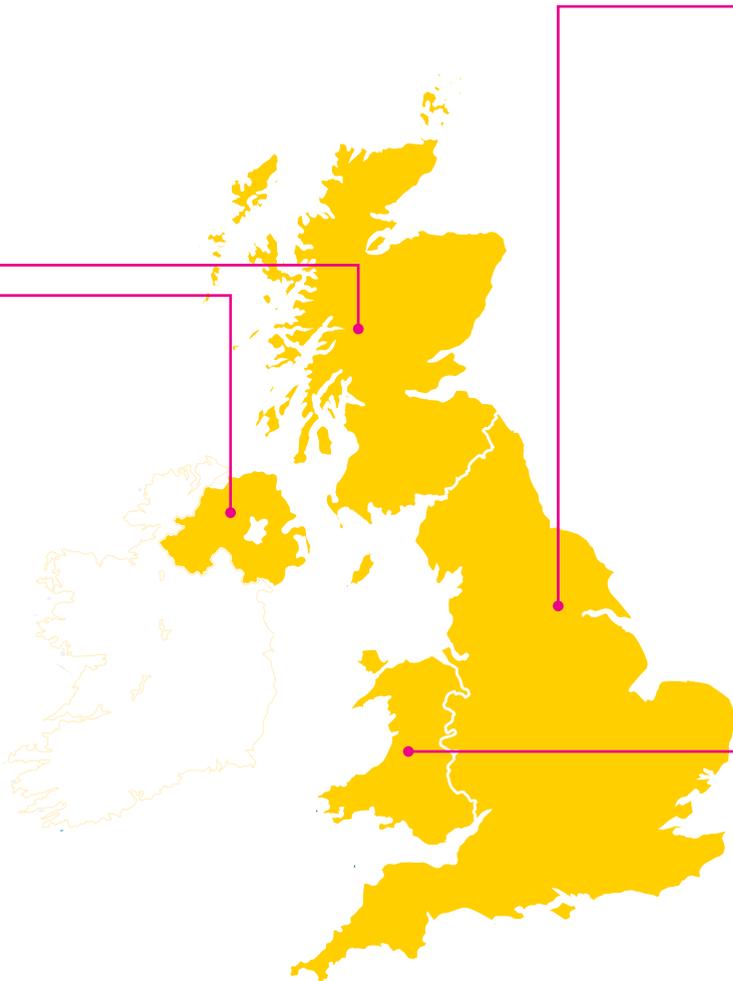


Northern Ireland



Recent figures revealed that around one woman in four in Northern Ireland does not take up her invitation to attend cervical screening, and the region has the highest incidence of cervical cancer in the UK.

> In 2012-13, we met with Stormont's Health, Social Services and Public Safety committee to discuss how we can partner with leaders to improve screening uptake and, in turn, reduce cancer rates. They have now agreed to work with us moving forward.



Wales

In 2013 Wales was the only UK country that had not introduced HPV testing, a simple test designed to identify high-risk strains of the human papillomavirus (HPV), which causes 99.7% of cervical cancers.



> During our Cervical Screening Awareness Week in June, we called for the urgent introduction of HPV testing in Wales – to enable women at greater risk to be diagnosed and treated more quickly, as well as putting the minds of women who don't have high-risk HPV strains at rest. HPV testing will now be made available in Wales in 2014.

England

In England, too, fewer women are being screened, resulting in more diagnoses among those aged 60 to 64. During the last year we formed partnerships with policy makers to address our concerns and improve outcomes.

> A number of MPs supported our cause, and discussed falling screening rates and reaching high-risk groups before the Parliamentary Under Secretary of State for Health. We also met with John Baron MP, chair of the influential All-Party Parliamentary Group on Cancer (APPGC), who has committed to working with us.



From cake sales and sponsored walks to skydiving and corporate donations – every penny we raise has a story behind it and helps us reach out to more women.

In 2012-13 our income reached the highest it's been in our history. This achievement was largely thanks to more individual fundraisers and events than ever before, as well as a sharpened focus on corporate support.

Building partnerships with...

Other cancer charities

As well as running our own flagship event, the 5km Walk for Fun, we collaborated with Action for Charity, Breast Cancer Care and Ovarian Cancer Action on the annual Women V Cancer challenges. Last year, they were hugely successful and brought in a third of our total income.

Companies

We joined forces with a range of companies, from high street stores and banks to global corporates, including:

- > Pelican Healthcare
- > Cohn & Wolfe
- > eBay for Charity
- > Roche Diagnostics
- > Virgin Money Giving
- > J Sainsbury plc

Income from companies saw a positive upswing of 20% compared with the previous year. Read more about our partnership with Tu at Sainsbury's on page nine.

People affected by cervical cancer

Hundreds of dedicated supporters have taken on all manner of wonderful challenges in aid of the charity – and many of them have inspiring stories of loss or survival. Read Chris's story on page 15.



Campaign ambassador Chloe Madeley cuts the ribbon at the London Walk for Fun

248

The number of women who took part in Women V Cancer, cycling across India in 2012-13

£28,000

The amount raised from the Walk for Fun fundraiser in 2013

£650,000

The annual income in 2012-13 and the most raised in the charity's history



From left to right:

Appuru Salon joins the Salons Supporting Screening campaign
Olivia Bridger sky dives in Dubai raising £700

A family takes part in the Manchester Walk for Fun which raised £12,102



Supporting a loved one

Army platoon sergeant Chris Keegan was deployed to Afghanistan just months after his partner Elaine Dalton was given the all-clear following treatment for cervical cancer. Despite being thousands of miles from home, Chris was compelled to do something to help women like Elaine...

"Elaine's cancer was diagnosed in the early stages last summer, but she still had to have a radical hysterectomy.

"I visited her in hospital and saw too many women affected – both in early and late stages. It made me realise how much women suffer with this disease.

"I wanted to do something to recognise that, and to make my partner feel better. I decided to do a half marathon to raise money but because I was posted at the Camp Bastian military base I couldn't do it outside. So I did it on a treadmill instead.

"I got a lot of support; all the army lads backed me and I raised £1,290 within a month or two. It just kept going up – it was great! Everyone was really proud.

"Elaine and I are planning to do a tandem skydive together next year for Jo's Cervical Cancer Trust. Thankfully, she's better now and back on her feet, but we want to raise money for people who really need it."

Chris Keegan (pictured centre)
Fundraiser

Everything we do is underpinned by our fantastic band of supporters, whose courage, dedication and generosity enables us to continue our work. To every one of our supporters, a simple message: thank you.

Supporting Jo's at work

Following a nomination from staff member James Webb, Ashfords LLP solicitors chose Jo's Cervical Cancer Trust as its charity partner of the year for 2013, kick-starting a tremendous fundraising drive and collectively raising more than £16,000...

"Jo's Cervical Cancer Trust is a charity that is very close to my heart, having lost my sister Natalie to cervical cancer at the age of 26.

"Natalie discovered Jo's while battling cancer, and she was keen for us to do what we could to support the charity after she passed away.

"This year we put together a committed focus group, which met on

a monthly basis to discuss fundraising and raise the profile of Jo's. We set a target of £12,000 and have surpassed that already, with the results of more events still coming.

"We've done a cycle-a-thon, a skittles evening, dress down days, raffles and individual members of staff have done lots of events too. As well as that, we had Jo's Cervical Cancer Trust leaflets and information booklets available for staff and took them along to events to discuss the charity with other people there.

"We are so pleased with the fundraising efforts this year and, more importantly, they've allowed us to branch out into the community and introduce people to the charity and raise awareness, which is our main aim.

"I know it means a lot to the charity and it really has made all the difference."

James Webb, Ashfords Solicitor



Cycle-a-thon



James (centre) at the Bristol Monster Race

Fundraising highlights

£493

Cycle-a-thon

£1,100

Bristol Monster Race

£3,420

Bristol Charity Quiz

£1,036

Walk for Fun



Ask the expert

As a Consultant Gynaecological Oncologist and key member of committees and societies aimed at improving outcomes for women affected by cancer, Raj Naik is a busy man. But he volunteers some of the spare time he has as one of Jo's Medical Advisers...

"I got involved with the charity around 10 years ago and I volunteer for the Ask The Expert medical panel. The service provides an independent and objective medical response to women's queries and concerns.

"Patients and their families can be very overwhelmed when they're in the clinic, so it's only when they get home that they realise they have other concerns, which they might not get the chance to discuss.

"And sometimes with the best will in the world women don't feel a deep rapport with the team looking after them, so they need someone else to go to. Jo's Cervical Cancer Trust provides a crucial service there.

"Working in the NHS we run clinics, we operate, we give treatment... so we already provide a lot of care. But it's well accepted that patients need as much support as they can get, and as much information from as many different avenues as possible.

"The Ask The Expert service helps to complete the job and means we can provide a full package of care – not just medical and clinical advice, but emotional support as well."

Raj Naik
Consultant Gynaecological
Oncologist, Queen Elizabeth
Hospital Gateshead

The 2012-13 financial year saw our income rise once more against a challenging landscape, enabling us to invest 89p in every £1 we receive into our charitable work so we can help more people who need us and boost awareness of the charity.

The statement of financial activities on page 19 shows that income for 2012-13 reached £650,977 – the highest in the charity’s history. This is a small increase of 2.5% from the previous year, but in light of the current economic climate and given that income from our annual Women v Cancer challenge event was almost £100,000 lower than in 2011-12, we feel that exceeding last year’s income is a positive result.

We spent a total of £637,522 in 2012-13, meaning we invested more money in our charitable activities than at any time in our history. For every £1 we received, 89p went directly to helping women affected by cervical cancer and cervical abnormalities.

In August 2013, we moved into new premises after five years of generously being housed for free (including IT, post and photocopying) by the Brunswick Group. We also intend to grow our staff team with a particular focus on expanding our support and communications departments during the 2013-14 financial year.

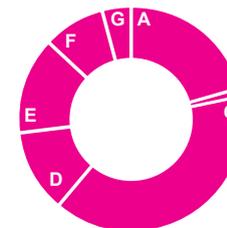
In order to achieve these plans and meet relocation costs we carried forward at 2012-13 year end the equivalent of around nine months’ overall expenditure, which is the top end of the charity’s reserves policy.

Ultimately, however, these developments will help us to further expand our reach and support more people than ever before in 2013-14 and beyond.

How we raise our money

Income resources for the year ended 31 July 2013

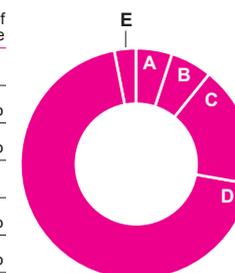
		% of income
A	Fundraising	£135,761 21%
B	Interest	£1,802 0%
C	Activities for generating funds	£257,367 40%
D	Companies	£78,238 12%
E	Trusts	£91,610 14%
F	Public donations	£56,685 9%
G	Donations in kind	£29,514 4%
TOTAL INCOMING RESOURCES		£650,977



How we spend our money

Expenditure for the year ended 31 July 2013

		% of expenditure
Cost of generating funds		
A	Fundraising	£31,580 5%
B	Generating voluntary income	£35,242 6%
Charitable activities		
C	Support	£109,621 17%
D	Information	£440,393 69%
E	Governance	£20,686 3%
TOTAL RESOURCES EXPENDED		£637,522



Financials

Statement of financial activities (incorporating the income and expenditure account) For the year ended 31 July 2013

	Restricted Funds £	Unrestricted Funds £	Total 2013 £	Total 2012 £
INCOMING RESOURCES				
Incoming resources from generated funds				
Voluntary income	75,776	316,032	391,808	350,403
Activities for generating funds	-	257,367	257,367	282,966
Investment income and interest	-	1,802	1,802	1,540
Total incoming resources	75,776	575,201	650,977	634,909
RESOURCES EXPENDED				
Cost of generating funds				
Cost of generating voluntary income	-	35,242	35,242	31,036
Fundraising trading and event costs	-	31,580	31,580	26,649
	-	66,822	66,822	57,685
Charitable activities				
Support services	40,276	69,345	109,621	96,253
Information services	25,500	414,893	440,393	321,991
	65,776	484,238	550,014	418,244
Governance	-	20,686	20,686	24,442
Total resources expended	65,776	571,746	637,522	500,371
Net incoming resources	10,000	3,455	13,455	134,538
Balances brought forward	-	461,471	461,471	326,933
BALANCES CARRIED FORWARD	£10,000	£464,926	£474,926	£461,471

The Company has no recognised gains and losses other than those disclosed above and, therefore, no separate statement of total recognised gains and losses has been prepared.

None of the Company's activities were acquired or discontinued during the financial period.

For a full set of accounts please contact info@jostrust.org.uk

With big plans afoot, 2013-14 promises to be an exciting year for the charity. Here are some of our targets.

- to make our website more mobile-responsive and see a 20% increase in visitors
- to develop new health information based on feedback from women affected by cervical cancer
- to expand our work with hard-to-reach groups and evaluate outcomes
- to gain the Investing in Volunteers accreditation
- to increase the number of calls our helpline answers by 20%
- to undertake a feasibility study into the benefits of a hospital support service
- to expand relationships with secondary care healthcare professionals so that more patients are made aware of our services
- to increase our income by 8%
- to generate more support from corporate funders and secure at least one new Charity of the Year partnership
- to make the charity more visible and boost our profile among politicians and policy makers
- to see an increase in media coverage, both of Jo's Cervical Cancer Trust and of cervical cancer
- to connect targeted awareness work with local politicians and influencers through building relationships with commissioners and public health boards.



Invaluable source of information and support

A successful career and growing family kept Amanda Trott very busy – and like many women, her routine cervical screening test slipped off the radar. When she eventually got around to being screened a year after being called, she got the news no woman should have to hear...

“When I received my cervical screening reminder I put it off and before I knew it nearly a year had passed. I finally booked myself in for November 2012, fully believing everything would be fine.

“But I got a letter saying I had severe abnormalities; I had to have more tests and treatment, and in January 2013, the doctor told me they’d found cancer. All of a sudden, my life as I knew it had changed in a way I could never have imagined.

“I had my fallopian tubes and ovaries removed and had a hysterectomy. Physically, the first few weeks were very hard. Emotionally, it took a lot longer to heal. At 45, I wasn’t planning to have any more family, but my ability to have children had just been taken away. Even now, I find that difficult.

“When I first found out I had cell abnormalities, I went online and came across Jo’s. My letter following my screening mentioned terms like ‘CIN3’ and ‘colposcopy’, and I was left thinking: ‘What does all this actually mean?’

“It was so frightening, and I had nobody to speak to. Cancer changes you as a person. I feel more vulnerable than I did, because I know I’m not immortal. At the same time I feel hugely grateful that attending a screening essentially saved my life. Jo’s was there at every step, and was a completely invaluable source of information and support.

“It was really therapeutic for me to get more involved with the charity so close to my treatment, because I wanted other women to understand just how important it is to attend regular screening. It was a massive help for my emotional healing that I was able to turn something really negative into something positive.”

Amanda Trott
Supporter



Support us

www.jostrust.org.uk

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