



Annual Report and Financial Statements 2018-2019

Contents

3	Volunteer foreword	
4	Introduction from Chair	
5	Introduction from Chief Executive	
6	Highlights of the year	
8	There for everyone who needs us	
11	Tessa's story	
12	Face to face support	
14	Better understanding and awareness of cervical screening	
18	It isn't always easy	
21	Kathy's story	
22	Policy, advocacy and driving change	
26	Better treatment and pathways for everyone given a diagnosis	
29	Joanne's story	
30	Fundraising	
32	How we raise and spend our money	
33	Thank you	
34	Trustees Report and Financial Statements for the year ending 31 July 2019	



Volunteer foreword

Roberta Turnbull shares her thoughts on working with Jo's Cervical Cancer Trust and what the charity means to her

I'm delighted to have been asked to write the first volunteer foreword for Jo's Cervical Cancer Trust's 2018-19 annual report.

When I was diagnosed with cervical cancer in 2002, there was very little information or support out there. I would spend hours on the internet trying to find as much information as I could but anything I did find was very clinical and difficult to understand. Now we have Jo's.

I first found out about Jo's Cervical Cancer Trust a few years ago. Cancer is something that doesn't ever really leave you. I'm not defined by my cancer and I'm so fortunate that it didn't spread, I received treatment and I'm still here. But it has left its scars both physically and mentally, and how we get through the medical aspect of treatment to living our lives again is greatly supported by all the work Jo's does. Jo's understands that the journey doesn't end after you're given the all clear and provides excellent support for women no matter how long ago they were diagnosed. Sometimes you just need to chat to someone or get something off your chest. That's why the Helpline is invaluable with friendly people who are there to listen to you no matter what you're going through.

There's so much more understanding of cervical cancer now than there was 20 years ago and I feel this is definitely thanks to Jo's. The information and support provided by the charity has filled a gaping hole in cancer awareness. It's fantastic to see women who have had similar experiences to me fronting

campaigns and talking openly in the media about their stories. This didn't happen when I was diagnosed and I actually felt a bit ashamed and alone at the time, even when going through treatment.

The best thing about Jo's is that everything it does is developed with and for the people it supports, from the information it produces, to the campaigns it runs, to how it delivers services. It's run by real people who really care. Volunteering with Jo's Voices has given me the opportunity to give something back and a day where I have done something, whether that's reviewing information or responding to a survey, always feels like a good day. I really feel that my input is always taken seriously and I know if I pick up the phone I'll get a welcome response.

Over the last year, it feels like there's been so much progress both at Jo's and externally in the wider cervical health arena. It's really exciting to see the charity grow and its 20th year feels pretty monumental to me. As I was diagnosed only a few years after the charity was set up, I can really empathise with the struggles of Jo Maxwell in getting the support she needed, I know how she felt. Words don't quite express how I feel, but thank you to everyone involved in the creation and running of this amazing charity.

The idea of a future with no more cervical cancer is hugely exciting and I know that Jo's has the people, the skills and the motivation to get us there.



Introduction

Clodagh Ward, Chair of Trustees

The end of 2018-19 was extra special for Jo's as it marked the start of our 20th anniversary. I am honoured to be Chair of this fantastic charity during this milestone year. It is an opportunity to celebrate our achievements, and refine our strategies, but it is also a chance to thank everyone who has helped make Jo's what it is.

We are the UK's leading cervical cancer charity and I believe this report is testament to that.

Our income grew, leading us to be able to provide support to more people than ever before. Our Helpline took more calls, we saw 1.7 million people visit our website and we launched a new hospital based service providing support from point of diagnosis. We identified gaps in the care and support given to many of the 220,000 women diagnosed with cervical cell changes each year and made recommendations to improve their experience. Our policy gains across the whole of cervical health, cervical screening in particular, have been phenomenal with 5,000 pieces of media coverage enabling us to amplify our voice and reach.

We face lots of challenges. National cervical screening attendance remains in decline and, in some age groups, cervical cancer diagnoses are once again on the rise. Innovations in prevention mean the future looks brighter, yet we still have a long way to go. Cervical cancer is very much not a done deal, especially for those living with a diagnosis or who are dealing with its consequences.

This report demonstrates the positive impact of Jo's in reducing the impact of cervical cancer across the UK and sets out what we plan to do over the coming year, as well as what we could do with additional funding and resource.

The passion, expertise and commitment that exists at Jo's, and among our community of volunteers, fundraisers and supporters, never fails to amaze me. Together we are making such a difference and I look forward to celebrating with you all throughout our 20th year.

Who we are

We are the UK's leading cervical cancer charity.

Our vision is a future where cervical cancer is a thing of the past.

But until then we don't want anyone to face a diagnosis alone. Cervical cancer can be isolating, life-threatening and leave those affected with long lasting side effects.

We want to reduce that impact by providing high quality information and support, while campaigning for excellence in cervical cancer treatment and prevention.



Introduction

**Robert Music,
Chief Executive**

Every day, nine more women are given life-changing diagnoses and two families will lose someone they love. The heartbreak and the pain of cervical cancer is what we see daily at Jo's.

Two years ago, we launched a new five year strategy. Our aim is for everyone affected to get the best possible care and support, we also want to see diagnoses reduced. This year we have made great progress. Our reach and reputation have been bigger than ever and I am truly proud of the team I am lucky to work with.

Last year we said we needed to better meet the needs of our service users. Through revising our health information, making improvements to our services and investing in our website we have done just that. We said we would develop and grow our public health engagement services. The reach and demand this year clearly shows the impact we are having. Next year, we plan to develop a sustainable model for primary care to replicate our interventions.

We now have clear strategies to take forward our recommendations to improve the cervical screening programmes, diagnosis of cell changes and the management of the long term consequences of cervical cancer treatment. Our recent reports are already having an impact on national policy.

People often comment that they thought Jo's was a much bigger organisation. It is credit to the passion, talent and hard work of the team and our many volunteers that we achieve so much as a relatively small charity.

We rely entirely on donations, grants and gift in wills for our income and simply would not exist without our amazing fundraisers and funding partners. However we face a challenging funding environment and we didn't achieve everything we wanted to this year. We want to be open about things we still need, and want, to do.

Thank you to everyone who has given their time, expertise, support and money. We want to be here for everyone who needs us for as long as they need us and we simply can't do it alone.

Why we do what we do

There are an estimated **49,000** women living with and beyond cervical cancer in the UK.

Every day **two** women lose their lives and **nine** are given a life-changing diagnosis.

Every year **220,000** women are diagnosed with cell changes often requiring invasive treatment.

There is something every woman and person with a cervix can do to reduce their risk of cervical cancer. We want everyone to feel empowered, and be supported, to make informed decisions about their own health.

Highlights of the year

9.6m
reached through
social media



£48,000
raised from two supporters
who organised a 200-mile
cycle from Northampton
to Exeter

£59,339
raised through
Facebook fundraising



2,240
calls connected
on our Helpline

£100k+
raised from Women V
Cancer Cycle India



2.6m
website
sessions

£201,220
raised by individual
fundraisers



127%
increase in material
orders for Cervical Cancer
Prevention Week
(our best ever week)

5,000
pieces of media
coverage



There for everyone who needs us



The need

Everyone with questions, needing information or seeking support about any aspect of cervical cancer and prevention should be able to find what they need.



What we did

Reached more people than ever through our support services • Updated our website enabling more people to find us and helping those that do to find what they want • Created new information materials, including resources to support survivors of sexual violence.



What we didn't

While we answered more calls than ever we also had a huge increase in callers and were unable to answer all of the calls that came to us • Data from our services shows women over 50 are underrepresented which shows we need to do more to reach this group.

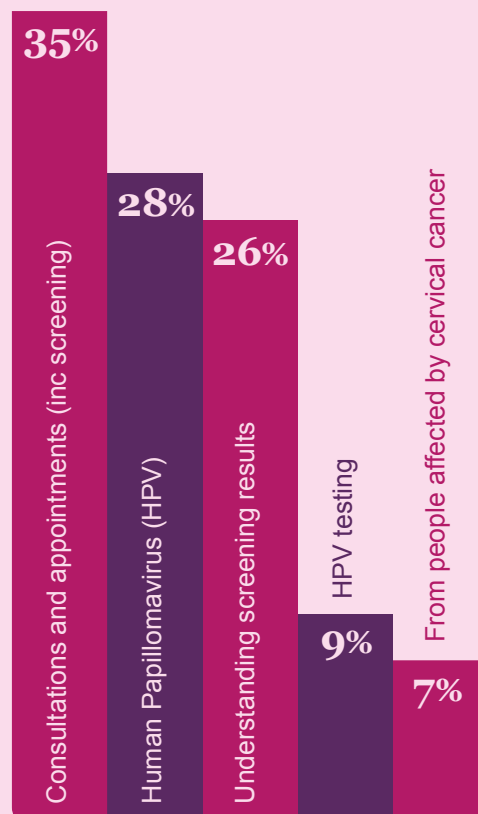
We want to be there for everyone who needs us, whether that's on the phone, online or face to face. Over the year our reach was higher than ever.

Our Helpline provides an invaluable service. Over half of callers voluntarily told us that the call helped them feel better and 87% sounded relieved and less agitated by the end of the call. This year we improved our Callback service by introducing a text function. This benefits callers by allowing them to rearrange the time of their second call to their convenience and has improved our efficiency, enabling us to concentrate on people instead of processes. 93% who had a callback say it was helpful.

“

If I hadn't have had the advice and information I'd probably have worried all year.

Main topic of Helpline calls over the year



1.7m+
people visited
our website.

31%
increase in
submissions
to our Ask
the Expert
service.

170%
increase in calls
to our Helpline.



“

You’ve been incredible, you are the first person I have talked to who has offered reassurance, and I’ve spoken to a lot of people.



All the ladies who looked at the information leaflets loved them. One person actually said it helped ease their mind as they were due their first smear test.

We received an incredible 170% increase in calls. Sadly, we were unable to meet the increased volume and 40% were not connected. Addressing this is a key priority for the coming year.

Through our Ask the Expert service we enabled three quarters (78%) of those using the service to feel more able to make decisions about their care and treatment and 83% to feel less anxious. We saw a huge increase in submissions across all topics. Questions about HPV rose by 133%.

Our website saw over 2.6 million sessions, a big 8% increase from the year before. Over half of our visits are to our Forum and, in a survey of users, two thirds said the Forum helps them feel more supported (63%).

Our research showed that visitors to our website were sometimes struggling to find what they wanted so we focused on implementing changes which would allow them to navigate better. To help more people find us we prioritised search engine optimisation which resulted in a 13% increase in organic traffic and meant more people were able to access information they can trust.

We want our information to feel real and relevant to the people who need it. That's why we develop it with the people it's intended for, as well as working with experts to make sure it is evidence-based and accurate. One new project was our information for survivors of sexual violence. We conducted research which revealed that three quarters of survivors have not attended or have delayed screening because of their experience. Over half said there was no support for them. We worked with survivors to find out what they wanted, and partnered with Rape Crisis England & Wales, with input from My Body Back, to create bespoke information for survivors and the healthcare professionals who support them. In the last year, our information for survivors has been viewed almost 8,000 times and it has enabled our Helpline volunteers to provide greater support to a growing number of survivors who are contacting us to talk about cervical screening.

2018-19 was our most successful year to date in terms of demand for our health information resources. We had 7,612 orders for printed materials, a 93% increase on the year before. This includes an almost 130% increase in Cervical Cancer Prevention Week.

27,000
posts in our Forum
provide a vast number
of experiences and
mutual support for
people to access.



I feel I can ask the colposcopist about a few things I had no previous knowledge about (even after googling!).

Tessa's story

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From day one of my diagnosis, Jo's has been there. It is a place where you can find strength at a time when you're at your weakest!

Back in 2008, I was having some irregular bleeding but I didn't think it was anything to worry about. At the age of 24, the last thing I was expecting was to be diagnosed with cervical cancer.

Because of my age, preserving my fertility was very important and so I had been relieved that my initial treatment plan was a biopsy. However, this didn't remove all the cancer. The biopsy also showed more bad news: the tumour was a rare and aggressive type. The focus of my treatment then turned to saving my life, rather than my fertility. I went through chemotherapy to shrink the tumour then had surgery to remove my womb. I was devastated to learn I'd never be able to carry my own children, plus I would lose my hair.

I am 35 now and most of the time my cervical cancer journey feels like a lifetime ago but there are times when it also feels like yesterday. From day one of my diagnosis, Jo's has been there. It is a community that I felt comfortable in straight away and where I have met friends for life, which is such a positive thing after having gone through such a terrible experience. It is a place where you can find strength at a time when you're at your weakest!



I have been incredibly fortunate to turn one of my worst experiences into many, many positive things. I will always be grateful to the Jo's team for providing a safe place to share my story. I am proud to say that, through Jo's, I had the opportunity to help others through media interviews, government campaigns, petitions and volunteering with the Helpline. Although I have moved on with life, Jo's and my cervical cancer treatment will always be a major part of why I am the person that I am.

Face to face support



The need

49,000 women are living with and beyond cervical cancer in the UK. A diagnosis can be extremely isolating, even with loved ones around, but no one should feel they are facing cervical cancer alone.



What we did

Launched a new hospital based service allowing us to provide support in person from the point of diagnosis • Increased the number of women attending our support events.



What we didn't

We were unable to launch our new service as early in the year as we hoped, but the extra time meant we were even more prepared for our first patients • Limited staff resource meant we were unable to run as many support events as we hoped so we will be looking for funding opportunities over the next year to increase our capacity.

A cervical cancer diagnosis can be isolating and the anxiety and confusion that it brings can last long after treatment is complete. We were delighted to secure funding to recruit our first Hospital Support Service Co-ordinator based in the Royal Marsden Foundation Trust. This service is the first of its kind and will enable us to provide support from point of diagnosis with face to face sessions designed to meet the individual needs of patients and their loved ones.

Many women will have never met anyone else going through the same experience and, in addition to our online services, we provide spaces to meet others face to face.



For someone to be able to tell you that it's normal not to be okay after everything you've been through... it's invaluable and made me feel so much less alone in my emotions.

After attending our annual Let's Meet information day in London two thirds felt more informed about cervical cancer, treatments and side effects and three quarters said they felt more positive about the future. We saw a 57% increase in attendance demonstrating the importance of this event to our community. Successful regional events were also held in Hull and Cardiff moving this additional service from pilot to a core part of our support offering.

Priorities for 2019-20:



Focus on volunteer recruitment

to help us staff our Helpline for longer.



Run support events in new locations

including Newcastle and Belfast.



Look for funding opportunities

to build staff capacity across all of our services.



Develop a strategy

to reach more women over 50.



Update our online information

about sex and relationships, fertility, pelvic radiation disease and living with advanced cervical cancer.



Implement improvements to our Forum

so that we can provide better support through our online community.



Engage with and recruit

more healthcare professionals to join our Ask the Expert panel allowing us to respond faster to even more people.

“

It was extremely powerful to remember I am not alone in my experiences and emotions and that there are others going through this too... I learned new information, advice and techniques that mean I leave this day a little further along my journey and both uplifted and inspired that I can continue to heal physically, mentally and emotionally.



Better understanding and awareness of cervical screening



The need

Cervical screening provides the best protection against cervical cancer yet attendance is lower than ever. For many women it isn't an easy test and there are a wide number of factors contributing to this decline.



What we did

Set out to better understand the needs among specific groups • Expanded our reach in London, Manchester and Glasgow • Ran our biggest awareness campaign ever • Used our expertise and research to develop and deliver interventions and workshops in the community • Built our understanding of HPV awareness among different health professionals and the public.



What we didn't

Our public health engagement work centers around Glasgow, Manchester and London however we have requests from across the whole UK. While we try to take up as many speaking and presenting opportunities as possible, we had significantly higher requests this year and struggled to fill as many as we would have hoped.

We regularly conduct research to improve our understanding of the needs of different groups and we work with partners to share the findings. Highlights this year included our research into understanding of cervical screening among South East Asian women in Manchester, commissioned by Manchester Clinical Commissioning Group. The findings have helped inform our outreach within these communities and training with health care professionals. We also started researching the needs of women with physical disabilities regarding access to cervical screening, and worked with a team at Keele University to better understand attitudes and awareness of HPV among healthcare professionals across the UK.

In 2018-19, over 25% of calls that our Helpline received were about HPV, exceeding the number of calls related to

cervical screening for the first time. As the cervical screening programme is changing to testing for HPV first, more women will learn that they have the virus and we want to ensure that they understand what this means, what the implications are and what they need to do next.

We conducted research which found two out of five women would be worried what people thought of them if they had HPV and over 40% would worry that their partner had been unfaithful.

Our story received widespread media coverage, including pieces on *BBC News Online*, *Women's Health*, *Cosmopolitan UK* and *the i* enabling us to reach a wide audience with the facts about HPV and signposting to where support and sources of further information can be found.

We presented our research at Cancer Research UK's Early Diagnosis conference in February allowing us to educate health professionals about how their patients might be feeling and, extending our reach beyond the UK, were asked to present the findings at the American Society for Colposcopy and Cervical Pathology's conference.

We work closely with the cervical screening programmes across the UK and sit on several groups which advise and support the programmes, including on the roll out of HPV testing. Our research and expertise helps to drive changes, while ensuring communications and information resources answer the most relevant and urgent questions clearly and effectively.

“

I've always had letters through the post for over five years to remind me to attend but now I know what it involves, I'm going to get it done.



Jo Painter and her husband Neil formed one of the year's biggest individual fundraising teams. Following Jo's cervical cancer diagnosis in 2018, Neil wanted to raise funds to support more women who found themselves in a similar situation to his wife. As a result, he signed up over 50 members of his local rugby club (with the oldest cyclist being 79!) to get involved in the incredible challenge of cycling from Northampton to Exeter raising £48,000!



Making an impact in the community

Our engagement work focuses on London, Glasgow and Manchester where we have roles dedicated to improving cervical health at a community level. The knowledge we have built has enabled us to develop a comprehensive engagement service for both communities and healthcare professionals.

We delivered 49 community awareness sessions for 893 people, targeted at groups shown to have low screening uptake. This includes young women aged 25-29 and women aged 50-64. 80% were from a Black, Asian and minority ethnic background. These engagements increase awareness of cervical health, HPV, the HPV vaccine and cervical

screening, empowering more women with knowledge about how they can protect their health.

In Glasgow we started work to actively engage with the Roma community, who face particular socio-economic challenges and where screening uptake is low. Through attending health awareness events held for the Roma community and holding mini workshops, we successfully engaged with over 300 women putting us in a good place to amplify this work next year and further improve health outcomes among this community.

We also work directly with healthcare professionals within primary care providing interventions to help them better understand and increase their screening population. Drop in clinics offer a safe space and often more convenient time for patients to have their cervical screening. We also provide the



opportunity to talk to a Jo's representative and see the equipment used which is effective in reducing some of the fear and uncertainty around the test. We held seven GP drop in screening clinics, attended by over 150 women, the vast majority of whom had either never attended screening or not attending for a significant period.

We delivered 45 training courses to just under 500 healthcare professionals and non-clinical staff. Each person that completes the training commits to speaking to a minimum of 30 patients regarding cervical health over six months. Following our training, attendees report engaging with over 2,500 people, 45% from Black, Asian and minority ethnic backgrounds. This model enables us to increase the reach of our cervical health messages in a sustainable and effective way.

“

The entire session was very informative, learnt so much on cervical screening. Look forward to sharing with my team.

“

Jo's have helped us implement various initiatives to increase cervical screening attendance across the CCG. As a result our Primary Care Networks have introduced additional clinics on the weekends to support the lowest-performing practices and we are seeing a real impact. The team have been incredibly supportive and have continually inspired us to do more.

“

I feel so much more reassured about HPV now. I thought my boyfriend had been cheating, and I felt dirty. Thank you for explaining it so well.

It isn't always easy



The need

To provide a supportive and inclusive narrative around cervical screening.



What we did

Worked with our community to update our online information and used our campaigns and communications to get our messages out far and wide.



What we didn't

We're not there yet. Not all of our information has been updated and we need to work harder to ensure this messaging is understood and used more widely in campaigns and resources across the UK.



Among the research and conversations about cervical screening, one thing is clear; it isn't always easy. While for many women it's a simple and relatively quick test, for others it can be really difficult. We worked with our community to develop messaging to reflect this and adapted our online information. Then in Cervical Cancer Prevention Week we ran our most inclusive and supportive awareness campaign to date, coinciding with cervical screening attendance being at an all time low.

Our aim for #SmearForSmear was to enable women to feel able to raise their concerns and know where to access tips to help them attend cervical screening if they choose to do so. We shared tips, supportive messages and addressed a wide range of reasons cervical screening can be difficult, and encouraged others to do the same. We wanted to avoid any blaming, shaming or making people feel their concern is too silly or small.

To get our messages out to a wide audience we worked with celebrities, politicians, health organisations, charities and a wide range of supporters. The campaign generated the busiest ever month for our services with a 74%

increase in Helpline calls from the previous year. This shows we were reaching the right people, those with questions, concerns or just needing to talk. GPs and laboratories also reported sustained surges, up to 30%, in women booking cervical screening appointments and getting tested.

The campaign not only encouraged women to take action, those who find screening difficult said they felt less excluded with their experiences validated. This includes survivors of sexual violence who thanked us for seeing their experience represented in a national screening campaign.

We conducted research

which found 75% of women feel vulnerable and 67% feel out of control before cervical screening. Sadly two thirds said they would not share their concerns with their nurse for fear of being judged, making a fuss or feeling that their concerns are not important.

“

So pleased to see this sensitive/ enabling smear test campaign from @JoTrust thank you for understanding, taking seriously and addressing women's real needs :)

Highlights of the campaign included:

The front page of the Daily Mail newspaper plus coverage across all national newspapers. We secured almost **900** pieces of media coverage reaching over **661,000,000** people from online & print media alone.

A question asked at Prime Ministers Questions about declining cervical screening attendance led Prime Minister Theresa May to call for action to tackle the fall.

Our campaign film featuring celebrities, including Rachel Riley and Tamsin Greig, giving tips was viewed over **160,000** times.

Over **103,000** website sessions enabled thousands of people to access support and information to help make informed decisions about their health.

We arranged a live cervical screening on BBC's Victoria Derbyshire show enabling our GP Ambassador to demonstrate what happens during the test and provide reassurance to viewers.

#SmearForSmear used over **13,600** times on social media helping the campaign messages reach new audiences across the country.

121 politicians got involved to raise awareness among their

constituents, in parliament and with their local NHS.

Over **170** celebrities & influencers helped us share our messages far and wide to remind, encourage and support other women who find it a difficult test.

Throughout the year we have championed a shift to cervical screening conversations and messaging which is empathetic, supportive and sensitive. This is something we will continue to work on with our many partners, volunteers and stakeholders.

Getting cervical cancer & prevention in the media

Highlights included working with Loose Women on a cervical screening campaign, 12 articles on BBC News Online and a week-long campaign with Fabulous Magazine called #CheersForSmears. We have also been working with script writers at Coronation Street advising on their cervical cancer storyline to ensure it is as accurate and sensitive as possible.

We worked with partners across the UK on a wide range of media campaigns and initiatives to improve awareness and understanding.

This includes:

- **Cervical Screening Saves Lives:** We have been calling for a national cervical screening campaign for many years and were delighted to work with Public Health England on their 'Cervical Screening Saves Lives' campaign which launched on 4th March. We were able to provide research and support to inform the campaign development. We saw the

≈5,000
pieces of media
coverage were
generated over the year
enabling us to reach
millions of people with
potentially life-saving
health messages and
raise the profile of
cervical cancer.

direct impact of the campaign through our services with an 85% increase in Helpline calls alone.

- **Women's Institute:** At their AGM in the summer the Women's Institute voted for a cervical screening campaign to form part of their 2019-20 activity. We worked with the national team on materials to support the campaign as well as presenting to local WI groups ahead of the AGM. We look forward to working with the WI over the coming year which will in part help us extend our reach to those over 50.

Priorities for 2019-20:



Focus on addressing myths
and gaps in understanding
about HPV.



Lead on research
into the experience of cervical
screening for trans men and/or
non-binary people with a cervix.



**Work with a wide
range of partners,**
across the NHS, third sector
and corporate sector, to ensure
messages and campaigns
about cervical screening are
supportive and sensitive.



Develop a toolkit
to provide primary care with
best practice messages and
an effective model to raise
awareness around cervical
health, as used by our
outreach team.

“

I love the sense of community that Jo's has. I live in Wales and felt very isolated, I knew no one going through the same, that's why I found the Forum so invaluable.



Kathy's story

Throughout my life I have been very much surrounded by people with cancer, including my mum, however when I was diagnosed with cervical cancer at age 31 in March 2019 my world turned upside down.

I'm still up and down after my treatment, I know that the mental recovery will take time. This is what is so fantastic about Jo's: they understand that the emotional impact can be just as difficult as the physical one. It makes me feel stronger knowing they will always be there for me if I ever need them.

I first found out about Jo's just before my diagnosis. I had so many questions but I didn't want to bombard my consultant. The information on the Jo's website was just brilliant. It was so easy to understand and helped to calm me in an uncertain and frightening time. I spent hours researching treatments and reading stories so I was prepared for what I felt was to come.

I love the sense of community that Jo's has. I live in Wales and felt very isolated, I knew no one going through the same, that's why I found the Forum so invaluable. It is a unique

place where you can get reassurance, answers and bond with others.

Jo's was such a comfort to me that volunteering seemed like an excellent way of giving something back. I'm a media volunteer, using my story to raise awareness, and am also part of Jo's Voices.

The HPV vaccine gives me hope that one day cervical cancer can be eliminated. I only wish that I had been offered it when I was at school. I still think there's a lot of work that needs to be done and Jo's is at the forefront of that. Cervical screening detected my cancer so I'm passionate about encouraging other women to attend, yet there are also lots of us living with side effects and scars from our treatment and knowing Jo's are campaigning for improvements to our care is like having not just one person in your corner, but a whole team.

I'm getting married this autumn and my fiancé and I have decided to use our wedding to fundraise for Jo's by asking for donations instead of gifts. I know first-hand how invaluable the services that Jo's run are and I hope this means more women can benefit from the incredible support I have received.

Policy, advocacy and driving change



The need

See more cervical cancers prevented through changes to policy and practice which make it easier for women to take up their cervical screening invitation.



What we did

Saw significant progress made through our calls for change to the national commissioning and delivery of cervical screening • Built and strengthened our relationships with health bodies and parliaments across the UK.



What we didn't

Give as much focus to the devolved nations with the majority of our advocacy activity concentrated on England.

We are enormously thankful to our incredible political supporters who met with us and took action on our behalf during the year in support of our campaign objectives. During Cervical Cancer Prevention Week we held our most attended drop-in event to date in Westminster providing opportunities to develop existing relationships and build new ones.

Thanks to our supporters, cervical screening and cervical cancer were raised in several debates in the UK parliaments with the work of Jo's publicly recognised many times:

22nd January 2018

Monica Lennon MSP led a debate in the Scottish Parliament to address declining attendance across the country.

28th January 2018

Debate in Westminster following the tragic death of Natasha Sale provided opportunities for discussion about all aspects of cervical screening.

5th December 2018, 23rd January and the 1st May 2019

Cervical screening was raised at Prime Ministers Questions

26th March 2019

Cervical screening was raised at Health and Social Care Questions by Mary Robinson MP asking the Government what they are doing to tackle declining attendance.

14th May 2019

Baroness Walmsley led a Question for Short Debate in the House of Lords on vaccinations and health screening services.

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There are charities, such as Jo's Cervical Cancer Trust, which are training community champions so that someone who looks like you or me talks to you or me about cervical screening.

Baroness Barran

We were pleased to support the Women's Equality Party on their campaign highlighting falling cervical screening attendance being due to more than embarrassment: #NotAShrinkingViolet.

For a number of years, we have been raising concerns and calling for changes in how the cervical screening programme in England is governed, commissioned and delivered. Over the past year the impact of our advocacy work has been huge. Some of the highlights are below:



2018

June

We published a new report, 'Computer Says No', compiling many of our long-held concerns across the UK with six key recommendations for action.

Jun

Jul

Aug

Sept

Oct

Nov

September

Following our research into the area, we were invited to join a new group convened by Public Health England and NHS England to increase provision of cervical screening in sexual health services. We hope to see policy and funding secured in 2020.

Through our research we know the majority of women want to have the opportunity to take their own sample and we were delighted to be invited to sit on a board overseeing a large scale pilot. Led by University College London Hospital Cancer Collaborative the aim is to test the pathway and see 10,000 women taking up the offer during the study duration. Our Helpline will be providing dedicated support to those taking part in the study.

November

We supported MPs to ask parliamentary questions on our concerns over the cervical screening IT infrastructure following a serious incident in England where over 48,000 women did not receive an invitation, reminder or results.

Invited to speak at a meeting of the All Party Parliamentary Group on Women's Health enabling us to discuss our concerns and encourage politicians and others working in women's health to support our calls for change.

NHS England commissioned Professor Sir Mike Richards to conduct a review into the cervical screening programme. We met with Sir Mike to discuss challenges and opportunities from our perspective as the leading cervical cancer charity.

2019

February

We input into a National Audit Office investigation into the management of the screening programmes which found that the cervical screening programme was under-performing with inadequate oversight.

Feb

March

We submitted evidence to the Public Accounts Committee which was widely cited by MPs in the oral evidence session.

Mar

April

Joining forces with the Faculty of Reproductive and Sexual Health, Royal College of Obstetricians and Gynaecologists and the British Society of Colposcopy & Cervical Pathology, we issued a joint position statement on changes needed to increase screening uptake.

Apr

May

Following our recommendation that the screening programme needs clearer leadership and governance, a Cervical Screening Programme Board was set up to provide oversight of the programme, including mitigating risks and providing assurance that robust systems and processes are in place. We were invited to be a key stakeholder alongside NHS England, Public Health England and the Department of Health.

A Public Accounts Committee report into Adult Health Screening highlighted many of the issues we campaign on and our work in the area.

Our response to the Health and Social Care Select Committee Inquiry into Sexual Health Services was quoted extensively in the oral evidence sessions and resulted in strong recommendations in the Inquiry Report.

Sir Mike Richard's interim report cites 'Computer says no' and echoes our calls for action.

May

June

Invited to work with teams at NHS Digital and NHS X who are mapping the end-to-end screening process and engaging with professionals and the public to understand the challenges and how to make the programme fit for the future.

Jun



Priorities for 2019-20:



Develop

our advocacy plans for each devolved nation.



Run parliamentary events

in at least two countries to increase our support and enable us to expand our influence.



Use new and existing relationships

to generate increased support for our policy plans, for example to address unequal access to cervical screening for women with a physical disability.



Campaign for,

and advise on, further research looking at the best way to introduce self-sampling across the UK.



We are enormously grateful

to every organisation who chooses to support us. They help us to reach new audiences and without them we would not have been able to achieve everything we have this year.

Two new partners this year include:

- Online clothing brand ISAWITFIRST.com who supported us on International Women's Day raising £5,000 through a social media campaign.
- Daisy London, who launched a bespoke necklace and donated £10 per necklace to Jo's.

DAISY
LONDON

Jo's cervical
cancer trust



Better treatment and pathways for everyone given a diagnosis



The need

Our research shows there are big gaps in the care and support given to those affected by cervical cancer and cell changes. Many are suffering in silence with side effects from treatment.



What we did

Released the biggest piece of research into the experience of those affected by cell changes • Took every opportunity to raise the needs of those living with and beyond cervical cancer, including on an international stage.



What we didn't

We didn't make as much progress on our recommendations to reduce the long term consequences of cervical cancer. However we focused on developing our strategy and are now better placed to address them in the next year.

Improving the care and support received by those affected by cervical cancer and cervical cell changes is at the heart of our policy work. We know quality of life can be severely impacted, with side effects following diagnosis and treatment which can leave many anxious, in pain and struggling to cope. During the year we focused on refining and developing our strategy for this work to ensure we are focusing our efforts where they are needed the most.

We are proud to be members of the Scottish Cancer Coalition and Wales Cancer Alliance enabling the needs of women in Scotland and Wales to be addressed at a national level. The cancer workforce was, and remains, a key issue.

In England, the NHS Long Term Plan remains an important driver for change and we took every opportunity to provide our recommendations and insight into its development. Through attending regular meetings with the Minister for Public Health

and Primary Care and NHS England's National Cancer Director we were able to lobby for the need for changes such as new tariffs for patients living with long term consequences of cancer treatment to improve referral pathways to treatments that would improve quality of life.

220,000
women are diagnosed
with cell changes every
year. Our support
services regularly
hear from those who
are confused, scared
and are uninformed
about what is happening
to them.



In March we were invited to attend The Society for Gynaecologic Oncology conference to present data from our long term consequences of cervical cancer treatments research, offering a great opportunity to share what we believe is the largest piece of work in this area on a world stage.

Treatment for cell changes is highly effective however through our support services we know many women feel uninformed and unprepared. We conducted research to find out more.

One in five said possible impacts of treatment were not explained to them at all with variation in the number who were made aware of specific side effects. The psychological impact of diagnosis and treatment was stark. We launched our report of 1,600 experiences in June's Cervical Screening Awareness Week

with recommendations to improve treatment pathways and care.

We used the media, social media and worked with stakeholders to get the report out far and wide. We wanted health professionals to better understand the patient experience and for women to feel more in control and supported. The report was well received and we are working with organisations including Public Health England, Public Health Wales, NHS England and the British Society for Colposcopy and Cervical Pathology.

55 politicians showed their support. This included parliamentary questions being asked in England, Scotland and Wales, and several MPs speaking about their personal experiences of cell changes including Rachel Maclean MP and Layla Moran MP.

Priorities for 2019-20:



Work with

health bodies and parliament in Northern Ireland on the development of a new cancer strategy.



Identify new opportunities

to share our research through speaking opportunities at relevant conferences.



See progress

made on our policy plans to reduce the impact of cervical cancer treatment by reducing time to refer and diagnose side effects.



Take forward recommendations

in our cell changes report working with partners including the British Society for Colposcopy and Cervical Pathology and disseminating it further among colposcopy teams.



Joanne's story

In December 2016 I went for a smear test which changed my life. My cervical cancer diagnosis was a total whirlwind and I needed a radical hysterectomy. A total of just 19 days between diagnosis and major surgery! I had no symptoms, knew nothing about HPV and I was floored but thankfully, amongst the chaos, I found Jo's. It was a bizarre that the charity I came to rely on shared my name – it was certainly an odd feeling!

I'm a very practical person and the first thing I wanted to do was to digest as much information as I possibly could. The Jo's website allowed me to do that as it's full of facts and figures. It meant that when I spoke to my gynae-oncologist about my treatments, I was prepared which made hearing what they had to say a bit easier.

I started running again quite soon after recovering from my hysterectomy. I teach dance and exercise has always been great for my headspace. I would always keep an eye out for fundraising events I could get involved in and when I saw the Brighton marathon I thought... why not? I've dealt with cancer, why can't I take on a marathon?!

14 hard months after my surgery I had completed my first marathon, running with pride for Jo's. It was really emotional. I would never have run a marathon if not for my diagnosis. In 2019 I did the whole thing again! It has been a strange year for me. Three family members have lost their lives to cancer and I'm the only one who has survived. I feel like I should make the most of life.

Before diagnosis my knowledge of cervical cancer was sparse. I knew that there must be so many people out there like me so I started talking about it at work, giving awareness talks (I made a point of dragging male colleagues along too!) and putting Jo's posters in the toilets. Last year, following some fantastic



training by the Jo's team, I became a community champion to help spread the message even further. I recently gave my first presentation to a faith group which covered the causes of cervical cancer, how to prevent it and its signs and symptoms.

At the end, I chose to reveal that I had gone through cervical cancer and had a great reaction. You're no longer just someone giving a presentation, you're a person whose life was saved by cervical screening. Being able to use my story to inspire people to look after their health is incredible for me. Everyone can do something to reduce their risk, but it's so important to give people the information they need to be able to make informed choices.

Thanks to the opportunities that Jo's has offered, I have been able to turn my cancer diagnosis into something which has a positive impact on others. Physically, I healed quickly but I still struggle emotionally and mentally.

There are so many things I've done since my diagnosis that I would never have done if not for having had cervical cancer. Two marathons is one thing. Meeting lots of inspirational people is another. However, working to eliminate a cancer is definitely top of the list.

Fundraising



What we did

Launched a virtual option of our sponsored event Steps for Jo's enabling more people to take part when and where it suits them • Achieved growth across corporate, events, and individual fundraisers income streams • Secured £273k of new income for the next financial year from Trusts, Statutory and Corporate sources • Secured a significant grant from the Scottish Government to deliver targeted awareness campaigns in the West of Scotland • Revamped our legacy materials and provided training to the whole organisation, we also received one legacy bequest.



What we didn't

Achieve the growth that we aimed for from Company and Trust donations, however we have been able to develop a better understanding of how to predict growth for these areas in future and identify opportunities for the coming year • Launch a regular giving campaign as changes to our website are needed first, we hope to do this next year.

Our supporters are hugely important to us and over the year we have invested time into evaluating our supporter care journeys to make them more bespoke and personalised. This included new certificates, especially for our fantastic Bros for Jo's, and greetings cards to help us say "we're thinking of you", "thank you" and "good luck".

We relaunched our 'Salons Supporting Screening' campaign to raise awareness and funds with beauty salons, a community perfectly placed to do so. We worked with salons to develop the campaign using their

insight and enthusiasm and, although only launched in late spring, the campaign has been incredibly well received and we are beginning to see income as a result.

Our corporate income grew from £97,000 to £140,000, a significant growth of 44% with particular increases in income from the medical technology sector and new partnerships with statutory funders including the Scottish Government and UCLH Cancer Collaborative which have been secured against the next financial year.



This Christmas instead of sending cards we are donating to Jo's Cervical Cancer Trust. Jo's has been a fantastic source of information for me and my family and friends this year after my diagnosis and we really want to thank them for it by donating. Jo's do fantastic work, thanks for everything you do to raise awareness.

Events remain an important income stream for us and we saw hundreds of supporters getting on their bikes or lacing up with their trainers in aid of Jo's. Our annual Steps for Jo's event remains really important to us, raising over £23k, and is the inspiration for

our new Virtual Steps event. The Women V Cancer cycling events had a bumper year, which saw two London Ride the Night events and overseas challenges such as Ride India and London to Paris, raising a staggering £692,000 for Jo's.

Priorities for 2019-20:



Develop and grow
our new fundraising initiatives Salons Supporting Screening and Virtual Steps for Jo's to grow unrestricted income.



Explore opportunities
for statutory funding with regional cancer alliances on partnerships working to improve screening uptake.



Develop and promote
regular giving and produce materials to support the campaign.



Work with a committee
to deliver a 20th Anniversary event at the National Portrait Gallery generating £80,000.



Achieve a 30% growth
in Corporate Partnerships delivering over £200k.



Continue to grow
our Trust portfolio and achieve a 30% growth.

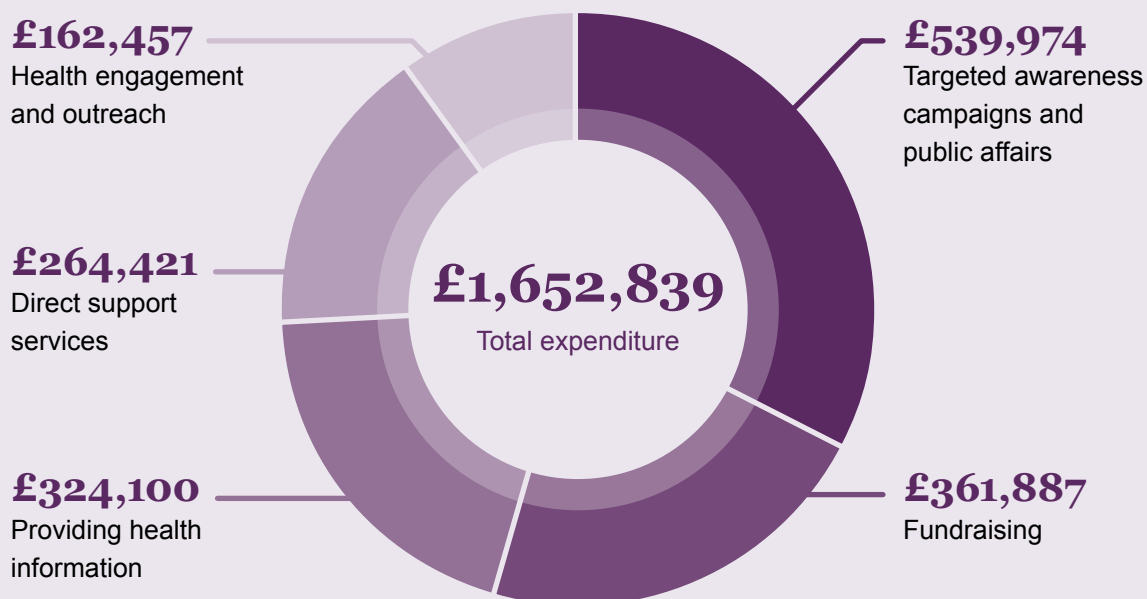


How we raise and spend our money

Income 2018-19



Expenditure 2018-19



We are incredibly grateful to every single person and organisation who has supported Jo's this year. We wish we could mention everyone. Here are just a few:

All the women who have taken part in the Dream Challenges Women V Cancer events

Hologic

Nikki's Trust

Ted Tugwell

The Scottish Government
Screening Inequalities fund

Department of Health Tampon Tax

OddBalls

Roche Diagnostics

Rayne Foundation

British Society of Colposcopy
and Cervical Pathology

The Will Charitable Trust

Downe House School

Wrenbridge

Jo and Neil Painter and the
Bugbrooke Rugby Club

ISAWITFIRST.com

Daisy London

BGC Partners

Roche Products Ltd

Schroder Charitable Trust

PayPal Giving Fund

Fast Forward 15

Carten 100 Cardiff to Tenby

Hospital Saturday Fund

John Ackroyd Charitable Trust

G C Gibson Charitable Trust

Childwick Trust

The Worshipful Company of Grocers

The William Allen Young Charitable Trust

London Gynaecology

Kinky Boots production team

The Cotswold School

Masonic Charitable Foundation

Lucia Lowther

Mrs Iris Noreen Setchell Charitable Trust

Mainhouse Charitable Trust

The James Tudor Foundation

Victoria Chambers

Headquarters (Leatherhead)

Lovehoney Ltd

Pelican Feminine Healthcare Ltd

Ladygate Bowls Club

The Southport Rugby Football
Club – Ladies Day

Colleen Rayner and Margaret Booker

VR Sani-Co

Roman Originals

Lee Davies

All our Facebook fundraisers who gave up over £59,000 worth of gifts and birthday treats for Jo's this year

Trustees Report and Financial Statements

For the Year Ending 31 July 2019

Governance and Administrative Details

Jo's Trust was established in 1999 as a Deed of Trust. In 2010 Jo's Cervical Cancer Trust was incorporated as a company limited by guarantee and registered as a charity which then took on the assets and activities of Jo's Trust.

Trustees

Clodagh Ward (Chair)
Tessa Bamford
Mina Desai
Doug D'Arcy (joined March 2019)
Hugh Grootenhuis
Thomas Ind (retired March 2019)
Lucy Maxwell (retired March 2019)
Louise Newton
Dr Andy Nordin (joined July 2019)
Rebecca McCreath
Kevin Pollock
Carol Taylor

Chief Executive

Robert Music

Registered office

CAN Mezzanine,
7-14 Great Dover Street, London,
SE1 4YR

Charity number

1133542 (England & Wales)
SC041236 (Scotland)

Company number

7111375

Auditors

Knox Cropper LLP
65 Leadenhall Street
EC3A 2AD

Bankers

C. Hoare & Co.
37 Fleet Street
London
EC4P 4DQ

Solicitors

Farrer & Co.
66 Lincoln's Inn Field
London
WC2A 3LH

Report of the Trustees

The Trustees (who are also the directors of the charitable company for the purposes of the Companies Act) present their combined directors' report and Trustees' report, as required by company law, together with the audited financial statements of Jo's Cervical Cancer Trust (the Charity) for the year ended 31 July 2019. The Trustees confirm that the Trustees' report and financial statements of the Charity comply with the current statutory requirements, the requirements of the Charity's governing document and the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

Public Benefit

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning future activities.

Objectives

- To advance education of the public in the understanding of all aspects of cervical cancer;
- To promote the study of cervical cancer by supporting and carrying out research into the causes, prevention, diagnosis and method of treatment of this disease and by publishing the useful results of such research;
- To provide support, assistance and information directly or indirectly to people affected by cervical cancer; and
- Such other purposes for the benefit of the community as shall be exclusively charitable as the Trustees from time to time shall decide.

Mission and Vision

Our vision is 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.

Financial review

The charity's finances are overseen by the Trustee board. A Statement of Financial Activities has been prepared for the full year. This statement shows income for 2018-19 was £1,630,294 (£1,503,808 in 2017-18) with expenditure in 2018-19 at £1,652,839 compared to £1,662,241 in 2017-18, resulting in a deficit of £22,545 .

Expenditure on Charitable Activities reduced from £1,369,413 to £1,290,592. The main reasons for this change is twofold:

- 1) reduced restricted grant expenditure compared to the previous year and
- 2) a reduction in the value of gift in kind donations from £240,208 to £153,200, the value of adverts clicked on via Google's AdWords grant scheme.

Expenditure on raising funds increased from £293,008 to £361,887 during the

year, which was primarily down to previous investment in our fundraising team with the value of three posts coming into the accounts for a full year compared to just over half a year in 2017-18. This is to help support our long term 'Eradicate Cervical Cancer' campaign and marketing costs for the highly successful Women v Cancer and we have already seen an 8.5% rise in income and anticipate at least a further 10-15% increase in 2019-20.

The level of unrestricted reserves at the end of 2018-19 was £426,256, which equates to 4.38 months unrestricted expenditure which is in the lower end of charity's current reserves policy of four to six months. There are plans to increase charitable expenditure in 2019-20, to support the objectives in our five year plan, but ensuring it stays within the boundaries of the current reserve policy.

How we are governed

Ensuring the charity is well governed is fundamental. It ensures we can best deliver on our mission and objectives. Good governance ensures we are compliant with relevant legislation and that we review risks we might face.

During the year Trustees worked with the National Council for Voluntary Organisations (NCVO) Governance Wheel, that provides a clear framework for boards to stay in effective and demonstrable control to achieve our charitable purpose. The Wheel focusses on a number of key areas including: the charity's foundation principle, organisation purpose, leadership. Integrity, decision making, risk and control, board effectiveness, diversity and openness and

accountability. Based on the discussions and scoring the board agreed to focus on three areas initially but to continue to use and review the Governance wheel as a key tool in ensuring good governance.

Leadership

Jo's Cervical Cancer Trust is governed by its wholly volunteer Trustee Board. The role of Board of Trustees is to set and agree the overall direction, strategy and culture at Jo's Cervical Cancer Trust. They lead by example and support the chief executive in the daily delivery of our strategic and annual plans and activities, monitoring performance against agreed objectives. The Board also have a legal responsibility, ensuring the charity is

meeting legal requirements. Additionally they regularly review risks and policies throughout the year.

Trustee Board

Trustees who served on the board during 2018-19 can be found on page 34 of this report. They can come from anywhere in the UK, all bring specific skills to the Board but as a group all have a passion for the cause and its vision.

The executive team

The executive team, made up of five individuals and led by the chief executive, are Jo's Cervical Cancer Trust's senior managers and responsible for the day-to-day leadership and running of the charity and the execution of the strategy and policies decided by the Trustee Board. As a team they are committed to not only focusing on the delivery of our core activities, but also looking forward to ensure we remain sustainable as an organisation, able to respond to changing trends and external factors. The executive team provide direction and motivation to our people.

Avoiding conflicts of interest

The charity operates a Conflict of Interest policy for all the Trustees. Conflicts of interest are collated annually and new declarations of conflict of interest are recorded. All declarations in line with the Commission disqualification criteria guidelines.

Financial responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with the latest law and regulations. Trustees are required to prepare financial statements for each financial year in accordance with UK accounting practice and must not approve the financial statements unless they are satisfied that

they give a true and fair view of the state of affairs of the charity for that period.

Trustees are responsible for keeping proper accounting records. These must be sufficient to show and explain the transactions, and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the UK Charities Act 2011 and applicable accounting regulations. They are also responsible for safeguarding the assets of the charity and for taking reasonable steps to prevent and detect fraud and other irregularities.

Financial planning, decisions and reporting

The strategic management of the charity is entrusted to the Trustee Board and the execution of that management – the responsibility for implementing strategy and the day-to-day management is the responsibility of the chief executive. The chief executive delegates authority to their senior management team.

Financial authority is granted by the approval of specific budgets. The financial plans form part of these overall plans and are made up of a high-level five-year business plan; a detailed annual budget, which defines specific projects and detailed departmental plans for the next financial year; and a quarterly forecast process that reviews the annual plans and makes changes, as necessary. Monthly accounts are produced and sent to all Trustees for review, whilst a quarterly budget reforecast is undertaken with the senior management team and then agreed by Trustees.

Financial policies and procedures

The Trustees are responsible for safeguarding the assets of the charity which is enabled through the financial policies

and procedures. Compliance with these policies and procedures is mandatory for all employees, and non-compliance may lead to disciplinary proceedings.

Risk management

The Trustee Board and the senior management team undertook two reviews of the key strategic risks which the charity has identified faces and are satisfied that systems are in place to mitigate those risks. Effective risk management is key to successfully delivering our strategy and ensuring the charity is safe and sustainable both now and in the future. An organisation-wide risk management approach is in place.

Fundraising standards, regulation compliance, contacting our supporters and supervising our fundraisers

Jo's Cervical Cancer Trust's approach to fundraising is to go 'beyond compliance' and to demonstrate best practice and the best and highest standards of supporter care and governance. The charity is signed up to the Fundraising Regulator, which is voluntary. We adhere to the 'Codes of Fundraising Practise' as set out by the Fundraising Regulator. Additionally a number of the Fundraising Department are members of several of the Institute of Fundraising's special interest groups, these are voluntary groups that promote excellence and best practice across peer networks for specific fundraising income streams such as Corporate Fundraising.

Jo's Cervical Cancer Trust does not sub-contract elements of its fundraising activities to telephone or marketing agencies and undertakes all its correspondence and contact with donors in-house. The charity does benefit from fundraising activity where it has been selected as a beneficiary such as the Women V Cancer challenge events organised by Dream Challenges in support of

three charities focussed on cancers that affect women: cervical, ovarian and breast cancers. This relationship is covered by a contract, there are two governance meetings a year and detailed regular updates which includes projected income and participant numbers.

For members of the public who, on their own initiative, fundraise for the charity, our Fundraising Guide recommends safe and legal practices and requests that fundraisers get in touch with the charity and to seek its advice. Where we are aware of an event or activity in advance we monitor it through keeping in touch and advising the supporter about best practice as part of our supporter care journey. We are clear in our contracted relationships, such as with corporate partners (commercial participators) or individuals that they are not representing Jo's Cervical Cancer Trust but supporting the charity and cannot act on its behalf.

The charity has a number of fundraising policies in place that both protect our supporters but also provide clarity about who we are and are not willing to work with including: vulnerable supporters, complaints, donation acceptance and corporate and pharmaceuticals policy. The charity received no complaints relating to its fundraising activities during the year.

Length of service for Trustee Board members

Trustee Board members serve a three year term and may be reappointed for up to a further two succeeding terms. Following this, after a one year break, Trustees can be reappointed. We aim to match the skills of Trustees to our strategic goals and business plan needs and through gaps identified that need filling.

Each year the Trustees review the make up of the Trustee board and potential vacancies and gaps that may arise, ensuring we can put plans in place to refresh the skills,

experience and diversity needed to ensure sustainable governance in the future.

Gender balance

At the end of 2018-19, the Trustee Board comprised of six women and four men. We continue to promote and encourage diversity across the charity.

Trustee Board meetings

The Trustee Board meets formally at least four times a year. Along with a list of standing agenda items this is supplemented with other items of relevance to the Trustees role and responsibilities. While the Executive Team are at times present at Trustee Board meetings, they do not have any voting rights. Decisions lie with the Trustees.

Trustees have the power to appoint new or additional Trustees up to a maximum of 12. During the year Lucy Maxwell and Thomas Ind retired as Trustees and we are enormously grateful to them for their many years dedicated service and support of the charity. Two new Trustees, Doug D'Arcy and Dr Andy Nordin, were recruited during the year who both bring a wide range of expertise and skills identified by the board to benefit the charity's development and growth.

During the year the charity held a staff and Trustee session to review the charity's strategy and explore areas of potential change to ensure we are continually doing our best to support our long term vision.

conferences to both improve and update their skills but to then share learnings with the Trustee Board at a future meeting. We update Trustees on any changes to regulation and standards throughout the year as part of the Board meeting papers.

Reserves

During the year Trustees reviewed the charity's reserves policy which states that unrestricted reserves are to be a maximum of six months unrestricted expenditure. It was agreed to keep reserves at this level to ensure a higher proportion of donated funds are utilised on charitable expenditure, whilst ensuring the financial sustainability of the organisation. The reserves policy requires:

- Reserves to be maintained at a balanced level which ensures that Jo's Cervical Cancer Trust's core activity can continue during a period when the level of voluntary income (which by its very nature is uncertain) is significantly reduced and which allows the anticipated additional expenditure on charitable output, in line with its strategic plan, to take place
- The planned level of reserves to be maintained in a readily realisable form
- The agreed planned level of reserves be set between four to six months with a maximum of six months unrestricted expenditure
- That the reserves are reviewed at each board meeting.

Refreshing Trustee Board skills and knowledge

On appointment, new Trustees have an induction programme and are provided materials to help them understand the work of the charity and their role. Providing ongoing training opportunities for Trustees is core to our work and over the year a number of Trustees went on training or attended

Statement of Trustees' responsibilities

The Trustees (who are also the directors of Jo's Cervical Cancer Trust for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently
- observe the methods and principles in the Charity SORP
- make judgements and estimates that are reasonable and prudent
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Auditors

On 31 March 2019, Knox Cropper, the Charity's auditors, transferred its business to Knox Cropper LLP, a limited liability partnership incorporated under the Limited Liability Partnerships Act 2000. The Trustees have consented to treating the appointment of Knox Cropper as extending to Knox Cropper LLP.

The auditors, Knox Cropper LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Approval

This report was approved by the Board of Directors and Trustees on 14th October 2019 and signed on their behalf by:



Clodagh Ward



Hugh Grootenhuis

Independent Auditors' Report to the Trustees of Jo's Cervical Cancer Trust

Opinion

We have audited the financial statements of Jo's Cervical Cancer Trust (the 'charitable company') for the year ended 31st July 2019 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken, so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report or for the opinion we have formed.

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31st July 2019 and of its income and expenditure for the year then ended
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the

requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulation 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and the provisions available for small entities and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report, which includes the directors' report prepared for the purpose of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors report included within the Trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company

and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirements to prepare a strategic report.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purpose of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatements, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters

related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed auditor under section 44(1) (c) of the Charities and Trustees Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error,

and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.



Kevin Lally (Senior Statutory Auditor)
for and on behalf of Knox Cropper LLP
Chartered Accountants and Statutory Auditors
14th October 2019

65 Leadenhall Street
London, EC3A 2AD

Knox Cropper LLP is eligible to act as an auditor in terms of Section 1212 of the Companies Act 2006.

Statement of financial activities

(incorporating the income and expenditure account)
for the year ended 31st July 2019

	Notes	Restricted funds £	Unrestricted funds £	Total 2019 £	Total 2018 £
INCOME FROM					
Grants and donations	2a	312,604	543,717	856,321	939,806
Activities for generating funds	2b	-	768,924	768,924	558,739
Investments		-	1,037	1,037	1,376
Other		-	4,012	4,012	3,887
TOTAL INCOMING RESOURCES		312,604	1,317,690	1,630,294	1,503,808
EXPENDITURE ON					
Raising funds		-	361,887	361,887	293,008
Charitable activities	3	312,604	978,348	1,290,952	1,369,413
TOTAL RESOURCES EXPENDED		312,604	1,340,235	1,652,839	1,662,421
Net income before transfers		-	(22,545)	(22,545)	(158,613)
Transfers		-	-	-	-
Net movement in funds		-	(22,545)	(22,545)	(158,613)
BALANCE BROUGHT FORWARD		-	448,801	448,801	607,404
BALANCE CARRIED FORWARD		-	426,256	426,256	448,801

All amounts relate to continuing activities.

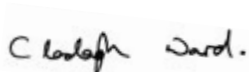
Balance sheet

As at 31st July 2019

	Notes	2019 £		2018 £	
FIXED ASSETS	8		7,712		11,861
CURRENT ASSETS					
Stocks	9	-	-	-	-
Debtors	10	239,413		207,192	
Cash at bank and in hand		635,165		664,678	
		874,578		871,870	
CREDITORS: Amounts falling due within one year	11	(417,231)		(275,056)	
NET CURRENT ASSETS			457,347		596,814
Total assets less current liabilities			465,059		608,675
CREDITORS: Amounts falling due after more than one year	12		(38,803)		(159,874)
NET ASSETS			426,256		448,801
FUNDS					
Restricted funds	14		-		-
Unrestricted funds: general reserve	15		426,256		448,801
			426,256		448,801

The financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard 102.

Approved on 14th October 2019 and signed on behalf of the board



Clodagh Ward



Hugh Grootenhuys

Registered Company Number: 7111375

Statement of cash flows

For the year ended 31st July 2019

	Total 2019 £	Total 2018 £
OPERATING ACTIVITIES		
Net income/(expenditure) for the reporting period	(22,545)	(158,613)
Depreciation charge	6,309	6,308
Interest payable	-	-
Investment income	(1,037)	(1,376)
(Increase)/decrease in debtors	(32,221)	(17,531)
Increase/(decrease) in creditors	21,104	(114,538)
(Increase)/decrease in stock	-	-
Net cash provided by/(used in) operating activities	(28,390)	(285,750)
INVESTING ACTIVITIES		
Investment income	1,037	1,376
Purchase of equipment	(2,160)	(2,903)
Net cash provided by/(used in) investing activities	(1,123)	(1,527)
FINANCING ACTIVITIES		
Interest payable	-	-
Loan repayment	-	-
Cash flows from financing activities	-	-
Change in cash and cash equivalents in the reporting period	(29,513)	(287,277)
Cash and cash equivalents at the beginning of the reporting period	664,678	951,955
Cash and cash equivalents at the end of the reporting period	635,165	664,678

Notes to the financial statements

For the year ended 31st July 2019

1. Accounting policies

- (a) The financial statements have been prepared in accordance with the Charities SORP (FRS102), with the Companies Act 2006, and with applicable Accounting Standards. They have been prepared under the historical cost convention and in accordance with FRS (102). The charity is a public entity as defined by FRS102.
- (b) Depreciation is provided on office equipment on a straight line basis over its useful economic life of three years.
- (c) Stock is valued at the lower of cost and net realisable value.
- (d) Grants are accounted for in the Statement of Financial Activities in the year in which they are receivable, unless they are clearly specified as relating to future years, in which case they are carried forward as deferred income.
- (e) Salaries and those other costs which do not relate to a specific activity are allocated to the charity's various activities based on an estimate of the staff time spent on the activity.

2a. Grants and donations

The analysis of grants and donations for the year is as follows:

	Total 2019 £	Total 2018 £
Government grants:		
• Department of Health	95,583	115,734
• Scottish Government (Roadshow)	46,026	124,293
• Scottish Government (Beating Cancer)	-	40,990
Companies and organisations	186,642	172,772
Trusts	66,302	40,350
Public donations and fundraising	308,568	205,459
Donation-in-kind:		
• Google Adwords (See Note 18)	153,200	218,708
• JC Decaux	-	21,500
	856,321	939,806

2b. Activities for generating funds

The analysis of activities for generating funds for the year is as follows:

	Total 2019 £	Total 2018 £
Tribute funds	17,390	28,141
Challenge events	751,048	529,409
Christmas cards	486	1,189
	768,924	558,739

3. Charitable activities

	Direct costs £	Administrative support costs £	Total 2019 £	Total 2018 £
Support services	230,574	33,847	264,421	226,822
Information, education and awareness	753,468	110,606	864,074	823,264
Eradicate Cervical Cancer Campaign	141,662	20,795	162,457	319,327
	1,125,704	165,248	1,290,952	1,369,413

4. Administrative support costs

	Support services £	Information services £	Eradicate cancer £	Total 2019 £	Total 2018 £
Legal and professional	868	2,837	533	4,238	6,404
Premises and office facilities	19,323	63,143	11,872	94,338	94,348
Office costs	8,536	27,894	5,244	41,674	43,287
Governance (Note 5)	5,120	16,732	3,146	24,998	20,249
Other costs	-	-	-	-	-
	33,847	110,606	20,795	165,248	164,289

Administrative support costs are analysed between support services, information services and Eradicate Cervical Cancer Campaign and included in Note 3 above.

5. Governance

	Total 2019 £	Total 2018 £
Salaries	21,776	17,033
Trustee expenses	1,122	1,236
Audit fee	2,100	1,980
	24,998	20,249

6. Staff costs

	Total 2019 £	Total 2018 £
Wages and salaries	790,035	661,005
Social security costs	79,108	68,253
Pension costs	46,000	36,810
Termination costs	5,000	-
	920,143	766,068
The average number of staff employed during the period was:	24	20

At 31 July 2019 Jo's Cervical Cancer Trust had 24 staff employed.

In 2019, one member of staff received remuneration of between £80,000 – £90,000 (2018 – one between £80,000-£90,000).

The remuneration of Senior Management Personnel amounted to £397,586 (2018: £308,633).

There were a number of factors that have resulted in a rise in senior management costs as outlined below:

1. There was a period of overlap with one senior manager and their maternity cover
2. The costs included maternity pay for one member of senior management
3. Senior member of staff who left the charity (inclusive of notice period and holiday pay)
4. There are full year salary payments for two Heads of Department whereas in the previous year these posts were newly created and incurred just over 50% of costs compared to 2018-19

7. Trustees

The Trustees do not receive any benefits or remuneration for their services.

8. Fixed assets

	Equipment £
Costs:	
At 1 st August 2018	35,494
Additions	2,160
At 31 st July 2019	37,654
Depreciation:	
At 1 st August 2018	23,633
Charge for the period	6,309
At 31 st July 2019	29,942
Net book value:	
31 st July 2019	7,712
31 st July 2018	11,861

9. Stocks

	Total 2019 £	Total 2018 £
Christmas cards	-	-

10. Debtors

	Total 2019 £	Total 2018 £
Prepayments	195,054	183,492
Accrued income	1,100	1,100
Other debtors	43,259	22,600
	239,413	207,192

11. Creditors: Amounts falling due within one year

	Total 2019 £	Total 2018 £
Deferred income		
Department of Health	85,275	101,000
Scottish Government	58,187	63,000
Masonic Charitable Foundation	8,408	15,000
St James's Place Charitable Foundation	33,408	40,000
James Tudor	1,570	-
Rayne Foundation	3,408	-
UCLH	19,828	-
Scottish Government Statutory Fund	99,478	-
Grocers	10,000	-
Greensill Capital	20,000	-
William Allen	10,000	-
Schroders	5,000	-
	354,562	219,000
Accruals	22,496	2,444
Other creditors	14,732	30,720
Payroll taxes	25,441	22,892
	417,231	275,056

12. Creditors: Amounts falling due after more than one year

	Total 2019 £	Total 2018 £
Deferred income		
Department of Health	3,400	83,258
Scottish Government	35,403	76,616
	38,803	159,874

13. Deferred income

	Balance 1/8/18 £	Released to statements of financial activities £	Deferred £	Balance 31/7/19 £
Department of Health	184,258	(95,583)	-	88,675
Scottish Government	139,616	(46,026)	-	93,590
Scottish Government Statutory fund	-	-	99,478	99,478
Other:				
• St James's Place Charitable Foundation	40,000	(6,592)	-	33,408
• Masonic Charitable Foundation	15,000	(6,592)	-	8,408
• Greensil	-	-	20,000	20,000
• UCLH	-	-	19,828	19,828
• Grocers	-	-	10,000	10,000
• William Allen	-	-	10,000	10,000
• Schroders	-	-	5,000	5,000
• Rayne Foundation	-	-	3,408	3,408
• James Tudor	-	-	1,570	1,570
	378,874	(154,793)	169,284	393,365
To be released within one year (see Note 11)				354,562
To be released after more than one year (see Note 12)				38,803
				393,365

14. Restricted funds

	Balance 1/8/18 £	Incoming resources £	Resources expended £	Transfers £	Balance 31/7/19 £
For support services	-	65,574	65,574	-	-
For information services	-	100,421	100,421	-	-
For fundraising	-	5,000	5,000	-	-
Eradicate Cervical Cancer Campaign	-	141,609	141,609	-	-
	-	312,604	312,604	-	-

Restricted funds represent donations and grants restricted for use on particular areas of the Trust's work.

15. Unrestricted funds

	Balance 1/8/18 £	Net Incoming Resources £	Balance 31/7/19 £
General reserve	448,801	(22,545)	426,256
	448,801	(22,545)	426,256

16. Commitments under operating leases

The Trust has entered into a licence agreement for its office accommodation which is on three months notice. The annual fee in the following year (2019-20) is £94,700 (2018-19: £91,800).

17. Analysis of net assets between funds

	Restricted £	Unrestricted £	Total 2019 £
Tangible fixed assets	-	7,712	7,712
Cash	-	635,165	635,165
Debtors	-	239,413	239,413
Liabilities	-	(456,034)	(456,034)
Net assets	-	426,256	426,256

18. Donated services

In 2018-19 and the previous five years, the Trust received free advertised space on Google search pages under the Google Awards Scheme amounting to £153,200.

19. Related party transactions

There were no related party transactions in the year.

20. Going concern

The Trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

21. Comparative figures for the statement of financial activities as required by FRS102

	Restricted funds £	Unrestricted funds £	Total 2018 £
Income from			
Grants and donations	400,680	539,126	939,806
Activities for generating funds	-	558,739	558,739
Investment income	-	1,376	1,376
Other income	-	3,887	3,887
Total incoming resources	400,680	1,103,128	1,503,808
Expenditure on			
Raising funds	-	293,008	293,008
Charitable activities	400,680	968,733	1,369,413
Total resources expended	400,680	1,261,741	1,662,421
Net income/(expenditure) before transfers	-	(158,613)	(158,613)
Transfers to/(from) restricted funds	-	-	-
Net income/(expenditure) after transfers	-	(158,613)	(158,613)
Balance at 1 st August 2017	-	607,414	607,414
Balance at 31 st July 2018	-	448,801	448,801

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Call our Helpline:

0808 802 8000

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Registered Charity No: 1133542 / SC041236.