



# Annual Report

2019-2020

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# Introduction

**Clodagh Ward,  
Chair of Trustees**

Last year was our 20<sup>th</sup> anniversary year. It was meant to be a year of celebration and throughout the first half of the year it truly was. We launched new support services, achieved policy successes and expanded our outreach services. It was set to be our best ever year. Then COVID-19 hit.

Along with many organisations we faced significant challenges, having to make incredibly hard decisions to ensure the survival of the charity. I cannot thank our staff enough. They did not lose sight of the purpose and mission of Jo's and worked above and beyond to ensure we could continue to provide the support our community desperately needed. Our senior team led the charity through difficult choices and my sincere thanks also go to them. But above all, thank you to our supporters and volunteers who gave their time and raised funds to help us through, thanks to you Jo's is still here.

We are not out of the woods and the future is still uncertain however we have renewed reasons to celebrate. We are in a far stronger situation than we could ever have imagined when the pandemic hit and have become more resourceful and efficient as a result.

The impact of the pandemic on cancer services and programmes such as cervical screening was wide reaching and remains ongoing. Our support services saw the impact first hand with cancelled appointments, delayed treatments and diagnoses being delivered at an already highly anxious time.

I also have to announce the departure of our Chief Executive, Robert Music, who has decided to move to a new charitable leadership role. Robert has led the charity for the past 12 years. He was recruited as employee number one and has grown the charity into the impressive organisation that it is today. The Board and I are very sorry to see him go, however he leaves the charity in robust health. We have a passionate and engaged team focussed upon eliminating cervical cancer in the UK and ensuring that no-one with a diagnosis goes unsupported.

I want to thank Robert for all his hard work and commitment over the years, Jo's would not be where it is today without that. On a personal note, I have greatly enjoyed working with him and wish him every success in his new role. We have started the recruitment process to find our next Chief Executive and I will update you on that in the coming months.

We have a challenging time ahead but Jo's will continue to campaign and support the needs of those affected by cervical cancer in the coming year while working to ensure as many people as possible have the resources to reduce their risk of the disease.

## **Robert Music, Chief Executive**



In 2019 I went on a course at Harvard for voluntary sector leaders. The word 'pivot' came up time and time again. Little did I know that Jo's would have to literally pivot overnight. The upside of this awful situation is that we learnt incredibly quickly that the way we have always worked wasn't always the best. I am incredibly proud of my team and how we adapted. This most challenging of periods highlighted the excellent reputation and trust that the charity has with policy and health influencers. We were asked to work collaboratively with Royal Colleges and NHS England among others on communications, conducting research and providing insight into what the public needed.

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## **Dan Joyce, Head of Fundraising**



When lockdown took effect in March we saw income fall away overnight. With uncertainty surrounding fundraising and community events it was difficult for our supporters to plan how they were going to continue to fundraise for Jo's. Faced with the cancellation of their events our supporters responded incredibly to our Emergency Appeal and thanks to their commitment, alongside the generosity and flexibility of our Trust and Corporate funders in giving additional funding and allowing us to unrestrict existing grants, we are still here.

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## **Julie Bradley, Head of Finance and Corporate Services**



When our office closed in March our first priority was supporting the safety and wellbeing of our staff. This included adjusting to the 'new normal' as homes became workplaces and many colleagues had to navigate working and home schooling and other commitments. We introduced different methods of communication to keep staff updated, motivated and support mental health. Giving notice on our office and furloughing 60% of our staff became measures we needed to take.



## Rebecca Shoosmith, Head of Information and Support Services



Our services have been more in need than ever this year. From growing uncertainty about HPV before the pandemic, to the severe impact on cancer services as a result of it. Through our health information we were able to reflect the rapid changes that were taking place and ensure our community had the answers they needed. Flexibility in our approach, as well as consulting with our community, meant that we were able to provide new ways to connect with our services through virtual events and additional support that utilise email and video calls.

## Kate Sanger, Head of Policy and Communications



While extremely challenging, this year has also been one of many successes for Jo's. We launched our first report looking at the experiences of many of the 220,000 diagnosed with cervical cell changes every year, highlighting where better care is needed. In England we saw changes we have long been calling for that will increase access to cervical screening. A positive of the pandemic is how the cancer community came together, to share resources, evidence and ultimately provide a united and stronger voice advocating for those living with and beyond cancer in the UK.

## 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.

## Why we do it

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.



# Jasmine's story

In March 2019, when my son was 6 months old, I started experiencing light spotting after sex. I knew this was a symptom of cervical cancer but brushed it off as I thought maybe I still wasn't completely healed after a difficult birth. Over the next few months I started having light bleeding between periods, cramps and some lower back discomfort, again I brushed it off thinking it was my body getting used to being back on the contraceptive pill until one morning in June I experienced extremely heavy bleeding along with large clots. I remember sitting on the bathroom floor crying.

I eventually had a cancer referral and a couple of weeks later I went under general anaesthetic for my colposcopy and biopsy. On the 1st November 2019 I went to discuss my biopsy results where I was told I had stage 2b cervical cancer.

A few weeks after my diagnosis I started my treatment. 25 sessions of radiotherapy, five sessions of chemotherapy and three sessions of brachytherapy. I made the decision to not have any fertility treatment as I am lucky enough to already have two children and wanted to focus on getting better. The first couple of radiotherapy sessions were emotionally tough, trying to get my head around the fact I would be going to hospital almost every day for five weeks. I then had brachytherapy. It was something I had never heard of and found the thought of it very daunting, but the radiographers and nurses were incredible.

I finished brachytherapy in January 2020 and within a couple of weeks I went through the menopause – hot flushes and night sweats galore! I struggled emotionally for the first couple of weeks after treatment as all I could think about was whether it had gone or not. It was a worrying time waiting for scan results, especially during the lockdown, but in April 2020 I received my latest PET scan results saying they have found no evidence of cancer.

They were trying to limit hospital appointments during lockdown understandably so I received my good news over the phone. It's a little daunting suddenly having no appointments to attend but I know they're at the other end of the phone if I need them. It has been hard not being able to celebrate with family, especially my parents but we opened some champagne over a video call, and we will make up for it when we're allowed to.

I'm still struggling with some bowel changes which I think will be permanent but manageable. I'm also suffering with painful hips from radiotherapy but since starting yoga and exercising more it's slowly improving. I'm hoping to get some HRT soon to help with the menopausal symptoms but overall I feel extremely lucky to have got through the last year with the help of my incredible fiancé who was at every appointment, my amazing parents, family and friends. Not to mention the tremendous support I have received and am still receiving from the wonderful people at Jo's.

“

*Jo's was the first website I visited when I was experiencing symptoms. I hope to carry on raising awareness of cervical cancer and the importance of smear tests and when lockdown is lifted, I look forward to raising as much money as possible for such an important charity that has played a key part in my cancer journey.*

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# Never more needed

A cancer diagnosis changes everything. From the immediate consequences to the lifelong impacts on physical, mental and financial health. At Jo's we know that everyone's experience is completely different. Our mission, and one of our reasons for being, is to be there for everyone who needs us, when they need us.

Before the country went into lockdown we were reaching more people than ever before. Our connected Helpline calls were up 6% on the previous year and we had our busiest ever January, coinciding with Cervical Cancer Prevention Week.

## 2,282

**calls connected providing a lifeline in a difficult year**

We connected 2,282 calls compared to 2,153 in the previous financial year. This was in part achieved by us being open for longer, a total of 82 days up from 73, which is a real testament to our team and volunteers who stuck with us through a very hard year.

The nature of our calls changed dramatically overnight in March 2020 as the NHS was forced to pause and delay tests, treatments and prevention programmes. Those coming to us were highly anxious and desperately needed answers. We very quickly realised our Helpline needed to be open longer and later and increased the number of Callbacks we made. Every month, bar April and May, exceeded figures in 2019 and we carried out 10% more Callbacks compared to the year before. These calls have also been consistently longer as the pandemic has made life even harder for those facing tests and treatments. During the first months of the pandemic we saw calls drop off slightly as fewer tests and appointments were carried out. However as lockdown eased they started increasing with rising levels of frustration and fear.

Our Ask The Expert service saw a reduction in submissions throughout most of the year of around 2%. This was partly due to the impact of COVID-19. We were faced with a high volume of submissions, however high numbers of our expert panel were redeployed to support the immediate NHS response and as such, understandably had less time. During this period we focused on promoting our other services to ensure those needing support could access it as soon as possible.

We have now recruited two more screening nurses and two more oncologists to our panel. This will lessen the demand on the existing panel and increase the response time.

Our Forum, in particular our private section for those affected by advanced or recurrent cancer and going through some of the most challenging times during the pandemic, provided a safe space for peer support.

## 17%

**increase in the number of new users posting comments in our Forum**

At Jo's we have long advocated for the introduction of HPV self-sampling and are excited to be providing Helpline support to a HPV self-sampling research project due to start in early 2021. YouScreen aims to screen 10,000 women and people with a cervix in North and East London, and we have been part of the project steering group from the start.

**We couldn't be more grateful to each and every one our volunteers and experts who make running our support services possible.**

# Face-to-face support



In September 2019 we had our highest ever attendance at our annual cervical cancer support day Let's Meet with a 9% increase from the previous year. Attendees travelled from all over the UK attend, including from as far as Dumfries, with 96% saying they would attend another event in the future. Topics spanned looking after your mental health, sex and intimacy changes after cervical cancer and parenting through alternative means.

Just before lockdown, we held our last face to face event of the year in Newcastle. Sadly we had to postpone the rest of our calendar of events; however a week long programme of virtual support events is planned for September

with lunch time and evening sessions to make them as accessible as possible. The benefit of online support events means we can reach those previously unable to travel to our physical events.

**86%**  
of new volunteers rated  
our training as excellent

We are committed to providing the highest level of support whether face-to-face or virtually and are adapting our traditional volunteer training weekend to a virtual programme. At our November 2019 training, 86% of new volunteers rated it as excellent and 100% said it met their expectations.

During the pandemic our Hospital Support Service role sadly came to an end as it became unviable due to challenges around access and safety. It was also apparent that it would be impossible to say when we would be able to restart this role within a hospital. Our incredible funders understood these challenges and agreed to change the way the service worked. We were able to develop the project to extend the reach of our services, offering a one-to-one support service by email, phone or video call to all those undergoing treatment for cervical cancer nationally.

“.....  
***The best thing has been being able to meet people who are experiencing the same thing. It's being able to meet people living beyond a cervical diagnosis, this is so important it gives us hope, makes us realise we are not alone and allows us to bond and support each other through our shared experiences.***  
”.....



# Providing the answers

In the first half of the year we responded to gaps identified by our own research and the concerns of our service users, to create new information on fertility changes after cervical cancer and the impact of a diagnosis on mental health. All new pages featured in the top ten page views within our cancer section at year end, demonstrating the clear need for this reassurance and support.

We were asked to use our expertise on a wide range of projects including partnering with RM Partners, the Tavistock Gender Identity Clinic and 56 Dean Street to form the No Barriers project group, launching and delivering a specialist cervical screening clinic for trans men and/or non-binary people. We also worked with Public Health England to revamp sample taker training to support the introduction of HPV primary screening and consulted with Royal College of Nursing on their updated *Human Papillomavirus (HPV), Cervical Screening and Cervical Cancer* guidance.

Website traffic was reduced, with over 1.5 million sessions (compared to 2.6 last year) and 4 million page views, this was as a result of changes to a Google Algorithm in September 2019 which sadly had a negative impact on many organisations. We have introduced changes to the website and traffic is now starting to recover.

**4,062,653**  
website page views

In response to the pandemic we knew that people needed answers and tips in how to navigate their health care and support their mental health. We quickly developed a Coronavirus hub on our website speeding up our peer review process to enable us to respond as fast as possible to the rapidly-changing situation, without compromising the quality of our information. This had over 36,000 views in just four months.

**We won First Prize in the British Medical Award's for Screening in September for our resources on cervical screening after sexual violence**



# Getting the message out

We want to reduce the impact of cervical cancer. This means ensuring that those with symptoms get help at the earliest stage, but also preventing as many diagnoses as possible. Creating new ways to get the messages out there is a big part of what we do and we worked with a wide range of organisations and individuals to do just that.

Over the year we had:

**2,839**  
pieces of press coverage

**236**  
broadcast pieces

This included two appearances on Woman's Hour, the first in August 2019 discussing cervical cancer in the over 50s and the second in April 2020 with the Royal College of Obstetricians and Gynaecologists providing information about cervical screening across the UK during the pandemic. We had nine pieces on BBC News Online. A further highlight was widespread coverage following our comment on Sir Mike Richards' review of screening services in England. We focused on the need for accessible tests such as at lunch breaks and on weekends.

During the pandemic our media volunteers were incredible, sharing their stories of living with cancer and having treatment for cell changes during lockdown. We worked with publications including Cosmopolitan, Huffington Post and Forbes Magazine to help others in similar situations feel less alone and know where to access help.

## Supportive conversations

We know that whenever cervical cancer is in the news, we see an uptick in people talking about cervical screening. We worked hard to encourage people to speak supportively during these moments rather than shaming or blaming those who find attending hard. We took the opportunity of a three-part documentary about Jade Goody's extraordinary life aired in August, to steer the conversation. We published a blog and worked with the media, including the BBC, Stylist and Huffington Post encouraging people to use supportive, inclusive and sensitive language.



**@JoTrust raises a really important point – I've expressed many: "WHAT, YOU HAVEN'T HAD YOUR SMEAR TEST?" to friends before, but we shouldn't be shaming women**



During Sexual Health Week (16-22 September) we teamed up with Twitter asking users to share an emoji which represented their vagina, along with the hashtag #EndSmearFear and a smear test tip. High profile involvement included Maura Higgins, Louise Redknapp and Lolly Adefope. The hashtag was used over 5,000 times and the tweets generated had a potential reach of 1.3 billion.

We had great coverage with highlights including Independent, Mirror and Bustle. However, the success of the campaign was really demonstrated in the supportive nature of the conversations it inspired, the sharing of tips, and the complex barriers to screening being acknowledged.



Let's help #EndSmearFear and make smear tests that little bit easier 🦋🦋🦋 if you're due a test: get it booked, take someone you trust, and treat yourself about twenty times after so you have something to look forward to 🍷🍷🍷

Maura Higgins

Our work with Coronation Street came to an end as Sinead Tinker sadly passed away following her cervical cancer diagnosis. We worked closely with the writers ensuring the story was a realistic and sensitive portrayal, in addition to working with the media. Our focus was ensuring those facing a diagnosis felt less alone and that the opportunity to talk about preventing the disease was not missed. We secured coverage in publications including the Express and on Loose Women, BBC Radio 1 and the ITV news.



A highlight of the year was working with YouTuber Zoe Sugg to film her smear test with Jenny Greenfield, a member of our Ask the Expert panel and a Practice Nurse Manager. The video was posted on her YouTube channel (4.85 million subscribers) and her Instagram (9.7 million followers) and at present has over 3.8 million views.

**3.8 million**  
views on Youtuber  
Zoe Sugg's smear  
test video

Just booked my smear test that I have been avoiding for years and I'm 31. Thank you Zoe

This video gave me the confidence to book my smear test and went for it today and it was fine. Thank you Zoe for making such an informative video





## Cervical Cancer Prevention Week

A pivotal point of our year is our annual campaign. We decided to do something different for January 2020 and focused on HPV in direct response to the growing level of confusion and anxiety we see daily through our services. It also coincided with the move to HPV testing across the UK.



**8 out of 10 people will have HPV at some point in their lives**

We conducted new research which found that despite eight out of ten people having HPV at some point in their lives, less than a quarter say they would date someone with HPV. If told they had the virus, one in five would feel embarrassed and one in ten 'dirty'.

Our press release resulted in 215 articles and 54 pieces of broadcast coverage enabling us to start conversations and grab attention. #CervicalCancerPreventionWeek trended on Twitter on the first day with a reach of 16,986,469 people.

Celebrities including Sara Cox and Bonnie Wright joined us to spread the message wide and ensure more people know where they can access support.

**77,000+ views of our campaign film, highlighting key HPV myths**



Smear tests are vastly improved by toasting yourself before or after with a glass of prosecco. fact. If you're due, book it today – they can prevent cervical cancer. This week join #SmearForSmear to help @JoTrust smear the myths and get the facts out: [jostrust.org.uk/smearforsmear](https://jostrust.org.uk/smearforsmear)

Sara Cox

## Communications in the pandemic

Overnight in March all our communications became about COVID-19. We put our community at the heart of our communications and produced more videos than we ever have before. This included working with professionals on tips on dealing with lymphoedema in lockdown, coping with self-isolation and what to expect in healthcare at the moment.

We scaled up the amount of communications we put out, increasing our social media presence, hosting three different Instagram Lives and sending more regular newsletters, which retained a high open rate.

Cervical screening was suspended across much of the UK so June's Cervical Screening Awareness Week fell at a difficult time. The campaign set out to address challenges to attending and changes to the programme as a result of COVID-19. We focused on providing country-specific information and signposting to resources and sources of support.





**I don't know how it works now...**

Questions about cervical screening and coronavirus?

**CERVICAL SCREENING AWARENESS WEEK 2020**

Daily Mail, the Sun, Grazia, Independent and BBC totaling over a hundred pieces of media coverage.

We had over 10,000 views of our campaign video on Facebook alone with a reach of over 35,000. As a result we had a 35% increase in website page views compared to the previous week and a 23% increase in Helpline calls.

Highlights including being the 3<sup>rd</sup> most mentioned Twitter account by MPs on the Monday of the awareness week, behind Boris Johnson and Marcus Rashford!



**1 in 8 feel less likely to attend cervical screening as a result of the pandemic**

We conducted research which found that delayed and cancelled appointments had left many women and people with a cervix feeling worried (39%). While 40% said they would feel relieved to be able to go, around one in eight felt less likely to attend than before the pandemic.

We launched new FAQs to address new anxieties and uncertainties, supplemented with short films and blogs outlining what to expect at screening. Our research reached publications including the



**You were the greatest support and comfort to me when I needed you and long may you continue to be there for many, many others! ❤️**

Alex Davies-Jones MP/AS





# Jennifer's story

I had been experiencing pain and bleeding during sex for a little while when I received my invitation for my cervical screening. The UK was just coming out of lockdown and there was a backlog in tests, so my results took about seven weeks to arrive. I received a phone call asking me to go in for a colposcopy appointment but this was cancelled twice so I found myself waiting for a long time.

I was told I would need a biopsy. The results showed I had CGIN and "small fragment invasive malignancy". Everything moved really fast after that and two days later I went in for a cone biopsy. The results showed I had high-grade CGIN but no cancer.

The waiting time is completely out of our control, especially right now with COVID-19 and the delays as a result of this, so distracting yourself is

absolutely essential. It's a strange world we live in right now and unfortunately some things are taking longer than usual, but you are entitled to push for treatment.

I think it's important to find support, whether that's from loved ones, friends or on the Jo's Cervical Cancer Trust Forum. Connecting with and speaking to people who understand your experiences and circumstances can be a lifeline when you're struggling and I found it reassuring having people to relate to or who understood how I was feeling. As supportive as my boyfriend was, it's just not the same as talking to those who are going through, or have been through, similar treatments. Even though I've had my treatment, I continue to visit the Forum and try to offer support to those who are currently where I was two months ago. You never have to be alone in how you're feeling.



“.....  
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”.....



# Advocating for change

As the UK's leading cervical cancer charity, we work hard to see improvements in prevention, treatment and care. This year we made positive progress. We highlighted the needs of those with cervical cell changes for the first time and saw

two of our biggest policy calls be implemented. COVID-19 changed everything, yet the cancer community pulled together. We shared insight and campaigned hard to ensure cancer did not become a further casualty of the pandemic.

## Some highlights of the year include:

# 2019

### In August

Released new research into the experiences of women with physical disabilities accessing cervical screening. Our findings were shocking; with two-thirds saying they struggle to attend due to their disability. Issues such as a lack of equipment, no clear policies in GP practices and misconceptions among healthcare professionals meant that 88% of women with a physical disability say it is hard for them to attend.

Our five recommendations received widespread support from organisations such as Enhance the UK and Scope. Our report also led to meetings with the Care Quality Commission and Royal College of General Practitioners to discuss what more could be done to reduce the inequality we uncovered.

The report was covered in the press focusing on the fantastic volunteers who shared their stories with us. This included coverage on around 40 radio stations, the BBC and Independent.

AUG

SEP

OCT

NOV

DEC

### In December

Ahead of the General Election we produced a manifesto setting out how the Government can help us get to the day where cervical cancer is a thing of the past. We also joined up with 28 other cancer charities to launch the *#OneCancerVoice* manifesto. It provides solutions to the biggest cancer issues the next Government will face such as workforce, early diagnosis and support after treatment. This set us in good stead for when the pandemic hit as some of the biggest cancer charities in the country were already sharing intelligence and working closer than ever.



# 2020

## In January

We saw widespread support across the four nations for Cervical Cancer Prevention Week:

- Held our most successful drop in events to date in the Welsh Assembly and Scottish Parliament attended by just over a third of all members
- Raised in Health and Social Care questions in Westminster, First Ministers Questions in Wales and First Ministers Questions in Scotland – all asking what the government will do to tackle HPV stigma and increase screening attendance
- Meetings with new MP supporters included with Alex Davies-Jones MP who has a personal experience of cervical cell changes. Alex told us that she used our forum every day and found it really helpful and comforting!
- Met with Health Minister Jo Churchill MP to ask for her support around tackling HPV stigma as well as some of the barriers to accessing screening in the UK.

JAN

FEB

MAR

APR

## In March

Scotland became the third UK country to offer HPV primary screening providing a far more accurate and sensitive way of predicting those at greater risk of cervical cancer. Jo's sat on two key groups, the Implementation Board and the Communications Group, ensuring the patient perspective was at the top of the agenda.

We also took forward our work on the long term consequences of cervical cancer treatment. This included presenting our research at the Society for Gynaecological Cancer's 50<sup>th</sup> anniversary conference. This is a prestigious meeting which brings together leaders from all across the world, proving an important opportunity to share our research on a world stage.

## In April

One of our long held policy calls, a focus of our 2018 report 'Computer Says No', became a reality. Our research had shown that there has been a significant decline in cervical screening provision in sexual health services in England for many years. Jo's has been part of an NHS England working group developing policy and guidance to address this. In April this was finally released, meaning thousands more women are now able to attend cervical screening at a sexual health service.

“  
*I am delighted to join My Right Hon. Friend in congratulating Jo's Cervical Cancer Trust on the work it does. I had the pleasure of meeting its team only last week, who do fantastic work to raise awareness of vital cervical screening.*

” Jo Churchill MP



## COVID-19

The cancer charity community as a whole came together to share intelligence and provide one strong voice. This included the One Cancer Voice priorities for cancer recovery. We contributed to regular meetings including weekly updates by the NHS England Cancer Programme, Cancer 52, the Welsh Cancer Alliance and parliament groups such as the APPG on Cancer in England and Cross Party Group on Cancer in Wales. As a result we were able to advocate for the needs of those affected by cervical cancer, cell changes and facing delays to cervical screening.



In addition to feeding back insight from our support services, we conducted research looking at the impact of the pandemic on cervical screening providers, including sample takers and commissioners, and worked with cervical screening programmes across the UK to highlight challenges and opportunities. This included worries over resources and examples of initiatives to support attendance within this time.

We also worked with NHS England on research among those eligible for cervical screening to identify and address challenges including safety of attending and what to expect.



# Outreach

One of the areas of our work most affected by the pandemic was our innovative public health outreach and engagement services across the UK. Providing face-to-face training, drop in sessions and educational events for the public and health professionals, the team has had incredible success at reaching groups where inequalities are highest. In 2019 projects were based in London and Glasgow, with a new project launched in West of Scotland in February 2020.

In London the public health engagement programme has grown in popularity with many Cancer Alliances and Clinical Commissioning Groups keen to book services. This includes delivering sessions to patients, community groups, clinical and non-clinical staff on barriers to screening, attitudes around HPV and removing barriers to cervical screening attendance.

Our target was to reach 1,600 people per year with cervical health messages across London over the three year project. Before the pandemic paused the service we had already engaged with over 6,000 people and trained 439 Community Connectors. The training is aimed to upskill people to support and engage with patients and members of their community.

We have presented at a wide range of conferences and meetings, including at the NHS England & Improvement Muslim Network Annual General Meeting, where we were awarded best speaker of the day. An invitation to train in excess of 400 professionals at the official London HPV Primary Screening Update also led to invites to train sample takers in various boroughs across London.

In Glasgow projects were focused on the Chinese Community in the North of the city and Eastern European (Roma) women in the South. Romanian Roma community in Glasgow speak Romani which is not a written language. As a result we trained two women from the community in facilitation skills and cervical screening awareness who coproduced translated materials and an evaluation tool to facilitate awareness training. We also worked with community members and local partners, including GP practice managers, to create an appointment booking system across local practices with translated support.

In addition, we gained funding to work with two of the London Cancer Alliances (RM Partners and the NEL Cancer Alliance) to support screening uptake during the pandemic.

“

*I just wanted to tell you that yesterday's training was one of the best trainings I have been at, it was so effective and so informative I have learnt so much I even taken the little cards we received at the end and have make them into handouts for patients who are coming in for their smear test.*

”



Projects in the West of Scotland included a week long campaign in the Western Isles in February. Rural communities face specific challenges around cervical screening attendance. We undertook research and engaged with communities to understand the barriers and what could be done to overcome them. We also worked with NHS health improvement colleagues and the consultant gynaecologist to train sample takers throughout the islands in ways to increase screening attendance.

It is estimated that around 35% of women with a learning disability attend cervical screening so we partnered with Enable Scotland to better understand the reasons why. We ran an awareness session and focus group in January and have plans to co-produce new accessible resources, alongside

providing training to people supporting women with a learning disability. Projects working with community organisations representing the over 50 population and the Polish community also started before lockdown hit.

Sadly, due to the pandemic, this work all had to stop overnight. The nature of the roles mean there are challenges in how to deliver outreach in the future, however we are now able to engage more widely across the country due to work moving online. The team have already been working to understand how the pandemic has impacted both patients and the clinical workforce and developing new services. This includes training all health improvement community staff in Glasgow once restrictions are lifted.



# We wouldn't be here without you

Before the pandemic hit we had seen some great successes in fundraising. This included hosting a 20<sup>th</sup> anniversary evening at the National Portrait Gallery, benefitting from a BBC Radio 4 Appeal and getting support from the amazing riders who took on cycling challenges with Women v Cancer, raising £460,000.

**£460,000**  
raised through our  
20th anniversary event  
and from Women v  
Cancer challenges

We were successful in gaining support from the Scottish Government's Inequalities Fund to deliver a campaign supporting their work to reduce inequalities in cervical screening, were the selected charity for the Insurance Times Awards evening that raised £13,800 and continued to be supported by Next where in October we were their Bouquet of the Month partner, raising almost £9,000.

Like many other charities, the impact of COVID-19 on our financial situation was immediate. We lost

70% of our forecast unrestricted income almost overnight, as face to face fundraising stopped, events were cancelled and the financial situation of many of our supporters was sadly impacted.

We faced a funding crisis and had to act quickly to try and secure the future of the charity. This included stopping projects, placing staff on furlough, giving up our office space and cutting back on every possible cost.

We innovated. We quickly launched an emergency appeal, we revamped our traditional annual event Steps for Jo's into a virtual format, and created a new campaign #GiveMy. #GiveMy encouraged people to donate the cost of something they were not spending at the moment and we are grateful to the family of Jo Maxwell, who the charity was named after, for supporting the campaign.

Thanks to the understanding of some of our key funders we were able to unrestrict several existing grants to be used towards our core work, and were successful in applying for emergency grants from both corporate and trust funders. This included financial support from the Department of Digital, Culture, Media & Sport which helped our information and support services at such a critical time and work with NHS England on a project to restore cervical screening.





We cannot thank our supporters enough. They had our back throughout, responding to our appeals, taking on our at home challenges and going above and beyond for us.

Below are just some of the funders who have supported us over the last year:

**BBC Radio 4 Appeal**

**Brindle Distillery**

**British Society for Colposcopy & Cervical Pathology**

**Broadsword Group Ltd**

**Cytology Society of South West and South Wales**

**DCMS**

**East Riding Foundation**

**Edward Gostling Foundation**

**February Foundation**

**G C Gibson Charitable Trust**

**GSK, Heather MacRae**

**Insurance Times Awards**

**ISAWITFIRST.com**

**John Coates Charitable Trust**

**Joy Family Charitable Trust**

**Liz & Terry Bramall Charitable Trust**

**London Community Response Fund**

**London Gynaecology**

**Masonic Charitable Foundation**

**Next Group plc**

**NPG 20th anniversary event**

**PayPal Giving Fund**

**Pelican Feminine Healthcare Limited**

**Q Charitable Trust**

**Roche Products Limited**

**Scottish Government**

**St James's Place Foundation**

**STV – Scarlett Moffat donation**

**Tessa Bamford**

**The Cathedral Road Clinic**

**The Grocers' Charity**

**Tim Bunting**

**University College London Hospital NHS Foundation Trust**

**Women v Cancer**



# Jan's story

I started making masks during lockdown in the hope of protecting vulnerable people such as my eldest son who was critically ill with pneumonia three years ago. My partner Simon thought the masks were good enough to sell and it seemed like a great way to raise some money for Jo's.

I was diagnosed with cervical cancer in December 2018 and underwent a radical hysterectomy in January 2019. The surgery successfully removed the cancer and thankfully I didn't require any further treatment.

Unfortunately, I experienced a lot of complications post-surgery and my recovery, both physically and mentally has been tough. I'm finally feeling really well again and remain cancer free.

I found the Jo's website whilst looking for information about abnormal smears and it was truly a godsend in those early days and over the following months. I'm proud to be able to support them.

To date, I've raised £884 through the sale of my masks and am really grateful to my friends, family, neighbours and colleagues for supporting Jo's.



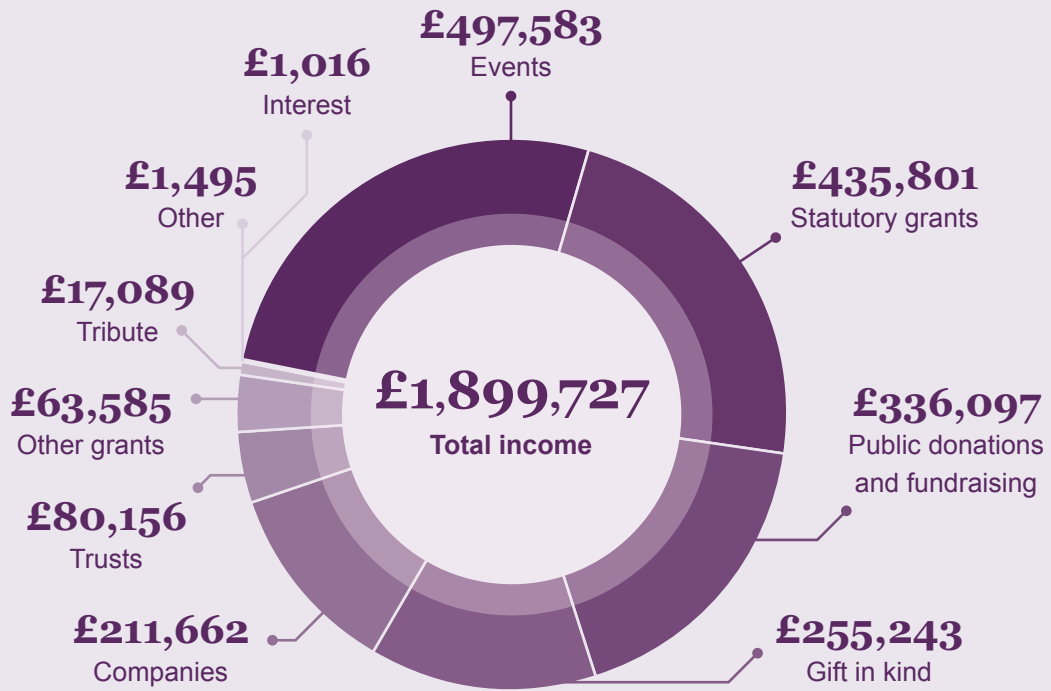
“

*To date, I've raised £884 through the sale of my masks and am really grateful to my friends, family, neighbours and colleagues for supporting Jo's.*

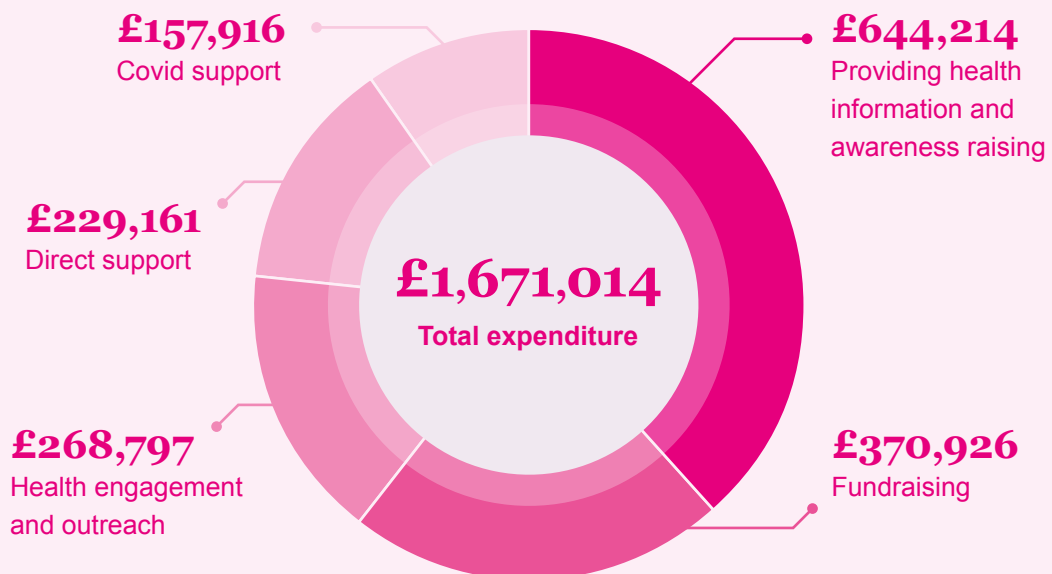
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# How we raise and spend our money

## Income 2019-20



## Expenditure 2019-20



# Trustees Report and Financial Statements

## For the Year Ending 31 July 2020

### 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  
Hugh Grootenhuis  
Louise Newton  
Andrew Nordin  
Rebecca McCreath  
Kevin Pollock  
Carol Taylor

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#### Chief Executive

Robert Music

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#### Registered office

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

#### Charity number

1133542 (England & Wales)  
SC041236 (Scotland)

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#### Company number

7111375

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#### Auditors

Knox Cropper LLP  
65-68 Leadenhall Street  
London, EC3A 2AD

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#### Bankers

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

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#### 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 trustee's 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 2020. 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 second edition) (effective 1 January 2019).

## 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.

## COVID-19

Jo's Cervical Cancer Trust, like so many other charities was significantly affected by the pandemic and the impact was immediate on our fundraising plans for summer 2020, with 70% of our projected unrestricted income lost literally overnight. This was due to face-to-face fundraising stopping, events being cancelled and the financial situation of many of our supporters sadly impacted. We simply faced a funding crisis and had to act quickly to try and secure the future of the charity. This included stopping projects, placing staff on furlough, salary cuts, giving up our office space and cutting back on every possible cost.

To enable the charity to act quickly, a sub group consisting of the charity's Chair, Vice Chair, Treasurer, Chief Executive and Deputy Chief Executive met weekly to review the current financial situation in order to make speedy decisions and implement them to best protect the charity. Although the charity has now come through the initial crisis, this group continues to meet weekly. The full board of trustees agreed that the sub group should continue to meet regularly, with approval to make decisions if required without having to refer to the entire board.

To recoup the large loss of income the charity had to innovate, quickly launched an urgent emergency appeal, revamped traditional annual face to face fundraising into a virtual format, and created a new campaign to encourage supporters to donate the cost of something they were not spending due to working from home. Many funders agreed to unrestrict existing grants, and we were successful in applying for emergency grants from both corporate and trust funders. This included financial support from the Department of Digital, Culture, Media & Sport, who supported our information and support services at such a critical time. As a result income and reserve levels at year end were higher than initially budgeted, but it is important to note that many costs were reduced or taken out of the budget. We have not replaced all staff who have left the charity, and we gave up our office space

which was our greatest single item of expenditure.

Additionally, the charity was successful in applying for a £200,000 loan from the Recovery and Resilience Fund (RRLF) in order to provide extra financial back up if required. The RRLF is part of the Government's Coronavirus Business Interruption Loan Scheme and the loan is for three years, unsecured with no capital repayable or interest charged in the first 12 months. After the 12 month period the charity can decide whether to return the full loan with no financial penalty, or if it was felt funds were need, it can utilise some or all of the funds, which will be paid back over two years on a low interest rate. The board of trustees are confident that the funds will not be required but have until July 2021 before a final decision needs to be taken.

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## 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 2019-20 was £1,899,727 (£1,630,294 2018-19) with expenditure in 2019-20 at £1,671,014 (compared to £1,652,839 in 2018-19), producing net income of £228,713.

Income includes £79,244 from the Job Retention Scheme that was provided by the Government to offer support to organisations in response to the COVID-19 crisis. The charity made use of this scheme with approximately 50% of its staff being furloughed.

Expenditure on Charitable Activities increased slightly from £1,290,592 to £1,300,088. However, this includes a rise in the value of Gifts in Kind by over £100,000 and therefore in real terms there was a reduction in expenditure, which is due to actions taken to protect the charity from the financial impact of COVID including giving up our office space and removing projects and costs that were not core to the charity's work. Fundraising

activities showed a small rise from £361,887 to £370,926, mainly due to a fundraising event to raise funds for the charity's 20<sup>th</sup> anniversary in 2019.

The charity receives support via the Google AdWords grant scheme. During the year the value of this grant increased from £153,200 to £255,243 and this is recognised as a Gift in Kind in both income and expenditure.

The level of unrestricted reserves at the end of 2019-20 was £654,969, which equates to 8.8 months unrestricted expenditure. This is above the charity's usual reserves policy of four to six months, mainly thanks to the success of the charity's emergency COVID-19 appeal, along with reducing significant costs from its budget, in order to manage the impact of the pandemic. The Board of Trustees agreed that in the short term it will aim to hold on to a higher level of reserve to protect against further waves from the pandemic and that once finances are more settled to then increase charitable expenditure and reduce these levels back to normal. See note further along this document to see our full reserve policy.

## Governance and administration

Ensuring the charity is well governed is fundamental. It ensures we can best deliver on our mission and objectives, are compliant with relevant legislation and can effectively manage risks.

The Board of Trustees met formally four times during the year along with a number of additional meetings to discuss the charity's response to COVID-19. The names of the trustees are shown on page one. Trustees have the power to appoint new or additional trustees up to a maximum of 12. During the year there were no retirements or new trustees added to the board.

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### Risk management

The Board of Trustees and senior management team undertook two reviews of the risks which the charity 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. Additionally more regular reviews of the risks due to the impact of COVID-19 were discussed to deal with and respond to any challenges due to the pandemic.

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### Reserves policy

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. Due to the impact of COVID-19 the Board of Trustees agreed that in the short term it will aim to hold on to a higher level of reserve due to the number of newly restricted grants that are supporting our core work and to protect against further waves from the pandemic. Once finances are more settled the board will then look to increase charitable expenditure and reduce reserve levels back to normal. See note further along this document to see our full reserve policy.

This policy will be regularly reviewed and updated as and when felt appropriate, with the focus always on 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
- That the reserves are reviewed at each board meeting

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### 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.

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### Trustee Board

Trustees who served on the board during 2019-20 can be found on page 1 of this report. The trustees are a diverse group geographically, bring specific skills to the Board but as a group all have a passion for the cause and its vision. The charity aims to match the skills of trustees to strategic goals and business plans.

Each year trustees review the make up of the Board of Trustees and gaps that may arise,

putting plans in place to refresh the skills, experience and diversity to ensure sustainable governance. During 2020-21 the board will be seeking to recruit up to four new trustees, two of who will replace board members due to retire, whilst there are also currently two vacant places to be filled.

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### **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. After a one year break they can be reappointed.

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### **Senior management 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 team.

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### **Avoiding conflicts of interest**

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

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### **Financial responsibilities**

Trustees are responsible for preparing the Trustees' Report and 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 transactions and disclose, with reasonable accuracy at any time, the financial position of the charity. Financial statements must also comply with the UK Charities Act 2011 and applicable accounting regulations. Trustees are also responsible for safeguarding the assets of the charity and taking reasonable steps to prevent and detect fraud and other irregularities.

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### **Financial planning, decisions and reporting**

The strategic management of the charity is entrusted to the Trustee Board and its execution – implementing the 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.

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### **Financial policies and procedures**

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.



## **Fundraising standards, regulation compliance, contacting supporters and supervising fundraisers**

Jo's Cervical Cancer Trust's approach to fundraising is to go 'beyond compliance' and demonstrate best practice alongside the highest standards of supporter care and governance. The charity is signed up to the Fundraising Regulator, which is voluntary and adheres to the 'Codes of Fundraising Practice' as set out by the Fundraising Regulator. Additionally some of the fundraising department are members of several of the Institute of Fundraising's special interest groups, 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. This includes the Women V Cancer challenge events organised by Dream Challenges in support of three women's cancer charities. This relationship is covered by a contract with two governance meetings a year and detailed regular updates provided which includes projected income and participant numbers.

For members of the public who fundraise on their own initiative, the charity has a Fundraising Guide which recommends safe and legal practices and requests fundraisers get in touch to seek advice and support. The charity will monitor and keep in touch with all fundraisers holding events and activities it is aware of, advising about best practice as part the full supporter care journey. Contracted relationships, with corporate partners (commercial participators) or individuals, state

they are not representing Jo's Cervical Cancer Trust but supporting the charity and cannot act on its behalf.

The charity has fundraising policies in place that protect supporters and provides clarity about policies such as working with vulnerable supporters, complaints, donation acceptance and corporate and pharmaceuticals policy. The charity received no complaints relating to its fundraising activities during the year.

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## **Gender balance**

At the end of 2019-20, the Board comprised of six women and four men. Diversity is promoted and encouraged across the charity.

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## **Trustee Board meetings**

The Trustee Board meets formally at least four times a year. Standing agenda items are 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.

**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. Ongoing training opportunities are provided with a number of trustees going on training or attending conferences to improve and update skills and share learnings with the Trustee Board. Trustees are regularly updated on changes to regulation and standards as part of the Board meeting papers and receive weekly updates from the charity through an email called 'This week at Jo's'.

# 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.

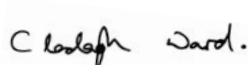
## Auditors

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

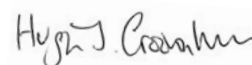
This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

## Approval

This report was approved by the Board of Directors and Trustees on 16<sup>th</sup> December 2020 and signed on their behalf by:



**Clodagh Ward**



**Hugh Grootenhuis**

# Independent Auditors' Report to the Trustees and Members 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 31<sup>st</sup> July 2020 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).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31<sup>st</sup> July 2020 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) Regulations 2006 (as amended).

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 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.

## 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

## 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 we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

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## 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 where the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- proper and adequate 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; or
- 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.

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## 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 misstatement, whether due to fraud or error.

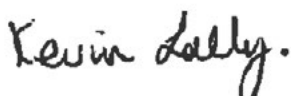
In preparing the financial statements, the trustees are responsible for assessing the company's



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**

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.



**Simon Goodridge** (Senior Statutory Auditor)  
for and on behalf of Knox Cropper LLP  
Chartered Accountants and Statutory Auditors  
21<sup>st</sup> December 2020

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](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

### **Use of our Report**

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 and to the charity's trustees as a body, in accordance with Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and Regulation 10 of the Charities Accounts (Scotland) Regulations 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.

65 Leadenhall Street  
London, EC3A 2AD

# Statement of financial activities

(incorporating the income and expenditure account)  
for the year ended 31<sup>st</sup> July 2020

	Notes	Restricted funds £	Unrestricted funds £	Total 2020 £	Total 2019 £
<b>INCOME FROM</b>					
Grants and donations	2a	511,456	871,088	<b>1,382,544</b>	856,321
Activities for generating funds	2b	-	514,898	<b>514,898</b>	768,924
Investments		-	1,016	<b>1,016</b>	1,037
Other		-	1,269	<b>1,269</b>	4,012
<b>TOTAL INCOMING RESOURCES</b>		<b>511,456</b>	<b>1,388,271</b>	<b>1,899,727</b>	1,630,294
<b>EXPENDITURE ON</b>					
Raising funds		-	370,926	<b>370,926</b>	361,887
Charitable activities	3	511,456	788,632	<b>1,300,088</b>	1,290,952
<b>TOTAL RESOURCES EXPENDED</b>		<b>511,456</b>	<b>1,159,558</b>	<b>1,671,014</b>	1,652,839
<b>Net income and net movement in funds for the year</b>		-	228,713	<b>228,713</b>	(22,545)
<b>BALANCE BROUGHT FORWARD</b>		-	426,256	<b>426,256</b>	448,801
<b>BALANCE CARRIED FORWARD</b>		-	654,969	<b>654,969</b>	426,256

All amounts derived from continuing activities.

# Balance sheet

As at 31<sup>st</sup> July 2020


	Notes	2020 £		2019 £	
<b>FIXED ASSETS</b>	8		8,701		7,712
<b>CURRENT ASSETS</b>					
Debtors	9	190,502		207,192	
Cash at bank and in hand		1,150,055		664,678	
		1,340,557		871,870	
<b>CREDITORS: Amounts falling due within one year</b>	10	(450,693)		(275,056)	
<b>NET CURRENT ASSETS</b>			889,864		457,347
Total assets less current liabilities			898,565		465,059
<b>CREDITORS: Amounts falling due after more that one year</b>	11		(243,596)		(38,803)
<b>NET ASSETS</b>			654,969		426,256
<b>FUNDS</b>					
Restricted funds	13		-		-
Unrestricted funds: general reserve	14		654,969		426,256
			654,969		426,256

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 Financial Reporting Standard 102.

Approved on 16<sup>th</sup> December 2020 and signed on behalf of the board



**Clodagh Ward**



**Hugh Grootenhuis**

Registered Company Number: 07111375

# Statement of cash flows

For the year ended 31<sup>st</sup> July 2020

	Total 2020 £	Total 2019 £
<b>OPERATING ACTIVITIES</b>		
Net income/(expenditure) for the reporting period	228,713	(22,545)
Depreciation charge	6,309	6,309
Interest payable	-	-
Investment income	(1,016)	(1,037)
(Increase)/decrease in debtors	48,912	(32,221)
Increase/(decrease) in creditors	38,254	21,104
(Increase)/decrease in stock	-	-
Net cash provided by/(used in) operating activities	321,172	(28,390)
<b>INVESTING ACTIVITIES</b>		
Investment income	1,016	1,037
Purchase of equipment	(7,298)	(2,160)
Net cash provided by/(used in) investing activities	(6,282)	(1,123)
<b>FINANCING ACTIVITIES</b>		
Loan repayment	200,000	-
Cash flows from financing activities	200,000	-
<b>Change in cash and cash equivalents in the reporting period</b>	<b>514,890</b>	<b>(29,513)</b>
<b>Cash and cash equivalents at the beginning of the reporting period</b>	<b>635,165</b>	<b>664,678</b>
<b>Cash and cash equivalents at the end of the reporting period</b>	<b>1,150,055</b>	<b>635,165</b>

## Analysis of changes in Net Debt

	At 31.7.20 £	Cash Flows £	At 1.8.19 £
Net income/(expenditure) for the reporting period	1,150,055	514,890	635,165
Depreciation charge	(200,000)	(200,000)	-
<b>Cash and cash equivalents at the end of the reporting period</b>	<b>950,055</b>	<b>314,890</b>	<b>635,165</b>



# Notes to the financial statements

For the year ended 31<sup>st</sup> July 2020

## 1. Accounting policies

### (a) Basis of Preparation of Accounts

The financial statements of the charitable company have been prepared under the historical cost convention in accordance with the Charities SORP (FRS102 second edition – effective January 2019), Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and Companies Act 2006.

The charitable company constitutes a public benefit entity as defined by FRS102. The financial statements are presented in pounds sterling.

#### Judgements and key sources of estimation uncertainty.

Judgements and key sources of estimation uncertainty are detailed in the accounting policy where applicable.

### (b) Going Concern

The trustees have assessed whether the use of the going concern assumption is appropriate in preparing these financial statements. The trustees have made this assessment in respect to a period of one year from the date of approval of these financial statements.

As detailed in note 2, the trustees have considered the impact of COVID-19 on the charity and have concluded that there are no material uncertainties about the Trust's ability to continue as a going concern.

### (c) Tangible Fixed Assets and Depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided on a straight-line basis as follows:

Equipment: 33.33% on Cost

### (d) Gifts in kind

Gifts in kind are included in the Statement of Financial Activities at the economic value to the charity where this is qualifiable and measurable.

### (e) Income recognition

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Grants are recognised when the Trust has been notified in writing of both the amount and settlement date.

In the event that a grant is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period. This is estimated in the case of multi-year grants.

**(f) Expenditure recognition**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accrual basis. All expenditure including support costs and governance costs are allocated or apportioned to the direct expenditure headings.

**(g) Funds**

Restricted funds are funds which are to be used in accordance with the specific restrictions imposed by the funder.

Unrestricted funds comprise those funds which the trustees are free to use for any purpose in furtherance of the charitable activities.

Further details for each category of fund are disclosed in Notes 13 and 14 respectively.

To enable the charity to act quickly, a sub group consisting of the charity's Chair, Vice Chair, Treasurer, Chief Executive and Deputy Chief Executive met weekly to review the current financial situation in order to make speedy decisions and implement them to best protect the charity. Although the charity has now come through the initial crisis, this group continues to meet weekly. The full board of trustees agreed that the sub group should continue to meet regularly, with approval to make decisions if required without having to refer to the entire board.

To recoup the large loss of income the charity had to innovate, quickly launched an urgent emergency appeal, revamped our traditional annual face to face fundraising into a virtual format, and created a new campaign to encourage supporters to donate the cost of something they were not spending due to working from home. Many funders agreed to unrestrict existing grants, and we were successful in applying for emergency grants from both corporate and trust funders. This included financial support from the Department of Digital, Culture, Media & Sport, who supported our information and support services at such a critical time.

Additionally, the charity was successful in applying for a £200,000 loan from the Recovery and Resilience Fund (RRLF) in order to provide extra financial back up if required. The RRLF is part of the Government's Coronavirus Business Interruption Loan Scheme and the loan is for three years, unsecured with no capital repayable or interest charged in the first 12 months. After the 12 month period the charity can decide whether to return the full loan with no financial penalty, or if it was felt funds were need, it can utilise some or all of the funds, which will be paid back over two years on a low interest rate. The board of trustees are confident that the funds will not be required and have until July 2021 before a final decision needs to be taken.

**2. Going Concern – COVID-19**

Jo's Cervical Cancer Trust, was significantly affected by the pandemic and the impact was immediate on our fundraising plans for summer 2020. This was due to face-to-face fundraising stopping, events being cancelled and the financial situation of many of our supporters sadly impacted. We acted quickly to try and secure the future of the charity. This included stopping projects, placing staff on furlough, salary cuts, giving up our office space and cutting back on every possible cost.

### 3a. Grants and donations

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

	Total 2020 £	Total 2019 £
Government grants:		
<b>UK Government</b>		
• Department of Health	69,534	95,583
• Scottish Government (Roadshow)	143,963	-
• Scottish Government (Beating Cancer)	79,244	-
<b>Scottish Government</b>		
• Glasgow	43,404	46,026
• West Scotland	53,952	-
• Over 50's	45,704	-
Other grants	63,585	-
Companies and organisations	211,662	186,642
Trusts	80,156	66,302
Public donations and fundraising:	336,097	308,568
• Donation-in-kind – Google Adwords (See Note 18)	255,243	153,200
	<b>1,382,544</b>	<b>856,321</b>

### 3b. Activities for generating funds

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

	Total 2020 £	Total 2019 £
Tribute funds	17,089	17,390
Challenge events	497,583	751,048
Christmas cards	226	486
	<b>514,898</b>	<b>768,924</b>

#### 4a. Charitable activities (2020)

	Direct costs £	Administrative support costs £	Total 2020 £	Total 2019 £
Support services	208,908	20,253	<b>229,161</b>	264,421
Information, education and awareness	587,286	56,928	<b>644,214</b>	864,074
Eradicate Cervical Cancer Campaign	245,044	23,753	<b>268,797</b>	162,457
Campaign COVID-19 support	143,963	13,953	<b>157,916</b>	-
	1,185,201	114,887	<b>1,300,088</b>	1,290,952

Prior year (2019):

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

#### 5a. Administrative support costs (2020)

	Support services £	Information services £	Eradicate cancer £	Covid-19 Support £	Total 2020 £	Total 2019 £
Legal and professional	1,236	3,469	1,447	849	<b>7,001</b>	4,238
Premises and office facilities	10,128	28,471	11,880	6,979	<b>57,458</b>	94,338
Office costs	5,812	16,338	6,817	4,005	<b>32,972</b>	41,674
Governance (Note 6)	3,077	8,650	3,609	2,120	<b>17,456</b>	24,998
	20,253	56,928	23,753	13,953	<b>114,887</b>	165,248

Administrative Support Costs are analysed between charitable activities and included in Note 3 above.



(continued) Prior year (2019):

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

## 6. Governance

	Total 2020 £	Total 2019 £
Salaries	14,573	21,776
Trustee expenses	663	1,122
Audit fee	2,220	2,100
	17,456	24,998

## 7. Staff costs

	Total 2020 £	Total 2019 £
Wages and salaries	778,183	790,035
Social security costs	78,006	79,108
Pension costs	57,082	46,000
Redundancy costs	-	5,000
	913,271	920,143
The average number of staff employed during the period was:	24	24

At 31 July 2020 Jo's Cervical Cancer Trust had 23 employees. In 2020, one member of staff received remuneration of between £80,000 – £90,000 (2019 – one between £80,000-£90,000).

The remuneration of Key Management Personnel amounted to £335,293 (2019: £397,586).

## 8. Trustees

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

## 9. Fixed assets

	Equipment 2020 £
<b>Costs:</b>	
At 1 <sup>st</sup> August 2019	37,654
Additions	7,298
At 31 <sup>st</sup> July 2020	44,952
<b>Depreciation:</b>	
At 1 <sup>st</sup> August 2019	29,942
Charge for the period	6,309
At 31 <sup>st</sup> July 2020	36,251
<b>Net book value:</b>	
31 <sup>st</sup> July 2020	8,701
31 <sup>st</sup> July 2019	7,712

## 10. Debtors

	Total 2020 £	Total 2019 £
Prepayments	188,212	195,054
Accrued income	1,100	1,100
Other debtors	1,190	43,259
	190,502	239,413

## 11. Creditors: Amounts falling due within one year

	Total 2020 £	Total 2019 £
<b>Deferred income</b>		
Department of Health	19,142	85,275
Scottish Government (Glasgow)	50,186	58,187
Scottish Government Statutory Fund	125,495	99,478
Scottish Government (Over 50's)	104,592	-
Department of Digital, Culture, Media and Sport	39,690	-
Masonic Charitable Foundation	6,320	8,408
St James's Place Charitable Foundation	31,320	33,408
City Bridge	7,357	-
Shanly Foundation	1,500	-
James Tudor	-	1,570
Rayne Foundation	-	3,408
UCLH	-	19,828
Grocers	-	10,000
Greensill Capital	-	20,000
William Allen	-	10,000
Schroders	-	5,000
	<b>385,602</b>	354,562
Accruals	2,040	22,496
Other creditors	38,697	14,732
Payroll taxes	24,354	25,441
	<b>450,693</b>	417,231

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

	Total 2020 £	Total 2019 £
<b>Deferred income</b>		
Department of Health	-	3,400
Scottish Government Statutory Fund	33,596	35,403
St James's Place	10,000	-
<b>Recovery and Resilience Loan Fund (see below)</b>	<b>200,000</b>	-
	<b>243,596</b>	38,803

The Loan was advanced to the charity from the Recovery and Resilience Loan Fund (RRLF) as part of the Government's Coronavirus Business Interruption Loan Scheme. It is a three year unsecured loan and no capital is repayable or interest charged in the first 12 months. After the 12 month period the charity can decide whether to return the full loan with no financial penalty, or if it was felt funds were needed, it can utilise some or all of the funds, which will be paid back over two years on a low interest rate.



### 13. Deferred income

	Balance 1/8/19 £	Released to statements of financial activities £	Deferred £	Balance 31/7/20 £
Department of Health	88,675	(69,533)	-	19,142
Scottish Government (Glasgow)	93,590	(43,404)	-	50,186
Scottish Government Statutory fund	99,478	(53,952)	113,565	159,091
Scottish Government (Over 50's)	-	-	104,592	104,592
Dept for Digital, Culture, Media and Sport	-	-	39,690	39,690
Other:				
• St James's Place Charitable Foundation	33,408	(17,088)	25,000	41,320
• Masonic Charitable Foundation	8,408	(17,088)	15,000	6,320
• 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)	-	-
• City Bridge	-	-	7,357	7,357
• Rayne Foundation	-	-	1,500	1,500
	393,365	(270,871)	306,704	429,198
To be released within one year (see Note 11)				385,602
To be released after more than one year (see Note 12)				43,596
				429,198

## 14. Restricted funds (2020)

	Balance 1/8/19 £	Incoming resources £	Resources expended £	Transfers £	Balance 31/7/20 £
For support services	-	37,585	(37,585)	-	-
For information services	-	38,070	(38,070)	-	-
Eradicate Cervical Cancer Campaign	-	212,594	(212,594)	-	-
Covid-19 support	-	143,963	(143,963)	-	-
Coronavirus job retention scheme	-	79,244	(79,244)	-	-
	-	511,456	(511,456)	-	-

Prior year (2019):

	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 1/8/19 £	Net Incoming Resources £	Balance 31/7/20 £
General reserve	426,256	228,713	654,969
	426,256	228,713	654,969

Prior year (2019):

	Balance 1/8/19 £	Net Incoming Resources £	Balance 31/7/20 £
General reserve	448,801	(22,545)	426,256
	448,801	(22,545)	426,256

## 16. Commitments under operating leases

The Trust has amended the licence agreement for its office accommodation on September 2020 to reflect the reduction in desks used. The licence has a 3 months notice. Under the revised agreement the annual fee charge is £14,094 (2019-20: £94,700).

## 17. Analysis of net assets between funds

	Restricted £	Unrestricted £	Total 2020 £
Tangible fixed assets	-	8,701	8,701
Cash	-	1,150,055	1,150,055
Debtors	-	190,502	190,502
Liabilities	-	(694,289)	(694,289)
	-	654,969	654,969

Prior year (2019):

	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)
	-	426,256	426,256

## 18. Donated services

In 2019-20 and the previous five years, the Trust received free advertised space on Google search pages under the Google Awards Scheme amounting to £255,243 (2018-19: £153,200).

## 19. Related party transactions

There were no related party transactions in the year (2019: none).

## 20. Trading subsidiary

Jo's Cervical Cancer Trust Trading Limited (Company number 08158265) was incorporated in the UK as a wholly owned subsidiary of the Jo's Cervical Cancer Trust, with an issued share capital of £1. The company has not undertaken any activities in the current or previous year.

## 21. Comparative figures for the statement of financial activities


	Restricted funds £	Unrestricted funds £	Total 2019 £
<b>Income from</b>			
Grants and donations	312,604	543,717	856,321
Activities for generating funds	-	768,924	768,924
Investment income	-	1,037	1,037
Other income	-	4,012	4,012
Total incoming resources	312,604	1,317,690	1,630,294
<b>Expenditure on</b>			
Raising funds	-	361,887	361,887
Charitable activities	312,604	978,348	1,290,952
Total resources expended	312,604	1,340,235	1,652,839
Net income/(expenditure) before transfers	-	(22,545)	(22,545)
Transfers to/(from) restricted funds	-	-	-
Net income/(expenditure) after transfers	-	(22,545)	(22,545)
Balance at 1 <sup>st</sup> August 2018	-	448,801	448,801
Balance at 31 <sup>st</sup> July 2019	-	426,256	426,256





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**Call our Helpline:**

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