

Annual Review 2014

It's been
a big...

Jo's cervical
cancer trust 



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

Jo's Cervical Cancer Trust is the only UK charity dedicated to women, their families and friends affected by cervical cancer and cervical abnormalities. Our vision is to improve the lives of those affected by cervical cancer and to work towards a future where cervical cancer is a thing of the past.

Jo's legacy

Lucy Maxwell was nine years old when her father set up Jo's Cervical Cancer Trust in her mother's memory. She and her brothers, Tom and Alexander, have witnessed their parents' legacy develop over the last 15 years and have high hopes for its continued growth in the future...

Lucy Maxwell

"Initially, the emphasis of the charity was on support – that was what was so sorely missing when my mother was ill. My father, admirably and with considerable foresight, realised that the Internet would be a great way to provide support and a place for women to talk to each other.

"We've had some brilliant people involved in the charity from very early on. The sheer growth has far and away surpassed the expectations my father would have had in 1999. We're extending our reach every year so we're now able to provide support for women from all over the country. The expansion of our profile – especially over the last five years – has been phenomenal.

"However, there is still a lot to do. Screening uptake figures are incredibly concerning and our vision for the future is clear – to see cervical cancer become a disease of the past.

"I am now a trustee of the charity and my brothers help fundraise and attend speaker opportunities. We are so proud to play a part in the charity's development and are truly grateful to all of the supporters who have helped make it the success it has become so far. We hope we can continue to work towards a world where children don't lose their mothers to this largely preventable disease."

Leading the way

Foreword by Robert Music
and Clodagh Ward

This year marked 15 years since the charity was launched. It's hard to imagine that before that, there wasn't a single charity in the UK dedicated to cervical cancer. We've spent the last 15 years building a support network for those affected by the disease, and we've taken great strides towards a future where cervical cancer and cervical abnormalities are a thing of the past.

In 2014 we saw more people than ever using our services, accessing our information programmes and fundraising. This has helped us expand all areas of our work, as well as seeing the charity's profile raised among key stakeholders, from funders and policy makers to the public.

We are incredibly proud of what we have achieved since Jo's Trust was set up by James Maxwell in 1999, in memory of his wife Jo. However, we know there is still so much more that we must achieve.

Cervical cancer is largely preventable, yet we are seeing cervical screening uptake at its lowest level in around 20 years. That is hugely worrying, especially since the most recent statistics also show an increase in cervical cancer diagnoses.

We must find ways to encourage more women to attend screening. Boosting uptake involves ensuring programmes are accessible to all and this means communicating effectively with women in each of the hardest-to-reach groups: young and older women, those with a learning



Robert Music Chief Executive



Clodagh Ward Chair

disability and women from black and minority ethnic (BME) groups.

Furthermore, we must make sure there is no complacency among policy makers that, because of the screening and HPV vaccination programmes, cervical cancer is a 'done deal'.

Research we commissioned in 2014, with the independent think tank, Demos, showed that if we can get screening uptake close to levels seen in the 1990s, in just one year there would be a 14% reduction in incidence and in five years there would be a 27% reduction in deaths. This would also result in huge financial savings for the NHS, the state and individual women and families.

Our long-term vision is one where cervical cancer is eradicated in the UK. Until we get there, it's paramount that through prevention or early diagnosis, no woman ever loses her life to this devastating disease. It will take time to achieve this, but we truly believe it is possible. In fact, it must be so.

To achieve this vision we need the ongoing backing of our incredible supporters who, over the last 15 years, have helped make the charity what it is today; from funders, volunteers and staff, to policy and health influencers and women diagnosed with cervical cancer or cervical abnormalities. They do so much for us and we are enormously grateful to each and every one.

START



Sharon Robinson's close friend, Tanya, died from cervical cancer in 2013, after having begun to raise awareness and money herself. A team of supporters knew they wanted to continue Tanya's efforts, but had no idea they would be so successful. Sharon shares her story...

"I was always doing lots of running and rowing, and Tanya wanted to do something to raise awareness and money. She chose Jo's Cervical Cancer Trust and we set up the Race for Tanya fundraising page in March 2013, just after she was told that her cancer had returned and was inoperable.

"We had phenomenal support from family, friends and colleagues from the start, so by the time Tanya died in the August she had seen us get to £5,000.

"We started planning more outlandish events, because we knew we had to raise our game to keep getting donations. We did the 10km Dubai Desert Road Run in 2013, and Tanya's friends Deborah and Simon did the Polar Circle Half Marathon in October, helping to tip us over the £10,000 mark.

"A half-marathon is next on our list – and as long as people are still willing to donate we're going to keep going!

"I remember Tanya saying that she needed to go and have her smear test because she suspected things weren't OK and I really nagged her. Sadly, she was right. Tanya was so brave, and she cared very much about the charity and about raising awareness. It's with that in mind that we keep going and to keep her memory alive in some way."

Fundraiser

Sharon Robinson

Improving information

When Jo's Trust was established in 1999, one of its aims was to address the woeful lack of information about cervical cancer that people affected by the disease could access. Fifteen years on, providing trustworthy, accurate and timely information about all aspects of cervical cancer and cervical abnormalities remains a key pillar of our work.

The information we publish in print and online is easy to understand, relevant and supported by current evidence and best practice. We are also a certified member of The Information Standard - a Department of Health kitemark.

Throughout the year, we produced and distributed more than 185,000 materials to the public and health care professionals, meaning more people were able to access the vital information they needed, when they needed it. All of our information is produced with input from many people, including medical experts and women affected by cervical cancer and

cervical abnormalities. In 2013-14, we published a range of new mini factsheets on:

- Cervical cancer: recently diagnosed
- HPV testing
- Abnormal screening results
- Cervical screening.

Our supporters are central to all of our work because they have an important voice. Their experiences and knowledge help shape not just what we do, but also why we do it. We reached out and asked them about the resources we provide. They told us about gaps in the information they received during their own journeys and we listened to their compelling feedback. As a result, we have produced or are in the process of producing new content on:

- Cervical abnormalities
- Life after diagnosis
- Sex and intimacy
- Fertility
- Pelvic radiation disease
- Early menopause
- Support for partners.

Members of our patient group, Jo's Voices, share their experiences and views to help us produce our information and support our campaign work. In 2013-14, membership of Jo's Voices reached 280

280
Jo's Voices

“As a cancer survivor, I would like to be able to offer advice, information and support to people who are experiencing the same as myself”

Get
involved

Find out how to join our patient group and have your say:

www.jostrust.org.uk/get-involved

Photo: Dave with wife
Emmeline and their
daughters Lucy and Evie

Dave Collins

Partner



When Emmeline Collins was diagnosed with cervical cancer, she and her husband Dave found the Jo's Cervical Cancer Trust Let's Meet events a great source of support and information. Dave explains why it's important that partners of women with cervical cancer are not forgotten...

"When Emmeline was diagnosed, we felt like there was nowhere we could turn. You want to find out as much as you can, but there's no one else providing that information. Emmeline did some research and Jo's Cervical Cancer Trust appeared. The information on the site was so helpful, and we later got in touch with the team and went to one of the Let's Meet events.

"They ran a workshop for partners and everybody who attended was in the same position. It gave me a chance to really see how the disease affects partners – you could gauge a lot from the experiences of different people and that gave me a huge amount of perspective.

"I was also part of the charity's first partner working group, which helped inform and shape their work creating services for partners. Not only is Jo's there for women, but also for their partners as well. That is hugely important.

"The charity is in a position to give people the tools and knowledge they need to support their partner the best you can. That can help you make informed decisions about how to move forward. My experience with Jo's has been truly invaluable."

Strengthening support

Thanks to the unyielding support of our dedicated volunteers, we were able to be there for more people this year when they needed somewhere to turn. For example, more women attended our support groups, which meet regularly to provide that all-important friendly ear through dark days and everyday challenges.

Our Ask the Expert service, run by dedicated medical experts who volunteer their time, gives vital information and support to anyone with questions on the issues surrounding cervical cancer, abnormalities, screening and HPV. This year, questions to our panel were up 55% on last year.

The first port of call for many is our Helpline, which has taken more than 1,600 calls since it began in 2011. In the early days some 75% of calls were coming in during the day and, sometimes, 90% went unanswered due to limited numbers of volunteers. To address this, we recruited someone this year to manage the Helpline and improve access. With the line now open for more hours during the day, as well as in the evening, we answered 68% more calls in 2013-14 than we did the previous year.

Patients and health care professionals told us there were gaps in hospital services. We listened and we are now hoping that funding will allow us to pilot two hospital liaison services, so that a paid, hospital-based member of staff can offer timely, personal support to women and their families when they most need it.

This year's annual Let's Meet – a one day information event for those affected by cervical cancer – included our first workshop tailored specifically to partners, 'How to better look after your partner and yourself'. The partners who attended explored ways to support women during and after diagnosis and treatment, and the importance of their own physical and mental well-being.

100%
Let's Meet
100% of attendees to Let's Meet would recommend the event

96% *Ask the Expert*
96% of people who used our Ask the Expert service said it was useful

94% of support group attendees found the group helpful
94%
Support group

75%
Helpline
75% of Helpline callers got the support they needed

Training

Our amazing service volunteers, who now number 45, dedicate a weekend every year to attend a specialised training course. That means the people who benefit from the support they help provide can be assured that they're accessing the best possible services.



Survivor

Sue
Ringrose

Photo: Sue and her daughter Lucy

When Sue Ringrose discovered a lack of support services during her own cancer journey, she was compelled to do something to make sure other women don't face the same. As a founding volunteer on the Jo's Cervical Cancer Trust Helpline, Sue uses her experience and a listening ear to help other women...

"I was diagnosed in November 2009 and I came across the Jo's Cervical Cancer Trust online forum and information. At that time, that was all that was available and I felt that one-to-one support was really missing when I needed it.

"So, when they developed the Helpline, I knew I wanted to help. I've been through a lot of what the callers who ring up are going through, so I can turn my experience into a positive in my life, as well as for those women.

"The calls range from queries about screening and abnormal smears, to women who are newly diagnosed with cervical cancer and concerned family members. The training the charity provides is excellent and very comprehensive, and we get a lot of support to increase our knowledge.

"It's a really important service, because there's nothing like it out there. Nursing staff have got time restraints and it's often out of hours that people are dwelling on things and need someone to talk to.

"The support available to women has grown immensely since I was diagnosed. This is all down to Jo's and had that all been happening five years ago, I would have found everything easier to cope with."

Reaching audiences

Over the last 15 years, Jo's Cervical Cancer Trust has become the leading advocate for people affected by cervical cancer and cervical abnormalities in all the UK's nations. We've been working hard to make sure that, regardless of where a woman lives, she is able to access the best programmes available.

In order to keep cervical cancer at the forefront of political agendas, we held one-to-one meetings with the English and Scottish Health Ministers, and 34% of MSPs signed a motion in Scottish Parliament on cervical cancer prevention.

All in all, we are making huge strides in enhancing our reputation as drivers of positive change in services, treatments and outcomes in all four corners of the UK.

Focus on London

In London, a quarter of women – up to a third in some boroughs – fail to attend cervical screening when invited. This is the lowest uptake rate in the UK. Our Mind the Gap poster campaign on the tube network during Cervical Screening Awareness Week targeted these at-risk women by reaching 89% of tube users.

London women took note, generating a 35% increase in web traffic in London during the life of the campaign compared with the month before.

89%
Our poster campaign targeted at-risk women by reaching 89% of tube users



Get involved

Help us raise awareness and prompt change:

www.jostrust.org.uk/get-involved



Health care professional

Tracie Miles

Gynaecology oncology clinical nurse specialist, Tracie Miles, has been involved with Jo's Cervical Cancer Trust since its launch in 1999. She credits the charity with helping her to learn and develop in her career, and, in turn, she volunteers her time and expertise in a number of ways...

"When I first started the service up in the hospital where I work, I didn't have a clue what resources were out there for patients. I did a Google search and I sent away for some of Jo's literature. From then on, they kept me up to date with what they were doing, which was superb.

"I was learning on the job, and Jo's was really helpful in providing me with information and resources to pass on to my patients.

"As I've evolved in my role and become more involved with the National Forum for Gynaecological Oncology Nurses (NFGON), I started to 'give back' to the charity. I'm now president of NFGON, so I have to make sure all the nurses I represent know about the charity and its work.

"I help the charity with writing publications, reviewing leaflets and I've attended a couple of Let's Meet days. I co-facilitated a partners' workshop in 2014 and that was a really powerful session – it gave me a new insight into how men cope with a partner's diagnosis and illness.

"Jo's is the go-to charity for cervical cancer. Without it, we really would struggle because it fills a crucial gap that the NHS and the private sector cannot."

Campaigning for change

Along with prevention, ensuring early diagnosis and improved outcomes relies on grasping the full impact and financial burden of cervical cancer. We commissioned think tank Demos to investigate and its findings were stark.

The report revealed that:

- Cervical cancer costs the NHS, the state and individuals more than £54 million every year.
- An increase in screening uptake to 85% would mean, in just one year, 14% fewer women would get cervical cancer and we would save £9 million. In fact, we believe this figure could be a lot higher.
- An increase in screening uptake to 85% would also lead to a 27% drop in deaths from cervical cancer over five years.
- If every woman attended screening, incidence would drop by 35% in one year, and over a five-year period half as many women would die.
- The annual cost incurred by the individual for advanced-stage cervical cancer is £13,224.

This powerful research is fundamental to implementing change. We drafted a number of recommendations aimed at removing barriers to screening and improving uptake, involving GPs, community stakeholders, companies and employers.

The report's compelling findings have kick-started dialogue among policy makers. We held round tables with health ministers in Wales and Northern Ireland and there's also interest from England and Scotland to discuss the report and how to turn the situation around. The good news is that uptake for cervical screening reached well over 80% in the 1990's. So we know it's achievable. Find out more at www.jostrust.org.uk/get-involved/behind-the-screen

78%

Around 78% of women in the UK take up their cervical screening invitation each year.

£54m

Cervical cancer costs the NHS, the state and individuals more than £54 million every year

35%

If every woman attended screening, incidence would drop by 35% in one year

Get involved

Help us raise awareness and prompt change:

www.jostrust.org.uk/get-involved



Julietta
Patnick

Policy maker

Director of Cancer Screening Programmes at Public Health England, Julietta Patnick, talks about how the organisation works with Jo's Cervical Cancer Trust to empower women to attend screening, and support them throughout their journey...

"I've been working in the field of screening since 1994 and we've made huge strides since then. We've seen the standardisation of the screening age and the change to liquid-based cytology, which has made the screening test much more reliable. We're also now routinely offering HPV triage and piloting HPV screening, which will improve the process and possibly reduce the screening interval.

"We've been working closely with Jo's Cervical Cancer Trust for many years. The charity plays a vital role in representing women with cervical cancer and cervical abnormalities; those who are anxious and scared, and those who are going about their lives without knowing they have abnormalities that could turn into cancer.

"Jo's is very professional, very informed and influential in the direction of the programme. They help us adapt and change for the better, while also reinforcing our main goal – to screen as many women as possible and help prevent cervical cancer.

"We work together in many different ways, including a joint workshop targeting black and minority ethnic (BME) communities. These workshops enable us to educate and empower groups to promote cervical cancer awareness and prevention to their own communities.

"It's estimated that screening saves around 5,000 lives in the UK every year, but we can only do that if women access the programme. We're looking forward to continuing our work with Jo's, so that in the next 15 years significantly fewer women face a cervical cancer diagnosis."

Increasing awareness

The charity's two annual awareness campaigns put cervical cancer firmly in the spotlight in 2013-14. Cervical Cancer Prevention Week (in January) and Cervical Screening Awareness Week (in June) both generated significantly more traffic to our website than in the previous year (62% and 32%, respectively), meaning we've reached huge numbers of people.

Our campaign work is boosted tremendously by print media. Cervical Cancer Prevention Week enjoyed print coverage that potentially reached more than 47 million people, not to mention the 83 online articles and 56 broadcast pieces.

Stark findings from a 2014 report highlighting screening issues among women aged 25-29 and 60-64* showed that:

- 37% of women who delay screening don't think it's important
- Women from the lowest two socioeconomic groups are 35% more likely to delay screening than women from the highest group
- 31% of women don't know what causes cervical cancer

We continue to strive to put cervical cancer and cervical abnormalities – as well as related issues, such as screening and women's health – in the spotlight through our campaigns, so that statistics like this become a thing of the past.

We explored new methods of engaging audiences and boosting awareness, including an infographic illustrating key screening statistics. Its web page was visited 861 times during Cervical Screening Awareness Week, while snippets from the infographic attracted 1,853 Facebook 'likes' and more than 1,000 'shares', including from key stakeholders such as Clinical Commissioning Groups (CCGs) and third sector organisations.



Digital campaign

In January we launched the digital campaign 'Put yourself in the Picture', encouraging women to upload selfies to a digital photo frame and make a pledge to attend cervical screening. With hundreds sharing their photos and pledges on social media, including actress Kirsty-Leigh Porter and Scotland's Health Minister Alex Neil, the campaign spread awareness of prevention and screening programmes far and wide.

* Charity's own research. Censuswide survey, December 2013.



Information / Support / Friends

Winner

Isle of Wight
Integrated
Sexual Health
Service

2013 Cervical
Screening Awards

Award winner

The Sexual Health Service at St Mary's Hospital on the Isle of Wight was the winner of Jo's Cervical Cancer Trust's national Cervical Screening Awards. The clinic's health promotion initiative, led by a team of nurses, won the top accolade for successfully targeting hard-to-reach groups to increase screening uptake and general awareness about cervical cancer prevention. Stephanie Barnes, Senior Staff Nurse at the service, explains more...



Photo: Rebecca Shoosmith (JCCT Head of Services), Stephanie Barnes (Senior Staff Nurse) and Kay Marriott, Clinical Service Manager for Sexual and Reproductive Healthcare

"Since 2002, cervical screening uptake on the Isle of Wight has decreased steadily from 85 percent to 79 percent. We set up this initiative to address the falling rates in screening uptake, by targeting women in areas of deprivation.

"We know that there is a clear link between areas of deprivation and higher incidences of cervical cancer and that those attending a sexual health clinic may be at a higher risk due to sexual behaviour, smoking and social deprivation.

"Being at the centre of the Island, the clinic at St Mary's is accessible and offered a nurse-led integrated service, tagging the offer of cervical screening onto other services, such

as our contraception and unplanned pregnancy/abortion clinic. Women were also offered a variety of drop-in and appointment clinics during the day and evening.

"A sample size of 100 tests showed that 38 percent were opportunistic and 34 of these were overdue by up to nine years. Furthermore, 18 percent of all opportunistic smears were found to require further intervention and colposcopy, with one patient diagnosed with cervical cancer.

"We're extremely pleased that in such a short time the initiative is leading to early diagnosis. It's also fantastic that our work is being recognised – and winning the Cervical Screening Award demonstrates that."

Challenging inequality

A consistent and concerning trend during the charity's 15 years has been the lack of awareness of cervical cancer prevention among women from hard to reach groups including BME women, lesbian women and women with learning disabilities. This has contributed to lower screening rates.

- Just 70% of Asian women understand the purpose of screening*
- Less than half (42%) of BME women recognise that HPV is a major cause of cervical cancer
- Between 13% and 25% of women with learning disabilities attend cervical screening

“ It just didn't seem relevant to me ”

This year, we've invested more into engaging with hard-to-reach groups. Our third annual conference for BME organisations, held jointly with the NHS Cervical Screening Programme, was a resounding success.

To date, we have reached more than 100 organisations through this annual event.

Focus groups highlighted that video resources would encourage screening uptake among BME women, so we're now working with the Community Learning and Health Foundation to develop this idea and we hope to produce this video in 2015.

We've also linked with Public Health England experts in the south west to develop a video for women with learning disabilities, providing crucial and easy access to information for these women, encouraging screening uptake. The video resource will be available in early 2015.

1/3

A third more BME women of screening age (12%) compared to white women (8%) said they had never attended a cervical screening

42%

Less than half of BME women recognise that HPV is a major cause of cervical cancer

45%

People with learning disabilities are 45% less likely to be screened compared to their counterparts without learning disabilities

Get involved

If you're from a BME community and have been affected by cervical cancer, find out how you can become a case study for the charity.

www.jostrust.org.uk/your-stories

* Contact the charity for references

Jessica Acquah is passionate about raising awareness of cervical cancer prevention among BME communities, after she lacked the knowledge to prioritise her own smear test. She explains why it's so important to target women from all backgrounds...

"I was 25 when I got my first smear test invitation, but at that point I had never been sexually active so I didn't see the point. I kept receiving letters, and two years later I finally went and had a smear test, because I was so fed up with them. I didn't know anything about cervical cancer and what exactly a smear test was for.

"The results showed I had some abnormalities, so I went for a colposcopy. I didn't need treatment, but I was monitored regularly. However, I got married in the meantime and fell pregnant with my first child soon after, so I didn't go for my follow-up until after I had my baby.

"It was then that I was made aware of how important cervical screening is. Since then, I've attended all my smears and luckily, they've all come back clear.

"I am Ghanaian, and a lot of education is needed about cervical cancer and the importance of screening among BME communities: there is a misconception that only girls who sleep around can get cervical cancer, and that if you're healthy and have only been with your husband you can't develop it and don't need to attend screening.

"Information needs to be adapted to these communities, for example, with the inclusion of more visual material. BME women sometimes don't understand the letters they receive, why they need to attend and what will happen during the test, so they don't feel like it applies to them."



Advocate

Jessica
Acquah

Joining paths

Throughout 15 years of hard work and growth, we could not have achieved what we have without connecting with many thousands of individuals, groups and organisations that have enabled us to grow and support more women.

In 2013-14, we invested in targeting primary health care professionals and, through attendance at key events, we were able to reach around 15,000 stakeholders. Greater awareness of our work among this crucial group has led to a 15% increase in materials ordered from us throughout the year which. We believe has meant more women being able to access our support services, website and health information.

It is crucial that women find the support and information they need at the point of diagnosis and beyond; yet, outreach work has shown that only a third of health care professionals have heard of Jo's Cervical Cancer Trust.

That's why, this year, we recruited someone to work in the secondary care settings to engage with health care professionals, to boost awareness of the charity and encourage patient referrals. A subsequent report will be completed in early 2015.

As the charity grows, so too do our partnerships with key charities and organisations. From corporate support to the NHS and key influencing society's we continue to pursue relationships that will help us reach our goal.



In partnership with the British Society of Colposcopy and Cervical Pathology (BSCCP)

The Society's president, Maggie Cruickshank, volunteers her time as a medical reviewer of our health information materials.

The BSCCP helped fund the development of our Helpline services.

This year, the Society helped us spread important messages about our work by inviting us to run a workshop on screening awareness at a prestigious international conference.

Several BSCCP members volunteer on our Ask the Expert panel.

Get involved

Find out how you can partner with our organisation:

www.jostrust.org.uk/get-involved



Entwistle Green

Corporate partner

Staff at estate agent Entwistle Green chose Jo's Cervical Cancer Trust as its charity partner after a much-loved colleague, Natalie Poole, passed away from cervical cancer in 2014. Regional sales manager Craig Bray explains how some creative fundraising efforts generated more than £10,000 in Natalie's memory...

"After receiving the all-clear from cervical cancer in December 2013, Natalie started fundraising for Jo's. But the cancer came back and sadly, she died in June 2014.

"We changed our 'for sale' boards to say 'for Jo's'. Vendors had the choice whether they wanted those displayed outside their property and most did. We donated 25p from every for sale board erected during 2014, which equates to around £3,000 over the year.

"We staged lots of events, including a cycle-a-thon, where teams cycled the distance from Buckingham Palace to Edinburgh on static bikes donated by David Lloyd leisure club.

"Our work events, such as awards evenings, included raffles to raise money and some of the senior managers and I did the coast to coast cycle ride, which was backed by sponsors. Some staff did the Great North Run and we also had a charity Christmas jumper day, with people texting a £2 donation to Jo's.

"All in all, we're hoping to have raised up to £8,000 across 46 branches and that's without the sale boards. I'm really pleased, as it's the first time we've done such a large charity campaign. I saw Natalie just before she died, and she was so happy with what we'd done and the support we were getting, and that was really important."

Inspiring others

Our target for 2013-14 was to increase income by 8% in order to help us achieve our charitable goals. We're delighted to report that we exceeded our goal, and received £773,582 – the highest amount in the charity's history and an 18.3% rise on the previous year!

This is partly thanks to the incredible support of a number of companies that have chosen to work with Jo's Cervical Cancer Trust. We've raised 59% more money from corporate fundraising in 2013-14 than 2012-13.

We also owe a huge debt of gratitude to the many hundreds of supporters who have taken part in the series of Women V Cancer events during the year, which support Jo's Cervical Cancer Trust, Breast Cancer Care and Ovarian Cancer Action.

In addition, our own annual 5k Walk for Fun generated funds of £22,000 and counting! The individuals, families and communities who take on all manner of challenges and events on our behalf are an inspiration, and we would like to say a well-deserved and heartfelt thank you to them all!



£225,000

the amount raised through the Women V Cancer throughout the year

£30,000

the amount we've received through our Tribute Fund website, where family and friends can commemorate a loved one and donate in their memory

59%

the increase in the amount raised through corporate fundraising from 2012-13 to 2013-14

Get involved

Fundraise for us and help us reach this year's charitable targets:

www.jostrust.org.uk/get-involved



Fundraiser

Michelle
Shoulder

Taking part in group events, such as the Women V Cancer bike rides, raises money for Jo's Cervical Cancer Trust and also creates lifelong friendships. Cervical cancer survivor Michelle Shoulder took on the epic cycling event across Kenya in 2011 and hasn't looked back, going on to complete similar challenges in the following years. She talks about her experience...

"I signed up to the Kenya Women V Cancer event because I wanted to go to the elephant orphanage... but it soon dawned on me that I had to cycle 400km first! It was a wonderful bonding experience and, as well as hard work, it's really good fun.

"I made a lot of close friends during the Kenya ride who I wouldn't have met if I hadn't had cancer, so that was something great that came out of it. The camaraderie is great. We're all normal, everyday women of all ages – wives, mums and sisters – none of us are superwomen.

"Jo's Cervical Cancer Trust is important to me because of my personal experience and, scarily, a lot of my friends have also faced cancer diagnoses. I decided to do the Cycle India event the following year too, so I signed up with a friend who had just been diagnosed with breast cancer, which gave her something to keep her going. I also did Ride the Night last year, in the place of a friend of mine – another cancer survivor – who had to pull out just a few weeks before.

"Altogether, I've raised around £15,000 and I would love to do more events. Jo's is a very small charity, but doing an amazingly big job. It's truly immense and it's important to keep getting the message out there."

Where we raise and spend our money

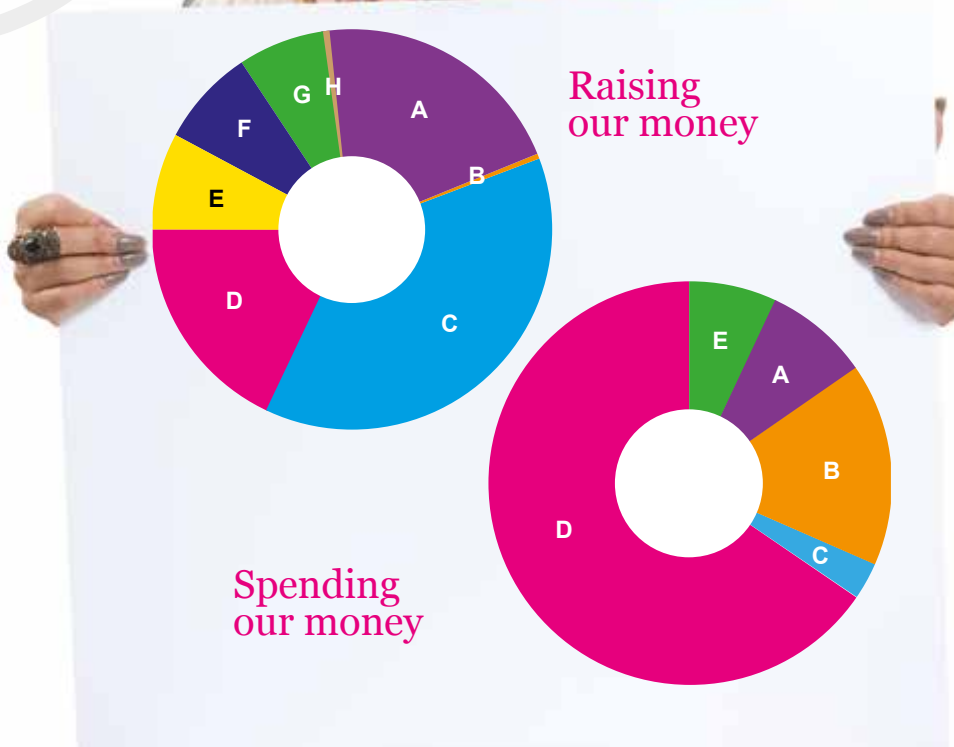
This statement shows income for 2013-14 was £773,582, up almost 19% from £650,977 in 2012-13. Expenditure in 2013-14 totalled £764,540 compared with £637,522 in 2012-13, resulting in a surplus of £9,042. The level of reserves at the end of 2013-14 (£483,968) equates to seven months' overall expenditure, which is at the lower end of the charity's current reserves policy. There are plans to review the policy in 2014-15, as well as to recruit more staff to further expand our reach and support.

How we raise our money

	£	%
A Fundraising	£151,399	20%
B Interest	£1,863	0%
C Activities for generating funds	£286,498	37%
D Companies	£124,865	16%
E Trusts	£67,346	9%
F Public donations	£79,184	10%
G Donations in kind	£57,455	7%
H Other income	£4,972	1%
Total incoming resources	£773,582	

How we spend our money

	£	%
A Fundraising	£43,453	6%
B Support	£142,098	19%
C Governance	£22,236	3%
D Information	£513,248	67%
E Generating voluntary income	£43,505	6%
Total resources expended	£764,540	



2015 and beyond...

Currently cervical screening uptake is falling and incidence of the disease is rising. If more women continue to ignore or delay their cervical screening invitation, cancer rates will increase and more women will die. It's crucial that we see a huge shift in cervical cancer awareness and prevention helping to make cervical cancer a disease of the past, but also to ensure all those diagnosed receive the best possible treatment and ongoing care.

This is what we need to do:

- Reduce incidence and ultimately wipe out cervical cancer.
- Improve outcomes for women, with earlier diagnosis, less invasive treatment and a better chance of survival.
- Achieve the best-possible treatment, care and support throughout every woman's journey, and beyond.

With your help, we'll get there by:

- Launching more targeted awareness campaigns.
- Connecting with health care professionals so that everyone at the point of diagnosis is told about Jo's Cervical Cancer Trust as a source of support.
- Running outreach programmes with hard-to-reach groups to break down barriers to screening.



Call our helpline:

0808 802 8000

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