



## Annual Review 2012



Every year in the UK over 3,000 women are diagnosed with cervical cancer and around 1,000 will die from the disease. Cervical cancer is the most common cancer in women aged 35 and under. In addition over 300,000 women a year are told they may have a cervical abnormality that might require treatment.

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

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

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

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

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## Message from the Chairman and Director

2012 saw growth across all areas of our work: income increasing by 45%, a record number of people requesting our information, more health professionals working with us as well as greater general awareness of the charity.

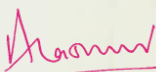
More women than ever have accessed our support services and we are seeing increased reach across the UK. Feedback from women using our services has been positive, with many saying they feel less isolated, understand their condition better and have made new friends.

At the same time, however, we are also aware that current changes in the NHS are creating uncertainty - and we must ensure that the wonderful support given to women affected by cervical cancer, such as through Gynaecology Clinical Nurse Specialists, is in no way affected. We will be campaigning hard to make sure this doesn't happen.

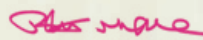
Cervical cancer is largely preventable – and there continues to be an urgent need to get this message across. However with cervical screening uptake going down and research we commissioned showing a range of inequalities and barriers to women attending screening, we have to work harder than ever to remind women about the importance of screening and ensure it is accessible to all.

2012 was the first year of our new strategic plan and we have already taken tremendous pride in achieving many of our goals. None of this would have been possible without the help of our wonderful supporters, volunteers, campaigners and staff, all of whom have made a huge impact in helping us provide the very best support we can to those affected as well as raise the profile of cervical cancer and how it can be prevented.

But if we are going to support every woman affected by cervical cancer, and see greater numbers reduce their risk of the disease by attending screening, then there is still much more that we need to do. 2013 promises to be another important year!



**Alastair Gornall**  
Chairman



**Robert Music**  
Director



## Our year in numbers

**52%**

The rise in calls to our helpline in 2012.

**400%**

The increase in requests for our materials in support of Cervical Screening Awareness Week compared to 2011.

**34%**

The increase in investment in awareness and prevention programmes.

**5,000**

The current number of members of our online forum. Membership increased by 23% in 2012 and continues to rise.

**63%**

The increase in the number of support groups in 2012 enabling more women to have face-to-face support.

**45%**

The increase in our income which has enabled us to expand our support programmes.

## About Jo's Cervical Cancer Trust



### **Caroline Preston** **Founding Friend and Trustee**

When Jo died in 1999, her husband James wanted to create something that would guarantee other women had what Jo never found – a place where she could connect with other women going through a similar experience. A place where she could find information and talk to others affected by her cancer. Not breast cancer or other forms of cancer, just cervical cancer.

Two months after her death he gathered together a group of Jo's close girlfriends and we became the Founding Friends. One year on we were organising our first big fundraising event.

As a Founding Friend, and later a trustee, it's been hugely rewarding to watch the charity evolve and develop to become what it is today. The tragic and premature death of James in 2003 shook us all but the passion and drive which runs through the charity has enabled us to exceed the vision and aspirations of both Jo and James.

It's fantastic to know that from a tragedy came a resource and network that touches the lives of thousands of women every day. I'm looking forward to seeing what the next chapter has to bring.

## About Jo's Cervical Cancer Trust

Being given a diagnosis of cervical cancer can be devastating - both for the patient and her loved ones, as they face up to an uncertain future. We also know that finding out that you have a cervical abnormality can cause much anxiety and distress.

Jo's Cervical Cancer Trust offers a range of support and information, both online and face-to-face, 24 hours a day and at every step of the journey. We do this by:

- Offering up-to-date and accurate publications on cervical cancer and cervical abnormalities accredited by the Information Standard.
- Providing a wide range of information on our increasingly popular website [www.jostrust.org.uk](http://www.jostrust.org.uk)
- Enabling women to meet online, share experiences, network, and support others facing similar challenges.
- Providing opportunities for women, friends and families to get together for shared support at a local and national level.
- Providing a swift and confidential response to medical questions via our online panel of medical experts.
- Campaigning to influence UK Governments to implement new and improved preventative, diagnostic and therapeutic procedures.

- Running a range of programmes to educate the public and health professionals in key areas relating to cervical cancer.



### Cervical cancer: the facts (UK)

**3**

The number of women who lose their life every day to cervical cancer.

**3,000**

The number of women who are diagnosed with cervical cancer each year.

**300,000**

The number of women (each year) who are told they have a cervical abnormality that may require treatment.

**5,000**

The estimated number of lives saved each year thanks to the cervical screening programme.

**20%**

The number of women who do not take up their cervical screening invitation.

**99.7%**

The number of cervical cancers which are caused by persistent human papillomavirus (HPV) infection, which causes changes to the cervical cells.

**Sarina**  
**Support group leader**

I was diagnosed with cervical abnormalities. I found the diagnosis complicated and confusing and turned to Jo's Cervical Cancer Trust's forum and Ask The Expert service for support.

These helped me enormously – so when I saw that they were looking for volunteers I applied immediately. I had already worked in the charity sector and thought I could apply these skills to launch a support group in London.

It's been great to build up a network of women who have all been affected: bringing together local people to share experiences and support is absolutely invaluable - and a number of women who came to our very first meeting still attend two years later.

## Support

### We offer support to women and their loved ones who have been affected by cervical cancer or cervical abnormalities.

Over the last year we have continued to extend our reach into the community and to build on two new services launched in 2011 – a free UK helpline and local support groups.

Both the new services were established as a result of feedback from our users, which highlighted a need for more face-to-face and personal support. They are already playing a key role in the support we offer to those affected by cervical cancer and cervical abnormalities.

#### Offering face-to-face support

During 2013 we will have at least 16 support groups offering vital support within their own community to women diagnosed with cervical cancer. Feedback from the groups has shown that they have helped women feel less isolated, make new friends and overcome other difficulties resulting from treatment for cervical cancer.

Our annual Let's Meet offers women affected by cervical cancer the opportunity to develop support networks and attend a range of interactive and health-related workshops. Our most recent event received overwhelmingly positive feedback.

#### Offering support online

Our online forums offer women the chance to share their experiences – and to meet others facing similar challenges. The forums not only

provide a chance for women across the globe to build friendships and offer and seek support, but also help to reduce the feelings of isolation for those affected by cervical cancer and cervical abnormalities.

Our Ask The Expert service allows people to submit questions online: these are answered by our impartial panel of medical experts. As ever, we are extremely grateful to the members of our panel who continue to give their time, expertise and support free of charge in order to enable us to offer this service.

#### A listening ear

Our free telephone service has helped hundreds of people since its launch. It provides information and signposting to services, as well as a listening ear for any concerns our callers might have.

#### Support group and helpline volunteers

All our volunteers undergo a careful selection process and a rigorous training programme, which includes a two-day residential course as well as ongoing training and support.

Over the next year we plan to invest further in the recruitment of our volunteers in order to increase the number of local support groups and the number of calls taken by our helpline by up to 40%. We also hope to implement a support service for partners of women affected by cervical cancer.

## 100%

The number of people who were happy with the support they received from our helpline.

## 89%

The number of women who said they felt less isolated after attending a support group meeting.



## 23%

The increase in membership of our online forums over the last year.

## 15%

The increase in demand for our online Ask The Expert service.

**0808 802 8000**  
Our free telephone helpline which has fast become an invaluable source of support.

## Support

### Kevin Forum user and volunteer

When my sister was diagnosed with advanced cervical cancer in September 2005, I started to look around to find information on the disease - which is when I came across Jo's Cervical Cancer Trust. My sister didn't have Internet access - and so I posted on the forum on her behalf.

From this point on I became my sister's connection to information and friendship. She would share her experiences with me and in turn I would share them with the women on the forum, getting their support and advice and passing this on to my sister. It was a massive help: she realised she wasn't alone.

When I first got involved the charity was in its infancy and I was the only man on the forum. But as time went by other male family members also started to post to find support.

I became a moderator for the forum - and even attended a Let's Meet event as my sister was too ill to travel. It gave me an opportunity to ask the questions my sister couldn't as well as meet the women who had become my friends and who I am still in touch with now.

My sister had four years clear of cancer but sadly died in 2010. A year after her death I set up a tribute fund on the Jo's Cervical Cancer Trust website. I use this to keep her memory alive, sending emails to friends and family on her birthday and the anniversary of her death.





## Providing the highest quality information

### The emotional and physical impact of a cervical cancer diagnosis can't be underestimated.

In the past it was much harder to get the right information, which became a further source of anxiety and stress for women and their families.

Indeed this was one of the very reasons that James Maxwell founded Jo's Cervical Cancer Trust in 1999 – to make sure that all women suffering from cervical cancer or cervical abnormalities have easy access to information that is

- relevant
- easy to understand
- up to date and backed up by current evidence.

The medical information we offer in our publications and online pages is based on scientific evidence, and is written and/or reviewed regularly by relevant medical experts. We are a certified member of The Information Standard – a kitemark recognised by the Department of Health - and as such are shown to be a producer of reliable health care information.

### Reaching more people

The last year saw continued development of our website, which offers in-depth information on cervical cancer and cervical abnormalities together with our support services and forums.

Our website uses clear English, free from jargon, to ensure that the content can be easily understood by anyone seeking information and support. The quality of our website was underlined

by a Highly Commended rating in the 2011 Plain English Awards, which recognise public nominations gathered over the year for well-written public information.

### Listening to those who matter

In order to continue to provide the information and support that will offer maximum benefit to women with cervical cancer and cervical abnormalities, we listen to the people who really understand.

For example, during the year we launched a survey to understand the information needs of patients diagnosed with cervical cancer, including the information they were given at the point of diagnosis, during treatment and afterwards.

The results highlighted a desire for more information around the emotional aspects of a cancer diagnosis and survivorship, and a need for women to be told about the support and information services we offer much earlier. During 2013 we will be developing information to fill this need both in print and online.

### Jo's Voices

Over the last year we also set up Jo's Voices, a growing network of over 100 women affected by cervical cancer or cervical abnormalities who contribute views, opinions and experiences to help us develop our services, information provision and campaigning. Their feedback on a range of publications, both existing and new, has already been invaluable.

## 51%

The rise in unique visitors to our website compared to the previous year.

## 380,000

The number of materials (including posters, leaflets and factsheets) that we have produced and distributed to the public and health professionals over the last year.



## 39

The number of medical experts who make up our Ask The Expert and peer review panel.



## Reducing inequalities

### Deepa Cervical cancer survivor and supporter

After I had my daughter in January 2009, I felt exhausted most of the time. I put it down to looking after a newborn, but by November 2010 I'd started to think something may be seriously wrong. I had lower back ache, which I'd put down to my body recovering after giving up breastfeeding. I also started to suffer irregular bleeding between periods – which I thought was just hormones.

As Christmas came I was very unwell and started to bleed every day: then I really started to panic. I was due a smear in the January so I decided not to get checked until then. After several tests including a colposcopy I was diagnosed with cervical cancer – it was absolutely devastating.

Being from an Asian background I understand why women might not talk about the issues surrounding cervical cancer but it is shocking to see just how low awareness is compared to the wider population. It can be taboo in some communities, especially where people connect it to being a sexually transmitted disease when it's not.

Cervical cancer can affect women from all backgrounds so I'm pleased to see that Jo's Cervical Cancer Trust is working hard to target women who may not prioritise a cervical screening test or may not be aware of the symptoms of the disease.



## Reducing inequalities

One of the most important goals for Jo's Cervical Cancer Trust is to ensure that every woman is made fully aware of the role that screening plays in the prevention of cervical cancer, and to ensure that there are no barriers to attending such as work, cultural, age or appointment flexibility.

A survey commissioned by the charity in 2011 revealed that a lack of awareness around cervical cancer prevention amongst Black and Minority Ethnic (BME) and faith communities could be putting women's lives at risk.

During the last year we have been more active than ever before in building links with national and local BME and faith organisations, meeting with a wide range of groups including Asian, Muslim, Orthodox Jewish and Afro Caribbean communities to help us to:

- Raise awareness of cervical cancer prevention and the role of cervical screening.
- Understand the response to screening invitations and where different groups of people would prefer to be screened.
- Understand the barriers to the screening and vaccination programmes.

We have also undertaken two projects aiming to increase awareness of cervical cancer prevention.

The first was an all-day conference for BME groups run jointly with the NHS Cervical Screening Programme. Following this we received positive feedback from attendees and a commitment to run cervical cancer prevention programmes within community groups.

As part of this a 30-second advert highlighting the importance of cervical screening was placed in GP surgery waiting rooms in communities with a high BME population (initially Leicester, Leeds, London and Nottingham) for a five-month trial period which ended in January 2013.

The second was a project with the National Cancer Action Team (NCAT) to explore ways to improve screening uptake in BME communities.

Another worrying trend in cervical screening uptake is the decline in numbers of women aged 50+ attending screening. In order to understand why this might be happening, we commissioned a YouGov survey of over 2,000 women of this age group, the results of which highlighted a poor understanding of the causes of cervical cancer and the action that can be taken to help reduce risk. In fact, of those surveyed (aged 50-70), a third did not see cervical screening as necessary or relevant to them.

There is clearly a lot that needs to be done and we will be looking to expand our outreach work during 2013.

### 23%

The number of BME women who said that they had never attended a cervical screening appointment (compared to 14% of white women). We hosted an awareness event for BME groups along with the NHS Cervical Screening Programme - the first of its kind.

### 31%

The number of women aged 50-70 who did not consider screening necessary over the age of 50. This rose to 67% among women who had never attended cervical screening.

### 29%

The number of Asian women who had never attended a cervical screening test. This compares to 14% of white women.

### 67%

The number of women aged 50-70 who felt that the information they had been given was not adequate. Less than 50% believed that their invitation for cervical screening had made it clear why the test was still important.

Note: statistics are taken from YouGov surveys commissioned by the charity

## Prevention/raising awareness

**Cervical cancer is a largely preventable disease thanks to the NHS Cervical Screening and HPV vaccination programmes. Furthermore, research shows that an 80% uptake of the HPV vaccine year on year could see a two thirds reduction in cervical cancer incidence in women under 30 by 2025.**

We're delighted that uptake of the HPV vaccine continues to reach over 80% of women in the UK, but we are concerned that 20% do not take up their cervical screening invitation.

To raise awareness of these preventative measures we ran:

- **Cervical Cancer Prevention Week (CCPW)** in January and
- **Cervical Screening Awareness Week (CSAW)** in June. Both generated significant levels of high profile coverage.

With a greater investment in communications the charity saw an increase in media coverage, featuring in a wide range of interviews - on national and local television, on radio, and in newspapers and magazines.

CSAW alone saw extensive coverage across print media (Telegraph, Mirror, Daily Mail, Independent, The Scotsman, Stylist), on radio (Heart FM and a number of BBC stations), and online.

Our 2012 awareness weeks have been our most successful to date reaching more people than ever before. It would have been impossible to achieve this without the continued help and support of everyone who raised awareness and donated both their time and money to such an important cause.



Our first outdoor advertising campaign saw buses in cities where uptake was lowest - London, Birmingham, Cardiff, Glasgow and Manchester - carry a call to action for women to take up their cervical screening invitation.

### 100,000

The number of information materials we distributed to health centres, hospitals, pharmacies, companies and individuals during Cervical Cancer Prevention Week.

### 16 million

The number of people potentially reached through our washroom campaign which aimed to raise awareness of cervical screening among young women.

### 74%

The increase in web visits from the five cities included in our bus advertising campaign.

### £263,000

The estimated equivalent publicity value of print articles published during Cervical Screening Awareness Week.

### 108 million

The combined reader figure for both print and online articles covering Cervical Screening Awareness Week.

## Prevention/raising awareness

With a third of young women aged 25-29 not attending screening, we ran a UK-wide campaign during CCPW to highlight the importance of screening. The campaign featured posters and tear-off slips in washrooms in 277 bars, clubs, motorway service stations and shopping malls.

During the year Lauren Goodger, star of *The Only Way is Essex*, came on board as a charity ambassador following her own experience with cervical abnormalities. Lauren helped promote our news in the press and across social media with her tweets, generating new followers for the charity and increased traffic to our website. Lauren's first ever tweet for the charity announcing her support led to a 300% increase in web visits within the following hour. Similarly a separate tweet resulted in 241 retweets from her followers.

Three years after Jade Goody's battle with cervical cancer, we worked with Sky Living on the documentary 'Jade Goody: The Fight Goes On', which featured women who had delayed attending their cervical screening test and were subsequently diagnosed with cervical cancer. The programme also included an interview with our Director, Robert Music, and information about the charity on the Sky Living website. This resulted in over 200 referrals.

On the day of transmission we also saw an overall increase of over 30% in visits to our website plus elevated usage of our services, including our online forum and Ask The Expert.



“ So many women don't know about the causes, symptoms or tests for cervical cancer and cervical abnormalities. I have experienced treatment for cervical abnormalities and know how important it is for changes to be picked up - we are talking about something which could mean the difference between life and death. I really hope that through working with Jo's Cervical Cancer Trust I can encourage as many women as possible to go for their cervical screening test.”

Lauren Goodger, *The Only Way is Essex*

## Prevention/raising awareness

Over the last year we have also commissioned research to try to understand the barriers to screening uptake and have run campaigns to target different female groups. These include younger women aged 25-29 where one in three don't take up their screening invitation, older women where screening take-up is also on the decline and women from a Black and Minority Ethnic (BME) background where awareness is low compared to white women.

**Over 2012 we have seen tremendous growth on our digital platforms. These sites (including Facebook and Twitter) have played an integral role in all of our communications, increasing our presence online and bringing the importance of cervical screening to an ever-wider audience.**



We also launched a Facebook app – ‘Pass the message on’ – aimed at girls who have had the HPV vaccine and women who have been invited for cervical screening, enabling them to spread the word to family and friends via social media.

### Recognising local campaigns

Our national Cervical Screening Awards aim to reward outstanding work by health experts who are making a major difference to women in local communities. This year's winner was the Lesbian and Gay Foundation, for their 'Are You Ready For Your Screen Test' initiative which highlighted the need for lesbian and bisexual women to have regular cervical screening tests. The Highly Commended Award went to the Community Health Improvement Team, Dudley PCT for their work with ethnic minority communities.



“

We were delighted to be recognised for our campaign. The awards brought our work to the attention of people nationwide and we were able to raise further awareness of this issue.”

Annie Emery, Head of Services for The Lesbian and Gay Foundation (pictured with Robert Music, Director Jo's Cervical Cancer Trust)

## 1 in 3

The number of women aged 25-29 who didn't take up their screening invitation. During 2012 we have continued to highlight the importance of cervical screening in preventing cervical cancer.

## 72.7%

The number of women aged 60-64 who currently attend screening. This signals a 15-year low.

## 3,400

The number of followers the charity now has on Twitter. This continues to rise.

## 95%

The increase in our Twitter following over the last year.

## 310%

The increase in our Facebook following over the last year.

## 50%

The increase in applications for our Cervical Screening Awards.

## Influencing opinion formers

As the lead advocate for women affected by cervical cancer and cervical abnormalities in the UK, Jo's Cervical Cancer Trust has a key role in ensuring women have access to prevention programmes, best treatments and support services.

We continue to build strong and positive links with policy makers, making them aware of our work and the key areas in which we want to see improvement.

Over the last year we have also met with politicians, key stakeholders and experts at the House of Commons, The Welsh Assembly, and the Scottish Parliament in order to:

- **Call for urgent action** as key targets outlined in the national cancer strategy are not being met, which could impact on the prevention and early diagnosis of cervical cancer.
- **Focus on concerns about low numbers attending screening** plus increased incidence in Wales (particularly in younger women) and Scotland (particularly in women aged 50+).

In Northern Ireland the charity ran a meeting at Stormont which sought commitment from the administration to improve campaigning around screening and immunisation awareness, as well as increase support for women with cervical cancer.

We also called for the introduction of HPV testing. As a result this was introduced by the Northern

Ireland Cervical Screening Programme in early 2013.

### Reaching health professionals

Health professionals can play a key role in making women aware of the information and support services offered by Jo's Cervical Cancer Trust.

However, feedback from those coming to us has shown that many did not find out about the charity in this way. As a result, over the last year we have increased investment in raising our profile and building stronger links with health professionals. This should result in many more women affected by cervical cancer or cervical abnormalities being told about the charity and the services we can offer.



Cervical cancer survivor Lisa Routledge speaks at the charity's House of Commons reception, which focused on the importance of prevention during Cervical Cancer Prevention Week.

## 15,000

The number of health professionals we potentially reached through our work at exhibitions and events over the last year.

## 400%

The increase in requests from health care professionals for our materials in support of Cervical Screening Awareness Week.



## Fundraising

Once again, the incredible support of each and every one of our fundraisers is hugely appreciated by all of us at Jo's Cervical Cancer Trust.

We are grateful to everyone who raises money for us, from individuals, schools and universities to groups, organisations and companies.

Every pound raised makes an impact and helps to expand services, increase awareness, and support more women who suffer from cervical cancer and cervical abnormalities.

Here are just a few examples of fundraising over the last year. If you'd like to get involved we would love to hear from you - simply email us at [fundraising@jostrust.org.uk](mailto:fundraising@jostrust.org.uk)

### £26,500

The amount raised by Walk for Fun, our annual flagship event. With over 300 people taking part in seven walks across the UK, we would like to thank all the walkers, volunteers and walk coordinators.



### £391

Raised by Louise, Helen and Di at the Princess Alexandra Hospital during Cervical Cancer Prevention Week. They also used our information materials and posters to raise awareness of the disease.



### £2,557

Raised by Rose, Adam and Kiah who all took part in a skydive to support women affected by cervical cancer.



### £2,600

Raised by cervical cancer survivor Alison and friends at a masquerade ball - which has now become an annual event after its success in previous years.



### £440

Raised by Alison for her Big Fat Scottish Tweet Up. The event saw members of the wedding industry in Scotland meet their fellow tweeters in person and network whilst raising money for the charity.





## Fundraising



### Women V Cancer Fundraising

We are delighted to be a part of the hugely successful Women V Cancer Cycle Challenges. Hundreds of women, some of whom had never ridden a bike before, cycled 400km across the beautiful landscape of Kenya in support of Jo's Cervical Cancer Trust, Breast Cancer Care and Ovarian Cancer Action.

Five trips in 2011/2012 saw 386 women find fitness, fun and friendship as well as raise an incredible £272,000 for each charity.

## Money matters

2011-12 was a positive year in raising funds, with income increasing by 45% compared to the previous year, enabling the charity to further invest in its core charitable objectives.

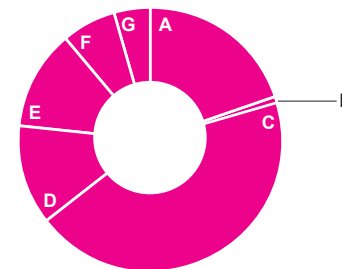
In particular the charity was able to expand its education and prevention programmes and increase investment in expanding its support services and specifically our local groups and free UK helpline.

The charity's finances are overseen by the Trustee board. The statement of Financial Activities shows income for 2011-12 was £634,909 up from £436,268 in 2010-11, with expenditure in 2011-12 at £500,371 compared with £394,295 in 2010-11, resulting in a surplus of £134,538.

The level of reserves at the end of 2011-12 (£461,471) equates to 11.4 months reserve, which is higher than the charity's reserves policy. This is primarily down to the success of the Women V Cancer fundraising event (mentioned on page 15) that raised £270,000 instead of an anticipated £180,000. The charity's 2012-13 Annual Plan aims to increase investment in core charitable activities, which will result in reserves being brought back in line to the reserve policy of 7-9 months.

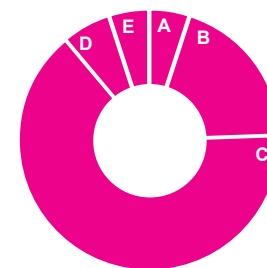
### Income for the year ended 31 July 2012

<b>A</b>	Fundraising	£125,647
<b>B</b>	Interest	£1,540
<b>C</b>	Activities for Generating Funds	£282,966
<b>D</b>	Companies	£77,240
<b>E</b>	Trusts	£76,942
<b>F</b>	Public Donations	£43,417
<b>G</b>	Donations in kind	£27,157
	<b>TOTAL</b>	<b>£634,909</b>



### Expenditure for the year ended 31 July 2012

<b>A</b>	Fundraising Trading and Events	£26,649
<b>B</b>	Support	£96,253
<b>C</b>	Information	£321,991
<b>D</b>	Generating Voluntary Income	£31,036
<b>E</b>	Governance	£24,442
	<b>TOTAL RESOURCES EXPENDED</b>	<b>£500,371</b>



## Money matters

### Statement of Financial Activities (incorporating the income and expenditure account)

for the year ended 31st July 2012

	Restricted Funds £	Unrestricted Funds £	Total 2012 £	Total 2011 £
<b>INCOMING RESOURCES</b>				
<b>From Generated Funds</b>				
Legacy	-	-	-	1,562
Voluntary Income	75,858	274,545	<b>350,403</b>	363,881
Activities for Generating Funds	-	282,966	<b>282,966</b>	69,399
Investment Income and Interest	-	1,540	<b>1,540</b>	1,426
<b>Total Incoming Resources</b>	<b>75,858</b>	<b>559,051</b>	<b>634,909</b>	<b>436,268</b>
<b>RESOURCES EXPENDED</b>				
<b>Cost of Generating Funds</b>				
Cost of Generating Voluntary Income	-	31,036	<b>31,036</b>	27,650
Fundraising Trading and Event Costs	-	26,649	<b>26,649</b>	28,728
	-	<b>57,685</b>	<b>57,685</b>	<b>56,378</b>
<b>Charitable Activities</b>				
Support Services	35,537	60,716	<b>96,253</b>	80,543
Information Services	40,321	281,670	<b>321,991</b>	240,170
	75,858	342,386	<b>418,244</b>	320,713
Governance	-	24,442	<b>24,442</b>	17,204
<b>Total Resources Expended</b>	<b>75,858</b>	<b>424,513</b>	<b>500,371</b>	<b>394,295</b>
Net Incoming Resources	-	134,538	<b>134,538</b>	41,973
Balances Brought Forward	-	326,933	<b>326,933</b>	284,960
<b>BALANCES CARRIED FORWARD</b>	<b>-</b>	<b>£461,471</b>	<b>£461,471</b>	<b>£326,933</b>

## 45%

The rise in income compared to the previous year.

## 20%

The increase in investment in our support services.

## 9%

The fundraising costs compared to 12% the previous year.

## 0%

Amount spent on direct overhead costs as the charity is housed for free by the Brunswick Group.

There were no recognised gains and losses other than those disclosed here, and therefore no separate statement of total recognised gains and losses has been prepared.

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

## Our supporters



### **Anne Szarewski** Medical Expert

I was on the board of the European Cervical Cancer Association (ECCA) and through this, came into contact with Jo's Cervical Cancer Trust (JCCT). I had already written a book in 1986 about cervical smears, because I was aware that so many women came to the colposcopy clinic terrified and not understanding what it all meant. So when JCCT approached me to be part of a panel of medical experts for the Ask The Expert service, I was already mentally there!

I have always felt very strongly that people don't get enough information about health issues, perhaps because they are too nervous to ask face to face or because the person they are asking lacks the specialist knowledge to answer. Every woman's situation is different so it's important that they are able to get a response from a medical expert that can be tailored to their own situation.

Being the only charity dedicated to cervical cancer JCCT has such an important role to play and having volunteered with them for over eight years, I'm pleased to have played a role in providing information to help women understand the issues surrounding the disease.

## Our supporters

Although it is impossible to list everyone who has supported us over the last year, we would like to thank every single person who gave their time, energy and enthusiasm to help Jo's Cervical Cancer Trust.

### Our Team

Robert Music (Director)  
Heather Carruthers  
Claire Cohen  
Maddy Durrant  
Rebecca Shoosmith  
Geraldine Warren

### Our Trustees

Alastair Gornall (Chairman)  
Charlie Bott (Treasurer)  
Tessa Bamford  
Simon Berry  
Thomas Ind MB BS MD FRCOG  
Lucy Maxwell  
Rebecca McCreath  
Sally Poltimore  
Caroline Preston  
Miren Turner BSc MB BS  
MRCOG MRCGP  
Tessa Wilkinson

### Our Founding Friends

Marianne Bicket  
Charlotte Brudenell  
Emma Dowley  
Alexandra Elletson  
Sarah Gornall  
Kate Hamblen  
Amanda Lowther  
Mel Melsom  
Gig Moses  
Louise Newton  
Sally Poltimore  
Caroline Preston  
Carolyne Robinson  
Amanda Service

### Our Supporters

Ashfords LLP  
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The D'Sa Family Charitable Trust  
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The John Ellerman Foundation  
Foundry Trust  
Fremantle Media Limited  
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and Wales  
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The Mainhouse Charitable Trust  
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Pelican Healthcare Limited  
RE Pilkington's No.4 Settlement  
Roche Diagnostics Limited

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Jo Craddock  
Lynnette Davies  
Lyndsey and Gary Dyson  
David Field  
Louise Goodridge  
Mark Griffin  
Louise and Steve Hassall  
Graeme and Lisa McColl  
Friends and family of Kirsten Poulter  
Patrick Ramsay  
Richard and Natalie Sellars  
Lindsey Thomas and Lisa Morfitt  
Penny Webb  
Women V Cancer cyclists  
Helen Worrall

### These are some of the targets we have set ourselves for 2013:

- Increase visibility of the charity among politicians, health and policy makers and increase presence of the charity as a key authority to refer to.
- Build on our investment in outreach to hard-to-reach communities.
- Identify areas of low awareness of cervical cancer and how it can be prevented and respond to the results with relevant campaigns and services.
- Run campaigns in areas of higher cervical cancer incidence and low screening uptake.
- Increase the number of volunteers trained to work on our support services and so expand our reach.
- Increase the number of active support groups by 40%.
- Extend the hours our Helpline service is available.
- See a 20% increase in website visitors.
- Implement an online service for partners of women affected by cervical cancer.
- Develop new information both in print and online based on results of a survey of those diagnosed with cervical cancer.
- See an increase in media coverage of both the charity and cervical cancer, and measure impact.
- Establish support groups in all UK countries.



### Jo Fundraising

I will never forget the day my friend Kirsten told us all she had cancer. We had met at antenatal classes and our children were still very young. She underwent treatment and she received the all clear.

Then the cancer returned and in the end she was told there was no more that the doctors could do for her. But she continued fundraising and trying to raise awareness to the last: she even held an event at her house just two weeks before she passed away. It made me determined to carry on her legacy.

In the space of six months I did three big events including the London 10k and the Royal Parks Half Marathon. I am pleased that I have raised over £1,000 in 2012 but my plans don't stop here. I learnt from Kirsten that it's not about one-offs. It's about constant promotion – of the charity, its services and ways to prevent cervical cancer. Next year I plan do another three events, this time focusing on awareness and bringing people together.

Kirsten's passion and determination has pushed me on and I hope that I can help continue what she started.



# Support us

# [www.jostrust.org.uk](http://www.jostrust.org.uk)

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**Helpline: 0808 802 8000**