

**Supporting
women affected
by cervical cancer.
Empowering
women to help
prevent it.**

Every year in the UK more than 2,800 women are diagnosed with cervical cancer - and 1,000 women will die from the disease. After breast cancer, cervical cancer is the second most common cancer in women aged 35 and under. In addition, around 300,000 women a year are told they may have a cervical abnormality that might require treatment.

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

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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2011 was positive in terms of growth with income increasing by 50%, expanding our reach, undertaking new campaigning and education initiatives and launching new face to face support services.

But as ever there is much to do to ensure we reach and support more women affected by cervical cancer. We also need to get the message out that for many it is largely preventable, thanks to HPV vaccination and cervical screening.

Despite it being preventable, we are concerned at screening uptake, with numbers dropping across a range of age groups. This goes much deeper than women simply ignoring their invitation and during the year we commissioned two pieces of research that highlighted significant barriers to screening uptake and thus cervical cancer prevention

As a result, we ran meetings at UK parliaments and with key policy-makers to highlight issues we believe should be urgently addressed to reverse the downward trend in uptake including much greater investment in targeted education and prevention campaigns.

Although 2011 saw the highest number of women come to us for support, we know there are many thousands we are not reaching. And so we will continue to invest in awareness of the charity and our services to both the public and health professionals.



Alastair Gornall and Robert Music

As stated earlier, last year was a good one in terms of growth. But with much to achieve trustees approved a new strategic plan for 2011-14, which aims for continued expansion across all areas of our work so that by 2014 we will be reaching significantly more people.

As ever we are hugely grateful to our supporters and partners from organisations, companies and individuals who have donated money and time to help us achieve our goals. Along with our committed team of staff, trustees and volunteers, they made a positive impact to our goal of beating cervical cancer and providing the very best support we can to those affected.

Alastair Gornall, Chairman
Robert Music, Director

Jo's Cervical Cancer Trust was established in 1999 by James Maxwell, following the death of his wife Jo from cervical cancer.

During Jo's illness, the Maxwells struggled to find the support, information and advice that they desperately needed. And so the charity was born – a lifeline for anyone affected by cervical cancer or cervical abnormalities.

Now in its second decade and recognised as the expert in its field, it helps thousands of women and their families - raising awareness of the disease, launching new services and developing new and existing partnerships.

Cervical cancer is largely preventable, thanks to the National Cervical Screening and the HPV vaccination programmes.

Jo's Cervical Cancer Trust campaigns tirelessly to encourage women to take up these life-saving opportunities and to influence key policy-makers to implement new and improved preventative, diagnostic and therapeutic procedures.



Tessa Wilkinson, Jo's sister

“When my sister Jo was unwell with cervical cancer, I would often listen to her speak about her longing to find people in a similar situation to herself. Jo was surrounded by a loving family and wonderful friends but none of us had that extra understanding that those who share an illness can have. I know that although we were all there she felt very alone.

When someone dies, there is often a longing to make some kind of sense or meaning of what has happened. You know you cannot have the person back, but for something good and positive to be created because of a death, is a wonderful way of redeeming what has happened. The creation of Jo's Cervical Cancer Trust has helped us all to find that meaning.

Jo's gives what my sister Jo longed for by offering quality information and support to those who are touched by cervical cancer.

For me to know that now no woman has to make that journey alone makes me immensely proud to have been Jo's sister and now to be a trustee of Jo's Cervical Cancer Trust.

Tessa Wilkinson

”

Cervical Cancer - the facts

- Cervical cancer is the second most common cancer among young women (15-44) in the UK and Europe
- Cervical cancer kills 3 women every day in the UK
- Almost 3,000 women are diagnosed with cervical cancer in the UK each year
- Around 300,000 UK women a year are told they have a cervical abnormality that may require treatment
- 99.7% of cervical cancers are caused by persistent human papillomavirus (HPV) infection which causes changes to the cervical cells
- Around 4 out of 5 people will contract HPV but the body's immune system will usually clear it. Most people have no idea they have the virus
- Cervical cancer is largely preventable thanks to HPV vaccination and cervical screening

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 work covers a range of areas including:

- Offering the best and latest information about cervical cancer and cervical abnormalities - written, reviewed and updated by medical experts. Check out our website (www.jostrust.org.uk) and publications.
- 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.
- Helping people send medical questions to 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 and how it can be prevented.



Rebrand has big impact in 2011

This is the first complete year since our rebrand. We are already seeing a positive impact across all areas of our work.

Public and media awareness has increased significantly due to tireless campaigning; education initiatives; the launch of new services and the development of new and existing partnerships.

Income went up by 50%, and during the year we saw a 64% rise in visits to our website with a 90% increase in unique visitors.

We have new targets for 2012 but our focus remains unchanged – to make sure that women have access to prevention programmes for cervical cancer and cervical abnormalities, and the best treatments and support services.

What we do

Information

We rewrote all the charity's publications and created new promotional material. In total we produced and distributed 380,000 items including posters, leaflets and postcards.

As part of a national campaign – 'Are You an 80s Girl?' – aimed at encouraging screening and HPV vaccination uptake, we displayed 970 posters and 200,000 leaflets at 230 cinema foyers and washrooms across the UK, reaching nine million people during Cervical Cancer Prevention Week (January 2011.)

We gained accreditation with the Information Standard. This Department of Health kite mark is very important because it demonstrates to the public that the information we produce is superior and trustworthy.

Information services include

A range of information materials

Education and awareness campaigns

Our website www.jostrust.org.uk



Receiving award for our awareness campaigns

Support

The support we offer to women who have been affected by cervical cancer or cervical abnormalities is vital. We are able to give them reassurance as well as clear, easy-to-understand information.

This helps to reduce feelings of isolation, reminding them that they are not alone.

As a direct result of feedback from our users, two new services were launched in January 2011:

- local support groups
- free helpline
0808 802 8000

Ask the Expert is an invaluable online service which is very popular. We are particularly grateful to our medical panel who give their time, expertise and support free of charge.

Support services include

A free UK helpline
0808 802 8000

Support groups

'Ask the Expert'



Launched our new helpline 0808 802 8000

Friends

Our online forum saw a 10% increase in membership which now totals more than 3,900.

This provides opportunities for our users across the globe to build friendships and to find and offer support. Feedback has shown that the forum also helps to reduce the feelings of isolation for those affected by cervical cancer and cervical abnormalities.

Our 2010 'Let's Meet' day was held in Manchester enabling women affected by cervical cancer to take part in a range of interactive and health-related workshops and develop mutual support networks.

Being able to meet others in similar situations was one of the big issues for Jo and Jamie Maxwell - and that's what makes this day such an important part of our annual calendar.

We provide friendship through:

An online forum to women worldwide

'Let's Meet' events nationally and locally



Let's Meet event 2011

When I was told I cervical cancer at the age of 27, it felt like my whole world had come crashing down around me and I was utterly bewildered by the diagnosis.

Nothing can prepare you for how quickly it takes over your life! But somehow, in the whirlwind of hospital appointments, scans, tests and tears, I discovered Jo's Cervical Cancer Trust and thanks to this amazing charity I got the information and support I needed to help me cope with what was happening. The 'ask the expert' facility was invaluable during the early days and as the weeks went on, the forum gave me strength too.

Thankfully I'm now all clear but Jo's Cervical Cancer Trust remains a massive part of my life. I'm now a regional support group leader and hope to give strength to other women through the positive work of this fabulous organisation.

Rachel Kershaw



What we do

Launched new face-to-face support services

As a direct result of feedback from users showing that 86% felt that they would benefit from attending a local support group and 89% saying they would use a helpline, these two new services were launched during the year.

Volunteers are the lifeblood of both these services. They have either been affected by cervical cancer or cervical abnormalities or are health professionals in this field. They undergo a careful selection process and a rigorous ongoing training programme.

Thanks to these services we have been able to reach and support many more women - either in the local community or by being at the end of the 'phone.

Our website

2011 was the first full year after the charity's rebrand, and our new website has made a huge impact, clearly justifying the investment.

A big vote of thanks goes to Google for donating a grant for \$329 worth of free Google adverts on a daily basis. Their value was more than \$38,000.

During the year the website saw a 64% increase in visits – from 227,213 in 2009/10 to 374,598 – and a 90% rise in unique visitors.

The website also received a Highly Commended award in the 2011 Plain English Awards for the country's leading communicators – a welcome boost for the charity. It's proof that we are offering clear, easy-to-understand information for anyone affected by cervical cancer and cervical abnormalities who visits the website in a very anxious and concerned state of mind.

Prevention

Cervical cancer is a largely preventable disease thanks to the National Cervical Screening and HPV programmes. However, the charity is concerned at the numbers of women and girls who don't take up these potentially life-saving services. Last year 20% of women in the UK overall – and one in three aged 35 and under – didn't attend screening. And fewer than 40% of 17 – 18 year olds in England took advantage of the HPV vaccination which can protect against 70% of all cervical cancers.

During the year we ran two 'awareness weeks' – in January and June – which provided us with valuable opportunities to focus on proactive events to get across the 'prevention' message.



What we do

Key achievements from these weeks include:

- As part of a national campaign called 'Are You an 80s Girl?' - encouraging women to attend screening or have the HPV vaccination - we displayed 970 posters and 200,000 postcards at 220 cinema foyers and washrooms across the UK, reaching up to nine million people
- We announced the results of a YouGov commissioned survey which showed that many women delayed or ignored their cervical screening – either because it was difficult to take time off work or because their GP surgeries didn't offer flexible appointment times. As a result we ran a meeting at Westminster calling on the Government to ensure all women have access to screening. We also tabled an Early Day Motion.
- As a reminder that screening should be part of every woman's health routine we placed our leaflets, posters and screening advert in GP surgeries across the UK.
- We launched the first ever Cervical Screening Awards aimed at providing an opportunity to share best practice with all professionals working in the field of cervical screening – as well as rewarding excellence in increasing awareness and uptake of screening in local communities.

The overall winner was Salford PCT which ran an outstanding campaign to raise awareness, improve access and provide services sensitive to culture, religion, language and disability.



Targeting health professionals

Spreading the word to health professionals

Feedback from the charity's users highlights the fact that many of their health professionals are not aware of the charity and the support we are able to offer.

It is crucially important that the charity reaches health professionals and as part of this ongoing commitment, we attended – or ran stands at – several exhibitions and events including the Royal College of Nursing Congress, and the Primary care exhibition – both of which had more than 5,000 delegates.

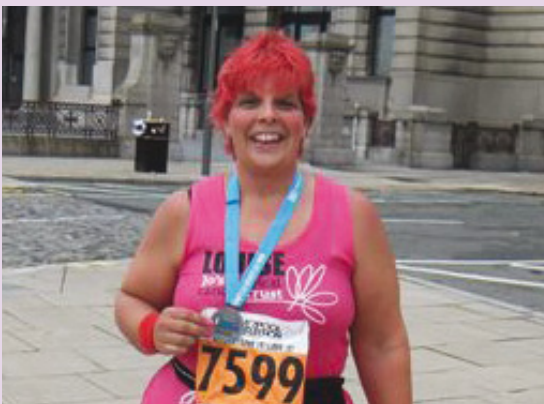
Significantly, the majority of health professionals who visited our stands had not heard of us and we have now started to build positive links with this key target group.

Throughout Jen's treatment, Jo's was there as support and although Jen lost her battle in August 2010, Jo's continued to support her husband Tony emotionally.

My daughter-in-law Jen was just 22 when she was diagnosed with cervical cancer and being the typical modern young lady searched the internet for advice and found Jo's.

Jen's diagnosis gave us a mortality check, so my husband (Tony's dad) and I made a decision to lose weight and get fit. In two years we lost 14 stone in weight between us and I started to run. Since Jen's death we have combined weight loss, running and raising funds for Jo's. In 2011 I ran in a multitude of races from 5k's to a full marathon (all in Jo's Trust pink) and we also held two fundraising events, altogether raising more than £2,500. I will be running in the London Marathon in April 2012 for Jo's - RunningForJen

Louise Goodridge



A lack of awareness around cervical cancer prevention among black and minority ethnic (BME) women could be putting their lives at risk.

Building links with black and minority ethnic communities

During the year we announced the results of a survey revealing a lack of awareness about cervical cancer prevention among BME women. It highlighted a number of key issues in which attitudes to cervical screening differed between white and BME women. These included knowledge about the disease, how BME women responded to screening invitations, where they would like to be screened, and the relevance of the test.

- 65% of BME women think cervical screening is a necessary health test compared with 73% white women.

Less than half of BME women (49%) knew the Human Papilloma Virus causes cervical cancer.

- more than a quarter (26%) said they didn't know what caused it. Slightly less white women said they didn't know what caused it (22%) but 60% were aware of the link to HPV.
- a third more BME women of screening age (12%) compared with white women (8%) said they had never attended a cervical screening appointment.



- 30% said more choice of where to have the test will encourage them to attend an appointment compared with 22% of white women.
- almost twice as many BME women (30%) as white women (14%) need better knowledge about the test and why it is important.

The charity spoke to a wide range of national and local BME groups – Asian, Muslim, orthodox Jewish and Afro Caribbean - to try to understand any barriers to the screening and vaccination programmes.

We also became a member of Ethnic Minority Cancer Awareness Week (EMCAW) which is organised by an alliance of charities working with, and within, communities to raise awareness of cancer.

I almost ignored the letter inviting me to attend a smear test.

“What’s a smear test?!”

I thought and kept thinking until I contacted a doctor who explained what it meant. I finally booked an appointment after asking lots of questions .I am relieved that I didn't ignore the letter as the test resulted in finding out that I had abnormal cells in my cervix. After that I routinely attended smear tests and colposcopies to monitor the situation. Eventually, I was given the all clear and now have a healthy cervix and realise how important it was to have attended the initial screening. If I had left it, I would never have known about the abnormal cells. In fact, it could have been worse.

I became aware of how easy it was to not attend screenings and felt worried that other women were not attending. Last year I contacted Jo's Cervical Cancer Trust and am now a volunteer and assist their work in raising awareness, and encourage women to attend screenings.

Lalita Sharma



What we do

Influencing the decision-makers

The charity plays a pivotal role in influencing policy-makers about implementing new or improved preventative, diagnostic and therapeutic procedures for cervical cancer, meeting key personnel on a regular basis. We are planning to run meetings at all UK parliaments to ensure that every country is doing its utmost to spread the word about cervical cancer prevention and the support available.

30% of working women aged 25-34 said they booked time off to attend screening because they were too embarrassed to talk to their employees .

- As a result of the YouGov survey showing that many women delayed or ignored their cervical screening – either because it was difficult to take time off work or because their GP surgeries didn't offer flexible appointment times – we ran a meeting at Westminster calling on the Government to

ensure all women have access to screening. We also tabled an Early Day Motion which received good support from MPs.

- As part of our commitment to increase our profile UK wide, we hosted a meeting at the Northern Ireland Assembly in Stormont which was attended by the Health Minister and the Chair of the Health Committee as well as key experts from public health, screening vaccination and oncology.
- We continued to build links with screening, vaccination and cancer communities including being invited to join the Advisory Committee for Cervical Screening for England, and the National Cancer Intelligence Networks Gynaecological Site Specific Group.

The Chair of the Health Committee agreed to take forward our call for Northern Ireland to introduce HPV testing as soon as possible.



Robert Music and Michele Gildernew MLA, Chair of Health Committee at Stormont meeting

Our 2011 -12 targets are:

- Develop partnerships with and run education campaigns to BME communities
- Undertake research to understand information needs and gaps from women diagnosed with cervical cancer and implement plan based on results
- Run cervical screening awareness campaigns for the 50+ age group
- Increase the number of health professionals who are aware of and work with the charity
- Develop a work-based campaign for employers/ employees about cervical cancer prevention
- To see the number of active support groups increase from 3 to 10
- Have a 50% increase in helpline calls
- See a 20% increase in website visitors
- Run policy meetings in all UK countries to educate policy makers on the charity's key issues
- See a minimum 20% increase in support offered through our services

The media plays a key role in raising awareness of cervical cancer and how it can be prevented. This year saw a significant increase in media coverage on national and local TV and radio, and in newspapers and magazines, which in turn resulted in significant growth in media footprint and a 30% rise in website visits.

Media highlights included

- In August the hugely popular 'soap' Eastenders – watched by millions – began a storyline featuring leading character Tanya Jessop who was diagnosed with cervical cancer. We were delighted to work closely with the researchers to ensure that the information was accurate and current so that the public will be better informed about cervical cancer and its prevention.
- Amelle from pop group The Sugababes did a great job alongside charity director Rob Music promoting the importance of cervical screening in a wide range of interviews for the campaign Fight Cervical Cancer in Style.
- ITV's This Morning ran interviews as part of a large screening awareness item with Rachel Kershaw and Julie Mogridge, both of whom are service users.
- The Sun gave cervical cancer a focus featuring one of our case studies and the importance of cervical screening during Cervical Cancer Prevention Week 2011.



Eastenders runs cervical cancer storyline

Other examples of coverage (of which there are too many to mention) includes:

- Daily Mail
- Daily Telegraph
- The Guardian
- The Scotsman
- That's Life magazine
- Bliss magazine
- Woman magazine
- Shout Magazine
- BBC TV and radio - both national and local
- Yorkshire Evening Post
- Manchester Evening News
- Metro radio
- STV

Cancer was the one word I dreaded to hear from anyone close to me after seeing the damage it can cause to a person first hand.

After an average day at university I got a call from my mother. We talked about normal everyday things and approaching our goodbyes she worked up the courage to tell me "I'm sick." Earlier in the day, my mother had gone for a routine check up, only to come home a completely different woman. They had diagnosed her with cervical cancer.

A son's worst nightmare. I was completely and utterly helpless. After several sleepless nights, I decided I was going to make a difference. I was already aware of Jo's Cervical Cancer Trust. But how could I give enough to the cause to make a difference? Skydiving!

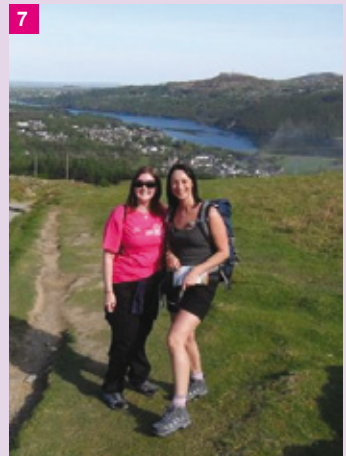
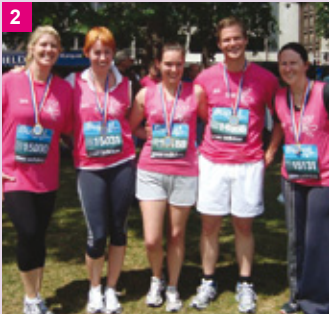
My mother and millions of women like her will be better off with money gone towards helping women who have been effected by Cervical Cancer.

Gerald Bishop



Gerald Bishop did a Skydive after his mother was diagnosed with cervical cancer and raised more than £1,750.

Fundraising



- 1 Pip Rumsey** survived cervical cancer and raised £6,000 by running in the London Marathon
- 2 Our BUPA London 10k** runners raised over £3,600
- 3 Zoe James** jumped out of a plane and raised £390
- 4 We looked pretty in pink** as 120 supporters took to Hyde Park in dressed in our t-shirts. Our four Walk for Fun events raised more than £15,000
- 5 Theatre in Trust** raised more than £46,000 through a five-night production of Noel Coward's *Hay Fever*. TIT has a strong link with the Trust as James Maxwell, one of its founding members, set up the charity after his wife Jo died of cervical cancer aged just 40 in 1999
- 6 Alex Josling** climbed Mount Kilimanjaro, raising £3,740
- 7 Katie Booth and Lisa Elsworth** climbed Snowden, raising £235.

The incredible support of our fundraisers who have helped us to increase income by more than 40% in the year is so very much appreciated by all of us at Jo's Cervical Cancer Trust.

We know what a commitment it is in terms of time and we are so grateful because thanks to this extra funding we have expanded our services, launched new education and awareness campaigns and reached more people that needed our help than ever before.

Here are just a few examples of the fantastic support we have received over the past year.

- Higham Ferrers School ran a sponsored swim and raised £300 and also a Wear your Wig day which raised £384.
- Wycombe Abbey School raised £600 through a collection and bonfire night.
- The charity went international when Emma ran the Paris Half Marathon and raised £1,200.
- Nicola ran the Brighton Half Marathon with her sister and together they raised £577.
- We were very proud of our London Marathon team who all trained very hard and ran brilliant times on the day and raised thousands for Jo's.
- The London City Selection achieved a staggering £7,220 by taking a team of 16 to do the Three Peak Challenge braving the weather and the dark!
- Jo took the Endurance Life Challenge and collected over £1,180 for her massive effort.
- More than £4,250 was raised by the Webb family at the 5th Annual Golf Day in memory of Natalie Holland.
- Victoria and Jo both did their first ever run for Jo's Trust, completing the Bupa London 10k with smiles on their faces!
- The three cousins Music decided to skydive together and raised a fantastic £2,550.
- Clyde Union Ltd raised £138.74 through a Dress Down Day.
- Lord Williams School raised £468 through their Mufti-Day.
- Matcon Limited for their very kind donation of £200 raised through their Christmas raffle scheme.
- Qiagen Ltd for their very kind donation of £99.48 raised through a collection tin.
- Rotary Club of Harlow Tye for forwarding fundraising of £150 to Jo's Cervical Cancer Trust in respect of Mr J Lyons' abseil.
- Taizen Skin Therapy Centre raised £970 from a Vajazzle evening.

Financials

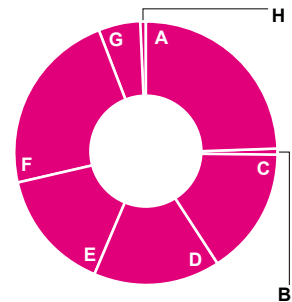
2010-11 was a positive year with income increasing by 50% compared with the previous year, enabling the charity to further invest in its core objectives. In particular the charity was able to expand its education and prevention programmes and launch new support services including local groups and a free UK helpline.

The charity's finances are overseen by the Trustee board. The statement of Financial Activities on page 19 shows income for 2010-11 was £436,268 up from £288,173 in 2009-10, with expenditure in 2010-11 at £394,295 compared with £285,992 in 2009-10, resulting in a surplus of £41,973.

During the year trustees reviewed the charity's reserve policy and agreed that planned level of reserves be set at 7-9 months of total expenditure compared with the previous level of 9-12 months of core expenditure. The level of reserves at the end of 2010-11 (£326,933) equates to 9.9 months reserve, which is slightly above the charity's reserves policy.

Income for the year ended 31 July 2011

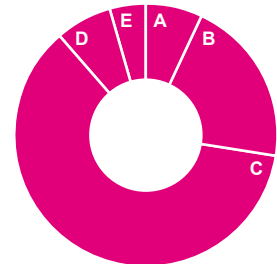
A	Fundraising	£107,004
B	Interest	£1,426
C	Activities for Generating Funds	£69,399
D	Companies	£67,935
E	Trusts	£65,691
F	Public Donations	£99,498
G	Donations in kind	£23,753
H	Legacy	£1,562
TOTAL		£436,268



Expenditure for the year ended 31 July 2011

Cost of Generating Funds

A	Fundraising Trading and Event Costs	£28,728
B	Support Services	£80,543
C	Information Services	£240,170
D	Generating Voluntary Income	£27,650
E	Governance	£17,204
TOTAL RESOURCES EXPENDED		394,295



Statement of Financial Activities (incorporating the income and expenditure account) for the year ended 31st July 2011

This statement of financial activities shows the memorandum full year comparatives (see note below).

Notes	Restricted Funds £	Unrestricted Funds £	Total 2011 £	Memorandum 2010 £
INCOMING RESOURCES				
From Generated Funds				
Legacy	-	1,562	1,562	-
Voluntary Income	74,765	289,116	363,881	232,224
Activities for Generating Funds	-	69,339	69,399	54,420
Investment Income and Interest	-	1,426	1,426	1,529
Other Income				
Transfer of net assets from Jo's Trust	-	-	-	-
Total Incoming Resources	74,765	361,503	436,268	288,173
RESOURCES EXPENDED				
Cost of Generating Funds				
Cost of Generating Voluntary Income	-	27,650	27,650	13,219
Fundraising Trading and Event Costs	-	28,728	28,728	13,479
	-	56,378	56,378	26,698
Charitable Activities				
Support Services	13,054	67,489	80,543	58,555
Information Services	61,711	178,459	240,170	175,524
	74,765	245,948	320,713	234,079
Governance	-	17,204	17,204	25,215
Total Resources Expended	74,765	319,530	394,295	285,992
Net Incoming Resources	-	41,973	41,973	2,181
Balances Brought Forward 1/ 8/2009	-	284,960	284,960	282,779
BALANCES CARRIED FORWARD	-	£326,933	£326,933	£284,960

The net assets and activities of Jo's Trust (an unincorporated charity) were taken over by Jo's Cervical Cancer Trust on 1st May 2010.

The comparative figures above represent the income and expenditure for the full year to 31st July 2010 incorporating the income and expenditure of Jo's Trust for the nine months to 30th April 2010 and the income and expenditure of Jo's Cervical Trust for the three months to 31st July 2010.

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

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

Meet the team

It is impossible to list all our supporters, but our thanks go to everyone who helped us this year.

OUR TRUSTEES

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

OUR TEAM

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

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

BC Partners Limited
Boston College
The Liz & Terry Bramall
Charitable Trust
British Society for
Colposcopy & Cervical
Pathology
Brunswick Group
Channel 4 TV
CIM Investment Management
Ltd
The Peter Stormonth Darling
Charitable Trust
The John Ellerman
Foundation
Founding Friends
The Freemasons' Grand
Charity
GC Gibson Charitable Trust
GlaxoSmithKline
The Golden Bottle Trust
Google
The Leatherseller's Company
Charitable Fund
The Mainhouse Charitable
Trust
The J Van Mars Foundation
Mendip Spring Golf Club
Metro Newspapers
Natalie's Golf Day and the
Webb Family
Pelican Healthcare Limited
RE Pilkington No.4
Settlement

PricewaterhouseCoopers
LLP
Roche Diagnostics Limited
Rockley Charitable Trust
Sanofi Pasteur MSD Ltd
Taizen Skin Therapy
Theatre in Trust
VirginMoneyGiving
Garfield Weston Foundation
William Allen Young
Charitable Trust
Gerald Bishop
Jenna Brown
Fraser Brawls
Emma Coughlan
Melanie D'Sa
Alexandra Elletson
Edward Elletson
Louise Goodridge
Paula Greenman & Paul
Richards
George Johnson
Alex Josling
Amy Nelson
Debra and Neil Ross-
Matthews
Philippa Rumsey
Rachel Snowdon
Alan & Jenny Stephens
Victoria Scott
Jo Tate

Case study

When I was diagnosed with cervical cancer I had just been awarded my kickboxing black belt. I was 34 and had recently left a well-paid job to set up on my own as a personal trainer.

Had I not visited my GP because I'd been feeling generally under the weather I would not be alive now to point out the importance of regular smear tests and nor would I have been around to raise more than £6,000 for Jo's Trust by trekking along the Great Wall of China.

At the time I felt I was indestructible, and that's the point: cervical cancer does not care how fit or strong you are. But Jo's Trust does care and that's why I will continue to raise awareness about the importance of regular smear tests.

Debra Ross-Mathews



Debra trekked the Great Wall of China and continue to fundraise for Jo's raising more than £6,000.



Support us
www.jostrust.org.uk

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