

Jo's cervical
cancer trust

Information / Support / Friends



Making a difference to the lives of those affected by cervical cancer.

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

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MESSAGE FROM OUR CHAIRMAN AND DIRECTOR

As we celebrated our tenth year, we saw positive growth across our key areas of awareness, education and support. But there is much more that we need to achieve.

Everything we do is driven by the need to reduce the numbers of women affected by cervical cancer. On the day you read this report 3 UK women will die from this disease, 8 more will be diagnosed while 822 will be told they have a cervical abnormality.

And yet cervical cancer is largely preventable thanks to the UK's cervical screening and HPV vaccination programmes and survival is high if diagnosed early.

Over the last year we have invested in reducing the impact of cervical cancer and in saving lives by promoting prevention and early diagnosis and ensuring we offer appropriate and timely services to women, their families and loved ones, whatever their age or background.

Looking ahead, the next year should provide many opportunities. With a new government, a review of the NHS and a new Cancer Strategy, we have an opportunity to engage and achieve better outcomes for those affected by cervical cancer.

And we will also be looking to increase the range of services we offer across the UK, expand our award-winning awareness campaigns and develop new patient information. Everything we do is based on the feedback and needs of those we support.

Alastair Gornall, Chairman

Robert Music, Director



From left to right: Robert Music, Alastair Gornall.

“We are so grateful to all of our supporters – organisations, companies and individuals - who have generously donated the money and time that enables us to achieve our goals. Together with our dedicated team of staff and trustees they have greatly contributed to our goal of beating cervical cancer.”

WHO WE ARE

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 needed. And so the charity was founded in order to support others affected by cervical cancer or cervical abnormalities – and since it was established has been able to help many thousands of women and their families.

As we enter our second decade we look ahead to the next ten years of working towards the prevention of cervical cancer – and to supporting all those who are affected by the disease.

Cervical cancer is a largely preventable disease thanks to the National Cervical Screening and the HPV vaccination programmes. Jo's Cervical Cancer Trust campaigns to encourage women to take up these life-saving opportunities and to influence key policymakers to implement new and improved preventative, diagnostic and therapeutic procedures.

“When my mother was diagnosed there was little information available and absolutely no support. My father's hope was to outstretch a hand to the silent population of women suffering from this disease through information, support and friendship. Values that will always be the foundation of the charity.” Lucy Maxwell



Jo & James Maxwell's children presenting prizes at the Jo's Cervical Cancer Trust 10th anniversary fundraiser.

- Cervical cancer is the second most common cancer amongst young women (15-44) in the UK and Europe
- A woman dies from cervical cancer every 8 hours in the UK
- 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 don't even know they have the virus at all.

WHAT WE DO

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 work covers a range of areas including:

- Offering information about cervical abnormalities and cervical cancer written, reviewed and updated by medical experts - through our website and materials.
- Enabling women to meet online, to share experiences, to network, and to support others facing similar challenges.
- Providing opportunities for women, friends and families to get together for shared support at a local and national level.
- Enabling individuals to 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.

A NEW LOOK

Our tenth anniversary was a time to look back and reflect on our first decade. And a time to look ahead to the next ten years and ensure we will be able to reach and support many more women affected by cervical abnormalities and cervical cancer.

With our strategy to grow all aspects of our work, we needed to ensure that we had a strong image and a clear message. Using feedback from our Trustees, the Maxwell family and our user group, our new logo has been designed to encapsulate the values of the charity.



We believe our new brand will help raise the profile of the charity amongst key stakeholders: supporters, the women we support, those we need to reach and organisations we work with as well as current and potential funders.

And our new strap line sums it all up:
Information. Support. Friends.

That's exactly what we're here to provide.

WHAT WE DO

Information

Based on the needs of our users we developed a range of new materials throughout the year - and through our website and new campaigns we distributed over 250,000.

We have also continued to deliver targeted information to the wider community. For example 1 in 3 women aged 25-29 do not attend cervical screening while less than 40% of 16-18 year olds have had the HPV vaccination.

As a result we ran an awareness in cinemas during Cervical Cancer Prevention Week (January 2010) where postcards and posters were placed in 167 foyers and washrooms over a four-week period, reaching a potential audience of over 3.4 million people.

We will continue to look at how best to target different age groups and communities to ensure girls and women understand how they can reduce their risk of cervical cancer.

Our information services include

- A range of information materials
- Education and awareness campaigns
- Our website www.jostrust.org.uk



Support

A survey carried out by the charity showed that 86% of service users felt that they would benefit from having a local support group, 89% said they would use a helpline, 84% would attend regional information days and almost 80% would use a text messaging service.

As a result we have appointed a Services Development Manager to recruit, train and manage volunteers in order to make these services happen.

Our volunteers will have been affected by (or have specialist knowledge of) cervical abnormalities or cervical cancer – which means we are able to offer both empathy and experienced support to anyone who needs it.

Our existing services will continue alongside the new ones and we now offer a range of support services that suit individual needs.

Our support services include

- A free UK helpline 0808 802 8000
- Support groups
- 'Ask the Expert'



Friends

Our online forum continues to provide 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 2009 'Let's Meet' day was held in London and offered the chance for women affected by cervical cancer to participate in our new interactive workshops and to come together for shared support.

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 and why we are looking to expand the opportunities for women across the UK to 'meet' others in the same situation.

We provide friendship through:

- An online forum to women worldwide
- Let's Meet events nationally and locally



CASE STUDY

“I was 25 and carefree when I was diagnosed with cervical cancer after a routine smear test. I knew absolutely nothing about the disease and so that’s why I got in touch with Jo’s Cervical Cancer Trust.

It was announced that Jade Goody’s cervical cancer was terminal on the day I had my surgery. Hers was more progressed than mine – I was lucky that mine was caught early. And that’s the key thing: go for your smear test – it could be the difference between life and death. I’m not going to pretend that smear tests are fun – but the treatment for cervical cancer is so much worse. Now I am doing everything I can to raise awareness of how it can be prevented.”

Rebecca McCreath



20-29

In the UK and Europe cervical cancer is the most common cancer in women aged 20-29.

WHAT WE DO

A NEW WEBSITE



In response to feedback from our users, our website has a brand-new look. We are now able to offer more in-depth information from our medical experts as well as more opportunities for people to get involved, whether they are fundraising, volunteering or seeking support.

In the first quarter after its launch (May-July 2010), the number of visits to our new-look website increased by 41%.



A new range of materials for various healthcare settings.

PREVENTION

Cervical cancer is a largely preventable disease and one where women can take proactive steps to reduce their risk.

It is estimated that in the UK cervical screening saves around 5,000 lives a year and that by 2025 there will be a significant reduction in the numbers of women under 30 being diagnosed thanks to the HPV vaccination.

However we believe that the number of women and girls taking up these potentially life-saving programmes could and should be higher.

Jade Goody's diagnosis and untimely death in 2009 and the high-profile coverage her story received led to a huge increase in demand for our services. But this demand also highlighted some very real concerns about public understanding of cervical cancer, its cause, symptoms and how risk may be reduced.

This led the charity to put in place essential plans to run targeted and long-term education and campaigns.

+41%

In the first quarter after its launch (May-July 2010), the number of visits to our new-look website increased by 41%.

WHAT WE DO

RAISING AWARENESS

We hold two 'awareness weeks' every year, which provides opportunities to focus on a range of awareness activities.

Below are examples of some of the things that took place in these weeks:

Cervical Cancer Prevention Week (24-30 January 2010)

- We launched a new cervical screening pilot project in 100 GP's surgeries in communities where the uptake is low. The results were extremely positive – with 93% of surgeries noticing an increase in the numbers of women coming forward for screening. We are looking to extend this pilot during 2010-11
- The Sugababes were the faces of Fight Cervical Cancer in Style – a national education campaign developed by GlaxoSmithKline and run in association with Jo's Cervical Cancer Trust – which used fashion and celebrity to raise awareness of cervical cancer and how it can be prevented.

The culmination of the campaign was a star-studded music event including performances from the Sugababes and Pixie Lott. The evening was opened by Sarah Brown with Robert Music, director of the charity, speaking to the 800-strong audience. Feedback from the campaign showed that it had significantly raised awareness of cervical cancer and the proactive steps women can take to reduce their risk.

Cervical Screening Awareness Week (7-13 June 2010)

- To better understand what health professionals are doing to improve screening uptake in their communities the charity launched the first ever Cervical Screening Awards. We believe that these awards will provide the opportunity to share best practice with all professionals working in the field of cervical screening as well as helping to increase awareness and uptake of screening in local communities.
- The week also saw the airing of a TV advert (donated and produced by Virgin Media) about the benefits of cervical screening.

20%

20% of UK women did not attend cervical screening last year, with around 33% of 25-29 year olds not taking up their invitation.



The Sugababes, Sarah Brown and Lauren Laverne at Fight Cervical Cancer in Style.

WHAT WE DO



It features one of our supporters who was diagnosed with cervical cancer thanks to cervical screening and was shown for free over a number of channels during the week, including Living TV.

Over the past year the advert has been seen by approximately 10 million viewers and whenever it has been shown we have seen an increase in service usage.

CAMPAIGNS AND LOBBYING

Jo's Cervical Cancer Trust has a key role to play in influencing policymakers about implementing new or improved preventative, diagnostic and therapeutic procedures for cervical cancer and meets key decision makers on a regular basis.



The Jo's Cervical Cancer Trust team collect their 2010 Impact Award.

For example, in March 2010 new guidance was announced after a multi-disciplinary working group (including professionals, patients and Jo's Cervical Cancer Trust) was set up by the Advisory Committee on Cervical Screening.

This guidance was produced after it was found that women visiting their GP with abnormal bleeding experienced delay in diagnosis because they did not receive a full pelvic examination, and it provides GPs with an easy to follow pathway to help in the management of young women.

CREATING AN IMPACT

We were delighted to have been Highly Commended at this year's IMPACT Awards run by the King's Fund and sponsored by GlaxoSmithKline. The Awards have been running since 1997 to recognise and reward charities working hard to improve people's health.

Over 350 applications were submitted by national and local charities, all of whom demonstrated an energetic commitment to the health and wellbeing of their communities.

-66%

It is believed that if HPV vaccination uptake is at least 80%, by 2025 there could be a 2/3rds reduction in cervical cancer incidence in women under 30.

WHAT WE DO

MEDIA IMPACT

The media plays a key role in raising awareness of cervical cancer and how it can be prevented. During the year there have been a wide range of media interviews undertaken on national and local television, radio and the press and magazines.

We are very fortunate that we have a significant number of women willing to tell their story in the hope that it will persuade others to do all they can to reduce their risk.

Jade Goody and Big Brother

Jade Goody became the best-known Big Brother housemate of all time – and during the period of her illness and death, we saw a quite extraordinary increase of 300% in demands for our services.

The 'Jade effect' also meant a significant increase in numbers of women attending

cervical screening: in England the figures for 2008/9 were up 12% compared with the year before.

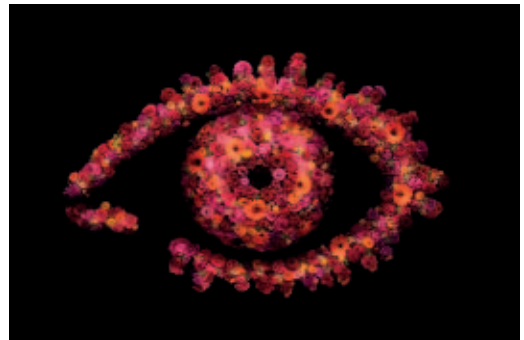
As soon as we heard that the 2010 series of Big Brother was to be the last ever, we approached Channel 4 asking them to consider Jo's Cervical Cancer Trust as one of their chosen charities. We were delighted to have been selected for this fantastic opportunity to raise vital funds and awareness.

Hollyoaks

During the year Hollyoaks decided to run a storyline about cervical cancer, the first time a national 'soap' has done so for some years. Jo's Cervical Cancer Trust was delighted to work with the researchers to ensure that the information they used was both accurate and current.

7%

Around 7% of women who have been screened will have abnormal cells – but only a very small percentage of these women will go on to develop cervical cancer.



Big Brother 2010.

We have set ourselves a number of targets to achieve during the year ahead including:

- Establishing a new helpline
- Piloting local support groups
- Piloting a regional information day
- Increasing awareness of our work amongst health professionals
- Increasing our presence and the support we can offer in all UK countries
- Undertaking research to understand needs of hard-to-reach groups and developing appropriate partnerships and services
- Continuing to run targeted awareness campaigns (e.g. for specific age groups of women not attending screening)
- Increasing income by at least 20% to enable us to achieve these targets.

Fundraising is essential to Jo's Cervical Cancer Trust. It helps us to reach more women than ever and to offer our services to anyone affected by cervical abnormalities or cervical cancer.

Income was up 29% on the previous year – all thanks to the ever-increasing number of people willing to give up their time to raise money for Jo's Cervical Cancer Trust.

These are just a few of the things that have taken place over the last year.

- More than £30,000 was raised at events organised by our Founding Friends including a 10th anniversary evening, a tennis tournament and a summer fair.
- Over 50 supporters joined in this year's Walk For Fun in London's Kensington Gardens and helped us raise both funds and awareness for the charity
- Alexandra Bott ran the London Marathon raising over £10,000, a fantastic sum.
- A charity band benefit at Newcastle College raised £4,000 while in Bristol a student Ladies' Night at a local golf club brought in over £1,200
- Mr and Mrs Duffy raised £315 from a Christmas Quiz
- The first ever Great Welsh Walkathon picked Jo's Cervical Cancer Trust to be their chosen charity. Set in Carmarthenshire, this women-only event raised almost £2,000
- A group of Nottinghamshire-based supporters stripped off to become our very own calendar girls in order to raise funds for Jo's Cervical Cancer Trust.
- St Michael's School raised £97 from a Cake Sale

2,800

Around 2,800 women in the UK are newly diagnosed each year, facing an uncertain future.

+29%

Income increased by almost a third, thanks to the generosity of our supporters.

FUNDRAISING FUN!

Every single donation counts – no matter large or small – and we are hugely grateful to everyone who has helped raise money for us during the year.



Clockwise from top left

- Calendar Girls - A group of Nottingham women stripped off and raised over £3,000
- The first ever Great Welsh Walkathon raised £1,822
- 3 runners dressed up as Santa in the London 5k Santa Run 2009 raising £1070
- A collection at Fontwell Park's Ladies Evening raised £892.50
- Cervical Cancer survivor Jenny Cove raised £1856 by jumping out of a plane.

CASE STUDY

“It takes less than a minute.
But as I found out, it can save
your life”

Graeme and Lisa McColl ran a ‘Teal Ball’ in Aberdeen raising an impressive sum of £9,000 for Jo’s Cervical Cancer Trust.

Lisa has no idea what made her decide to go for her smear test a year early. But her gut instinct saved her life. The test showed she had cervical cancer – and had she waited another 12 months it may have been too advanced to be treated.

“At the age of 32 and a mum of three I had to go through a full hysterectomy. I want to see as many young girls and women as possible have the HPV vaccination or attend cervical screening when eligible – my daughter has already been vaccinated. Both these things take just minutes, but as I found out, could save your life”

Lisa McColl



5,000+

Cervical screening
saves 5,000 women’s
lives every year in
the UK.

COMPANY PARTNERSHIPS

Thank you also to the companies who supported us this year. These include:

Living TV donated airtime and expertise to produce and broadcast a cervical screening advert that was seen by approximately 10 million viewers. This led to a significant increase in demands for our services whenever the advert was shown, enabling us to reach and support many more women.

Look Magazine supported the charity by holding a national design-a-T-shirt competition. The two winning designs were made up and sold in selected **New Look** stores with 25% of each sale going to Jo's Cervical Cancer Trust and raising almost £6,500.

Pelican Healthcare, the UK's leading speculum manufacturer are donating 5p from every box of PELIspec vaginal speculums sold to Jo's Cervical Cancer Trust, aiming to raise a minimum of £10,000 as well as helping raise the profile of the charity amongst health professionals.

Google. A successful application to Google has resulted in them donating up to \$329 worth of free Google Ads on a daily basis, helping us reach, support and inform a far wider audience. Their support could potentially be worth tens of thousands of pounds if our adverts are successful.

VirginMoneyGiving, sponsors of the London Marathon, donated 3 places to the charity. Thanks to their support we have been able to enter 3 runners who expect to raise £15,000 between them, thus enabling us to significantly increase investment in our services.

The logo for Living TV, featuring a red asterisk symbol followed by the word "Living" in a bold, black, sans-serif font.The logo for LOOK Magazine, with the word "LOOK" in a large, bold, pink, sans-serif font.The logo for look Magazine, featuring a stylized line-art face with a pink dot for a nose and the word "look" in a lowercase, pink, sans-serif font below it.The logo for pelican HEALTHCARE, with "pelican" in a purple, serif font and "HEALTHCARE" in a smaller, purple, sans-serif font below it. Underneath "HEALTHCARE" is the tagline "an eakin company" in a very small font.The multi-colored logo for Google, with the word "Google" in its signature font and a trademark symbol.The logo for Virgin Money Giving, featuring the Virgin logo (a red square with "Virgin" in white) followed by the words "money giving" in a black, sans-serif font.

There are lots of different ways that people can get involved to support Jo's Cervical Cancer Trust.

Time

Even a few donated minutes could make a difference. For example it takes just:

- Three minutes to nominate Jo's Cervical Cancer Trust as your Company's charity of the year
- Five minutes to set up a Direct Debit to make a regular gift to Jo's Cervical Cancer Trust
- Four hours to join us on our annual Walk for Fun
- Ten days to conquer Climbing Kilimanjaro

Money

Donating or raising funds for Jo's Cervical Cancer Trust helps us expand our awareness and support programmes, enabling us to reach many more women. There are many projects we like to start now, but these will require us to find additional funding.

- £25 could support the costs of a call to our helpline
- £250 could support the training of a volunteer to run a local support group
- £2,500 could help print and distribute our materials in hospitals across the UK

Skills

Our aim is to offer information, support and friendship to women of all ages, to help them to understand the importance of cervical screening, and to provide support if their screening shows up abnormalities or if they are diagnosed with cancer. By sharing your skills you can help to:

- Support more women by becoming a volunteer
- Increase awareness of cervical cancer and how it can be prevented
- Raise vital funds for our services

Find out more

To find out more and how to get involved, please contact us using one of the following:

T 020 7936 7498

E info@jostrust.org.uk

www.jostrust.org.uk



Walk for Fun attendees.

CASE STUDY

“Natalie wanted to give something back to the people who looked after her and she made us promise we would do this each year”

The family of Natalie Holland have raised over £50,000 for Weston Hospice Care and Jo's Cervical Cancer Trust through their annual charity golf day and auction, set up in Natalie's memory after she died from cervical cancer in 2007 aged just 26.

Natalie's father John Webb said, “Natalie wanted to give something back to the people who looked after her and she made us promise we would do this each year. The annual golf day is a wonderful way to remember Natalie and we know the funds raised will provide vital support to others affected by cervical cancer.”



John Webb (right) and friends.

86%

A survey carried out by Jo's Cervical Cancer Trust showed that 86% of users felt they would benefit from having a local support group.

MONEY MATTERS

Financials

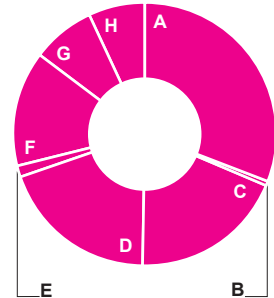
Given the current financial climate 2009-10 was a positive year with income increasing by 29%. This enabled the charity to invest in its core charitable activities (including current and new services) and implement a range of education and awareness initiatives.

The charity's finances are overseen by the Trustee board. The Statement of Financial Activities on page 19 shows income for 2009-10 was £288,173 up from £223,742 in 2008-9, with expenditure in 2009-10 at £285,992 compared to £183,865 in 2008-9, resulting in a surplus of £2,181.

The level of reserves at the end of 2009-10 (£284,960) equates to 12 months reserve, which is in line with the charity's reserves policy of between 9-12 months. It is anticipated that the level of reserve in 2010-11 will be 10.5 months of overall core expenditure.

Income for the year ended 31 July 2010

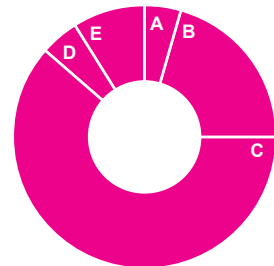
A	Fundraising	£89,598
B	Interest	£1,529
C	Activities for Generating Funds	£54,420
D	Companies	£55,958
E	Department of Health	£4,000
F	Trusts	£40,580
G	Public Donations	£22,088
H	Donations in kind	£20,000
TOTAL		£288,173



Expenditure for the year ended 31 July 2010

Cost of Generating Funds

A	Fundraising Trading and Event Costs	£13,479
B	Support Services	£58,555
C	Information Services	£175,524
D	Generating Voluntary Income	£13,219
E	Governance	£25,215
TOTAL RESOURCES EXPENDED		285,992



Statement of Financial Activities
(incorporating the income and expenditure account)
for the year ended 31st July 2010

Notes	Restricted Funds £	Unrestricted Funds £	Total 2010 £	Total 2009 £
INCOMING RESOURCES				
Incoming Resources from Generated Funds				
Voluntary Income	24,000	208,224	232,224	207,481
Activities for Generating Funds	-	54,420	54,420	9,873
Investment Income and Interest	-	1,529	1,529	6,388
Total Incoming Resources	24,000	264,173	288,173	223,742
RESOURCES EXPENDED				
Cost of Generating Funds				
Cost of Generating Voluntary Income	-	13,219	13,219	6,912
Fundraising Trading and Event Costs	-	13,479	13,479	12,523
	-	26,698	26,698	19,435
Charitable Activities				
Support Services	-	58,555	58,555	27,567
Information Services	24,000	151,524	175,524	130,182
	24,000	210,079	234,079	157,749
Governance	-	25,215	25,215	6,681
Total Resources Expended	24,000	261,992	285,992	183,865
Net Incoming Resources	-	2,181	2,181	39,877
Balances Brought Forward 1/ 8/2009	-	282,779	282,779	242,902
BALANCES CARRIED FORWARD				
31/ 7/2010	-	£284,960	£284,960	£282,779

When Jo's Trust rebranded as Jo's Cervical Cancer Trust on 1st May 2010 its assets and activities were taken over by Jo's Cervical Cancer Trust.

Jo's Trust was constituted as an unincorporated charity and as part of an overall modernisation of the charity, Jo's Cervical Cancer Trust, a new incorporated charitable company limited by guarantee (company number 7111375, registered charity number 1133542) was formed.

The above Statement of Financial Activities sets out the financial activities for the full year from 1st August 2009 incorporating the incoming and outgoing resources of Jo's Trust for the first nine months of the year and of Jo's Cervical Cancer Trust for the final three months of the year. Comparative figures for Jo's Trust are also provided.

There were no recognised Gains or Losses in 2010 and 2009 other than those reported above. None of the Trust's activities were acquired or discontinued during the above two financial years.

MEET THE TEAM

We are very grateful for every single donation we received during the last year. It is impossible to list all our supporters, but our thanks go to the following as well as to everyone who helped us during the year:

OUR TRUSTEES

Alastair Gornall (Chairman)
Charlie Bott
Simon Berry
Thomas Ind MB BS MD FROCG
Dr Simon Moore MRCPDRCOG
Sally Poltimore
Caroline Preston
Tessa Wilkinson

OUR TEAM

Robert Music (Director)
Rebecca Shoosmith
Claire Cohen
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 – INCLUDING:

Alexandra Bott
AnneMarie Mira
Archant
Belper Bears
Brunswick Group
Channel 4
Emily Gunn
Endemol
Founding Friends
GC Gibson Settlement
Geraldine Mc Elroy
GlaxoSmithKline
Google
Graeme and Lisa McColl
Heather Gallagher and
Three's Company
Hollowell Steam Rally Trust
Human Being Active
Jennifer Hamill
Jenny Cove
King's Fund
Living TV
Look Magazine
Lucy Howorth

Mainhouse Charitable Trust
'Natalie's' Charity Golf Day
New Look
Olivia Milligan, Georgina
Thomas and Caroline
Leeper
Pelican Healthcare
Pilkington's Settlement
Rain Media Limited
Rebecca McCreith
Ridings' Federation
Winterbourne International
Academy
Rockley Charitable Trust
SanofiPasteur MSD
The Department of Health
The Galbraith Family and
Friends
The Garfield Weston
Foundation
The Leathersellers' Company
Charitable Fund
The Phillip Oppenheimer
Foundation
The Silver Sands Pub
Virgin Media
Virgin Money Giving
William Allen Young
Charitable Trust

CASE STUDY

“When I was asked to be a trustee of this remarkable charity it didn’t occur to me to think twice.

Jo and Jamie Maxwell were two of my dearest friends, even doing me the honour of asking me to be godfather to Tom, their eldest son. After Jo’s diagnosis and eventual death, I was amazed and inspired by Jamie’s determination to set up Jo’s Trust. His special skill was always communication: clear, simple, effective communication. He was dismayed by the lack of communication available to women going through the nightmare of cervical cancer, and determined to do something about it.

Less than four years later Jamie tragically died. However there were enough friends of his who believed that when people with such vital energy die, it is up to the people left behind to make sure that the energy continues.”

Simon Berry



300,000

This year 300,000 women will be told they have a cervical abnormality that might require treatment.

**Jo's cervical
cancer trust**

Information / Support / Friends



Support us
www.jostrust.org.uk

Jo's Cervical Cancer Trust,
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T 020 7936 7498
E info@jostrust.org.uk
www.jostrust.org.uk

Helpline: 0808 802 8000

Registered in England and Wales Company Limited by Guarantee: 7111375
Registered Charity Number: 1133542 Registered Scottish Charity Number: SC041236