

**JO'S CERVICAL CANCER TRUST**

**FINANCIAL STATEMENTS**

**FOR THE PERIOD ENDING 31ST JULY 2010**

**CHARITY NO: 1133542**

**COMPANY NO: 7111375**



**JO'S CERVICAL CANCER TRUST**  
**FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED 31ST JULY 2010**

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**JO'S CERVICAL CANCER TRUST****LEGAL AND ADMINISTRATIVE DETAILS**

Jo's Cervical Cancer Trust was incorporated as a company limited by guarantee on 22<sup>nd</sup> September 2009 and registered as a charity on 18<sup>th</sup> January 2010. The Company was set up to take on the assets and activities of Jo's Trust, a charitable trust with the same objectives, established in 1999, and the transfer took place on 1<sup>st</sup> May 2010.

**OBJECTS**

The objects, as set out in the Articles of Association, are:

- The advancement of education of the public in the understanding of all aspects of cervical cancer.
- To promote the study of cervical cancer by supporting and carrying out research into the causes, prevention, diagnosis and method of treatment of this disease and by publishing the useful results of such research.
- To provide support, assistance and information directly or indirectly to people affected by cervical cancer.

**Trustees:**                   **Alastair Gornall (Chairman)**  
**Simon Berry**  
**Charles Bott**  
**Thomas Ind**  
**Dr. Simon Moore**  
**Lady Poltimore**  
**The Hon Caroline Preston**  
**Tessa Wilkinson**

**Director:**                   **Robert Music**

**Registered Office:**       16 Lincoln's Inn Fields  
London WC2A 3ED

**Charity Number:**        1133542

**Company Number:**      7111375

**Auditors:**                Knox Cropper  
8/9 Well Court  
London EC4M 9DN

**Bankers:**                 C. Hoare & Co.  
37 Fleet Street  
London  
EC4P 4DQ

**Solicitors:**              Farrer & Co.  
66 Lincoln's Inn Field  
London  
WC2A 3LH



## JO'S CERVICAL CANCER TRUST

### REPORT OF THE TRUSTEES

#### **Public Benefit**

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning future activities.

#### **Objects**

- to advance education of the public in the understanding of all aspects of cervical cancer;
- to promote the study of cervical cancer by supporting and carrying out research into the causes, prevention, diagnosis and method of treatment of this disease and by publishing the useful results of such research;
- to provide support, assistance and information directly or indirectly to people affected by cervical cancer; and
- such other purposes for the benefit of the community as shall be exclusively Charitable as the trustees from time to time shall decide.

#### **Review of developments and activities during the year**

##### **An overview**

2009-10 was a significant year for the charity. It celebrated its 10<sup>th</sup> Anniversary, undertook a major rebrand, saw income increase by 29%, reached more people than ever before, undertook a number of new initiatives to increase its support and education programmes and won an award for its work. The following report offers a breakdown of the key highlights of the past year.

##### **A new set up and brand**

Jo's Trust was established by deed of trust dated 21<sup>st</sup> June 1999 by James Maxwell in memory of his wife, Jo Maxwell, with the intention of helping people who suffer from cervical cancer from which she died. On the 22<sup>nd</sup> December 2009 Jo's Cervical Cancer Trust was incorporated as a company limited by guarantee and registered as a charity on 18<sup>th</sup> January 2010.

The Company was set up to take on the assets and activities of Jo's Trust, a charitable trust with the same objectives and established in 1999, and the transfer took place on 1<sup>st</sup> May 2010. Jo's Cervical Cancer Trust has also become a registered charity in Scotland.

##### Why we rebranded

2009 was the charity's 10<sup>th</sup> Anniversary which gave us the opportunity to reflect on and review our first 10 years and to think about how we ensure that what we do, and the way we are perceived, fits in with the challenges we face in the next 10 years.

Our strategic plan has targets to grow all aspects of our work in order that we can reach and support many more women affected by cervical abnormalities and cervical cancer and educate others as to how they can take proactive steps to reduce their risk.

Part of this plan was to review our image to ensure it is as strong as it needs to be (and was one of our 2009-10 objectives). Our new logo, based on feedback from our stakeholders, has been designed to encapsulate the values of the charity and the new strapline of 'Information, Support, Friends' very much reflects this.

We passionately believe that this new image will enable us achieve our targets and ultimately help more women. We believe the new brand will assist us in helping us reach our targets, which include:

1. Raise the profile of Jo's Trust amongst key stakeholders – our supporters, the women we support including forum members, the women we need to reach, potential and current funders and organisations we work with.
2. Raise awareness of the symptoms of cervical cancer, how it can be prevented and available treatment options amongst target audiences.
3. Increase income so we can expand current services and put in place new services to increase our reach
4. Dispel some of the myths that surround the condition with the outcome of prevention or earlier diagnosis.





## **JO'S CERVICAL CANCER TRUST**

### **REPORT OF THE TRUSTEES**

#### Why we do what we do

Cervical cancer is the second most common cancer amongst young women in the UK and Europe. Nearly 3 women a day in the UK will die from cervical cancer whilst each year around 2,800 women are newly diagnosed. In addition, some 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 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, network, and support others facing similar challenges
- Providing opportunities for women, friends and families to get together for shared support, both at a local and national level
- Enabling individuals to post a medical question 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 on key areas relating to cervical cancer and how it can be prevented.

To help us achieve our strategic goals, people affected by cervical cancer and cervical abnormalities played a key part in the development of our work over the year.

#### **Recognition of our work**

We were delighted to have won a Highly Commended IMPACT Award. The Awards are run by the King's Fund and GlaxoSmithKline, designed to recognise and reward charities that are doing excellent work to improve people's health.

#### **Education and information**

Our objectives for 2009/10 :

- Pilot and evaluate awareness campaigns through a range of media
- Run targeted education campaigns e.g. during cervical cancer and screening awareness weeks
- Explore ways to increase awareness of our work amongst health professionals
- Increase awareness of the work of Jo's Trust in local communities
- Upgrade our website and increase traffic

Cervical cancer is a largely preventable disease thanks to the National Cervical Screening programme and the HPV vaccination programme. However, we are concerned at the numbers of women and girls not taking up these potentially life saving programmes.

We have a key role to play in providing accurate and timely information for women affected by cervical cancer and cervical abnormalities, as well as educating the public about how they can take proactive steps to reduce their risk.

#### Website

In line with our strategic goals we invested in the development of a new website, which significantly increases the range of medical information provided and in a more user friendly manner. In addition the site also offers many more opportunities for supporters to learn more about our work and to get involved through volunteering, fundraising and raising awareness.



## **JO'S CERVICAL CANCER TRUST**

### **REPORT OF THE TRUSTEES**

We are already seeing the benefits of this investment, and in the first quarter after the rebrand (May-July 2010) the number of visits increased by 41% (compared to quarter before rebrand). We anticipate that by the end of the 2010 calendar year we will have received more visits than 2009 (250,000). This is a significant achievement considering the extraordinary interest and demands on the charity during Jade Goody's diagnosis and death.

During the year we were successful with an application to Google who have provided us with a grant which allows us to \$329 worth of free Google adverts on a daily basis. We should begin to see the real benefits of this support in next financial year

#### **Publications**

During the year the charity reviewed the materials it offered, resulting in a re-write of all current materials and producing a range of new publications for women affected by cervical cancer and cervical abnormalities as well as health professionals. In total the charity produced and distributed over 250,000 materials including posters, leaflets and postcards.

#### **Cervical Screening Cervical Cancer prevention weeks**

The charity ran two awareness weeks which provided an opportunity to run targeted awareness campaigns about cervical cancer, symptom awareness and how it can be prevented. We are very grateful to the many health professionals and supporters who ran stands, spoke to the media and distributed materials during the two weeks.

#### ***Cervical Cancer Prevention Week***

During the week we launched a pilot project that aimed to evaluate the benefits of placing cervical screening adverts in GP surgeries in communities where screening uptake rates were low. The advert was placed in 100 surgeries and produced very positive results, with 93% of surgeries stating they noticed a difference in the numbers of women asking to be screened. We are grateful to the Department of Health for funding this project.

The week also saw the culmination of *Fight Cervical Cancer in Style*, a campaign developed by GlaxoSmithKline and run in association with Jo's Cervical Cancer Trust. The Sugababes were the faces of the campaign and during Prevention Week a major music event attended by stars from fashion and music saw the Sugababes, Pixie Lott, La Roux and Paloma Faith perform. The event was opened by Sarah Brown with Robert Music, director of the charity speaking to the audience of 800 about the impact of cervical cancer and how they can take proactive steps to reduce their risk

#### ***Cervical Screening Awareness Week***

With 20% of eligible women ignoring their cervical screening invitation we launched a Cervical Screening Awards scheme, with the aim of finding the best local cervical screening awareness campaign. The Awards provides the 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 judging will take place in the 2010-11 financial year.

During the week a TV advert that was produced by Virgin Media about the benefits of cervical screening and featuring one of our supporters was aired for free over a number of channels. Over the past year this advert has been seen by approximately 10 million viewers and whenever it has been shown we have seen an increase in service usage.



## JO'S CERVICAL CANCER TRUST

### REPORT OF THE TRUSTEES

#### Raising awareness of symptoms

In March new guidance, was produced 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 (ACCS) to look at the management of young women with gynaecological symptoms. The guidance, which provides GPs with an easy to follow pathway to help in the management of these young women was produced after it was found that that women that visited their GP with abnormal bleeding experienced delay in diagnosis because they did not receive a full pelvic examination.

#### Media

##### General coverage

The media continued to offer coverage on all matters relating to cervical abnormalities and cervical cancer, although perhaps unsurprising visibility was lower than the previous year, when Jade Goody was diagnosed with cervical cancer. As well as Jo's Cervical Cancer Trust spokespeople, many of its supporters contributed to greater awareness and better understanding of these issues through telling their stories, for which we are very grateful. A wide range of media interviews were undertaken on national and local television, radio, the press and magazines.

#### Hollyoaks

During the year the popular soap opera Hollyoaks began running a storyline where a longstanding character (Steph Cunningham) was diagnosed with cervical cancer. The charity worked closely with the researchers on the programme to ensure the storyline ran correctly.

#### *Big Brother*

When we found out 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 because Jade Goody, who died of cervical cancer aged 27 was the highest profile person from the Big Brother series. We were delighted to have been chosen and will receive 5p for every phone vote. The total funds raised will not be announced until the next financial year.

#### 2010-11 targets

- Increase our presence in primary and secondary care settings
- Explore developing a schools education programme
- Run awareness and education screening campaigns to the 50+ age group
- Increasing our presence in devolved countries
- Pilot education campaigns targeting minority communities

#### **Supporting women affected by cervical cancer**

Our objectives for 2009/10 were to :

- Increase the number of informal 'local' Let's Meets events
- Set up a range of new support services
- Increase awareness of our services and users
- Undertake research to understand needs of hard to reach groups and develop services

Previous feedback from our user group highlighted a need for us to develop more face to face and personal support, including local groups and a helpline. As a result the charity appointed a Services Development Manager, who will be recruiting, training and manage volunteers to take the lead with these services. These services, which will be run by volunteers, are likely to launch in early 2011.

During the year our online services continued to be popular. If we excluded an extraordinary three month period in 2008-9 during Jade Goody's diagnosis and death, which saw an enormous upsurge in demand, we saw an overall 10% increase in service use during 2009-10. We are as ever very grateful to our medical panel who continued to give their time, expertise and support free of charge to those who contact the charity.



## JO'S CERVICAL CANCER TRUST

### REPORT OF THE TRUSTEES

Our annual Let's Meet event took place London this year. The day, which had a new format as a result of feedback from previous attendees, offered attendees the opportunity to attend a range of health related workshops and to also develop support networks with others affected by cervical cancer. We and we are grateful to the Brunswick Group for supporting this event.

In addition to the annual Let's Meet, a number of informal meets were arranged, providing women with the opportunity to meet locally and provide shared support.

#### 2010-11 targets

- Set up a new helpline
- Pilot a text messaging service
- Pilot local support groups
- Pilot a regional information day
- Understanding prevention issues and support needs amongst minority communities

#### **Generating funds**

Our objectives for 2009/10 were to :

- Increase income by 20%
- Increase the number individual fundraisers that support the charity
- Increase income from companies and charitable trusts
- Increase event income

We have had another successful year raising funds, seeing income increase by 29% compared to the previous year, with the main areas of growth being fundraising by individuals, events and companies.

We are as ever very grateful to the many supporters who raised funds for our vital work. Over the year we have seen a range of events from skydives, treks, golf days, running events, school fetes, dress down days and music events. As with every other year since the charity was established, the Founding Friends of the charity continued to raise significant funds through a range of events including a very successful 10<sup>th</sup> Anniversary party and their annual Tennis Tournament.

We are very grateful for every single donation we received during the last year. Although impossible to list all our supporters, the following are just a few examples: Virgin Media, New Look, Pelican Healthcare, Look Magazine, Human Being Active, Graeme and Lisa McColl, 'Natalies' Charity Golf Day, Virgin Money Giving, GC Gibson Settlement, Mainhouse Charitable Trust, Endemol, Rockley Charitable Trust, Pilkington's Settlement, The Phillip Oppenheimer Foundation, the Garfield Weston Foundation, Google, The Department of Health and The Leatherseller's Company

In accordance with ABPI Codes of Conduct the charity received unrestricted grants from SPMSD and GSK that represented 11% of annual turnover.

#### 2010-11 targets

- Increase overall fundraised income by 15%
- Increase income from charitable trusts and individual fundraising
- Explore joint fundraising initiatives with other charities
- Explore developing a schools fundraising programme





## **JO'S CERVICAL CANCER TRUST**

### **REPORT OF THE TRUSTEES**

#### **Working in partnership**

The charity worked closely with many charities, organisations and patient support groups to improve the care and quality of life for those affected by cervical cancer. These include: the NHS Screening Programme, Department of Health, National Forum for Gynaecology Nurses, Camden PCT, the Cancer Campaigning Group, Cancer 52, the European Cervical Cancer Association, Women Against Cervical Cancer, Cancer Research UK, Sanofi Pasteur MSD and GlaxoSmithKline.

During 2010-11 the charity will continue to look to develop current and new partnerships that will enable it to achieve its goals and aspirations.

#### **Governance and administration**

The names of the Trustees are shown on page 1. Trustees have the power to appoint new or additional trustees up to a maximum of 12. During the year Thomas Ind was elected as a trustee, with five trustee meetings held during the year.

A review of the skills of the current board was undertaken during the year resulting in trustees agreeing to explore ways to fill identified gaps during 2010-11.

Knox Cropper was approved as the charity's auditors and James Hallam as our insurers. We are very grateful to the Brunswick Group, which has provided free space to the charity since 2008.

#### **Risk management**

The Trustees undertook two reviews of the risks which the charity faces and are satisfied that systems are in place to mitigate those risks

#### **Reserves policy**

A formal policy on reserves was agreed during the year which states:

The trustees will set a reserves policy which requires

- Reserves to be maintained at a balanced level which ensures that Jo's Cervical Cancer Trust's core activity can continue during a period when the level of voluntary income, which by its very nature is uncertain, is significantly reduced and which allows the anticipated additional expenditure on charitable output, in line with its new strategic plan, to take place
- The planned level of reserves to be maintained in a readily realisable form.

It was agreed that the planned level of reserves be set at 9-12 months of core expenditure.

#### **Financial review**

The charity's finances are overseen by the Trustee board. A statement of Financial Activities has been prepared for the full year disclosing the results of Jo's Trust for the 9 months to 31/05/10 and of Jo's Cervical Cancer Trust for the 3 months to 31/07/10. This statement 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.



**JO'S CERVICAL CANCER TRUST****REPORT OF THE TRUSTEES****STATEMENT OF TRUSTEES' RESPONSIBILITIES**

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Trust and the surplus or deficit of the Trust for that period. In preparing the financial statements, the Trustees are required to:

- select suitable accounting policies and apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the Trust will continue to operate.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time, the financial position of the Trust and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Trust and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees confirm that, in the case of each of the persons who are Trustees at the date of this report, the following applies :

- so far as each Trustee is aware there is no relevant audit information (information needed by the Trust's auditors in connection with preparing their report) of which the Trust's auditors are unaware; and
- each Trustee has taken all the steps necessary to make herself/himself aware of any relevant information and to establish that the Trust's auditors are aware of that information.

Approved by the Board of Trustees on 12/10/2010 and signed on its behalf by

Signature  
Name



GOPNAN



**INDEPENDENT AUDITORS' REPORT TO THE  
TRUSTEES OF JO'S CERVICAL CANCER TRUST**

We have audited the financial statements of Jo's Cervical Cancer Trust for the period ended 31<sup>st</sup> July 2010 which comprise the statement of financial activities (including the income and expenditure account), the balance sheets and the related notes. These financial statements have been prepared on the basis of the accounting policies set out therein.

This report is made solely to the Trustees, as a body, in accordance with Sections 495 and 496 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Trust and the Trustees as a body, for our audit work, for this report or for the opinion we have formed.

**Respective responsibilities of trustees and auditors**

The trustees' (who are also the directors of the company for the purposes of company law) responsibilities for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and for being satisfied that the financial statements give a true and fair view are set out in the Statement of Trustees' Responsibilities.

We have been appointed auditors under the Companies Act 2006 and Section 43 of the Charities Act 1993 and report to you in accordance with those Acts. Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view, have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and have been prepared in accordance with the Companies Act 2006 and the Charities Act 1993. We also report to you whether, in our opinion, the information given in the Report of the Trustees is consistent with those financial statements.

In addition we report to you if, in our opinion, the Trust has not kept adequate accounting records, if the Trust's financial statements are not in agreement with the accounting records and returns, if we have not received all the information and explanations we require for our audit, or if certain disclosures of trustees' remuneration specified by law are not made.

We read the Trustees' Report and consider the implications for our report if we become aware of any apparent misstatements within it.

**Basis of audit opinion**

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the trustees in the preparation of the financial statements, and of whether the accounting policies are appropriate to the group's and the charitable parent company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

**Opinion**

In our opinion,

- The financial statements give a true and fair view of the state of the Trust's affairs as at 31<sup>st</sup> July 2010, and of the Trust's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- The financial statements have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- The financial statements have been prepared in accordance with the Companies Act 2006 and the Charities Act 1993; and,
- the information given in the Report of the Trustees is consistent with the financial statements.

*Kevin Lally*  
Kevin Lally (Senior Statutory Auditor)  
For and on behalf of Knox Cropper  
Chartered Accountants and Statutory Auditors

8/9 Well Court  
London. EC4M 9DN  
*12<sup>th</sup> October 2010*



**JO'S CERVICAL CANCER TRUST****MEMORANDUM (See Note 1 (e))****STATEMENT OF FINANCIAL ACTIVITIES****(INCORPORATING THE INCOME AND EXPENDITURE ACCOUNT)****FOR THE YEAR ENDED 31<sup>ST</sup> JULY 2010**

	<b>Notes</b>	<b>Restricted Funds £</b>	<b>Unrestricted Funds £</b>	<b>Total 2010 £</b>	<b>Total 2009 £</b>
<b>INCOMING RESOURCES</b>					
<b>Incoming Resources from Generated Funds</b>					
Voluntary Income	2	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
<b>TOTAL INCOMING RESOURCES</b>		<b>24,000</b>	<b>264,173</b>	<b>288,173</b>	<b>223,742</b>
<b>RESOURCES EXPENDED</b>					
<b>Cost of Generating Funds</b>					
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
<b>Charitable Activities</b>					
Support Services	3(b)	-	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	5	-	25,215	25,215	6,681
<b>TOTAL RESOURCES EXPENDED</b>		<b>24,000</b>	<b>261,992</b>	<b>285,992</b>	<b>183,865</b>
<b>Net Incoming Resources</b>		-	2,181	2,181	39,877
<b>BALANCES BROUGHT FORWARD 1/ 8/2009</b>		-	282,779	282,779	242,902
<b>BALANCES CARRIED FORWARD 31/ 7/2010</b>		<b>£-</b>	<b>£284,960</b>	<b>£284,960</b>	<b>£282,779</b>

The assets and activities of Jo's Trust were taken over by Jo's Cervical Cancer Trust on 1<sup>st</sup> May 2010 and the Statement of Financial Activities on page 11 sets out the financial activities from that date to the year end. For the purpose of clarity, this Memorandum Statement of Financial Activities sets out the financial activities for the full year from 1<sup>st</sup> 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.

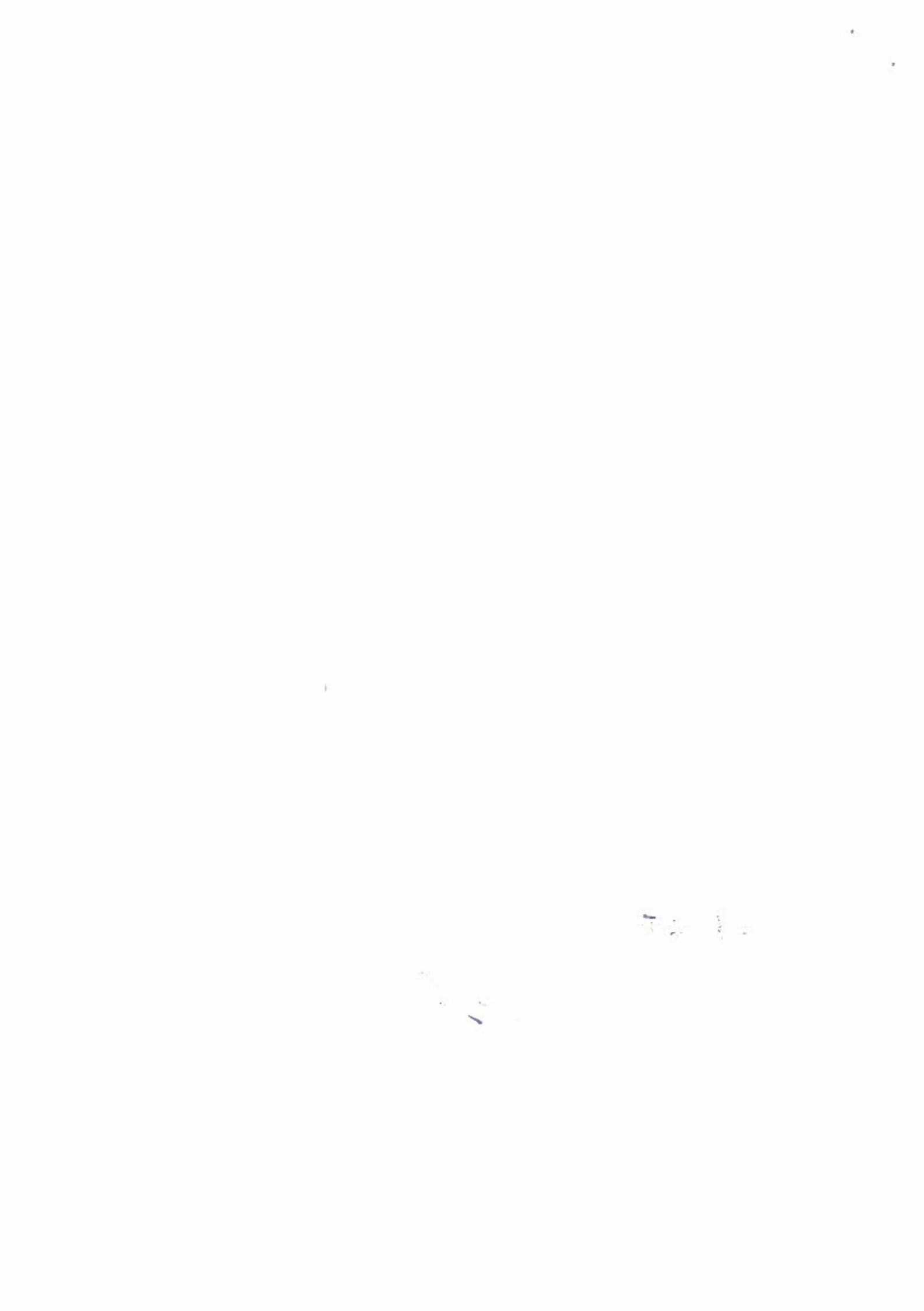




**JO'S CERVICAL CANCER TRUST****STATEMENT OF FINANCIAL ACTIVITIES****(INCORPORATING THE INCOME AND EXPENDITURE ACCOUNT)****FOR THE PERIOD ENDED 31<sup>ST</sup> JULY 2010**

	Notes	Restricted Funds £	Unrestricted Funds £	Total 2010 £
<b>INCOMING RESOURCES</b>				
<b>Incoming Resources from Generated Funds</b>				
Voluntary Income	2	-	56,401	56,401
Activities for Generating Funds		-	-	-
Investment Income and Interest		-	87	87
<b>Other Income</b>				
Transfer of net assets from Jo's Trust		-	296,874	296,874
<b>TOTAL INCOMING RESOURCES</b>		-	353,362	353,362
<b>RESOURCES EXPENDED</b>				
<b>Cost of Generating Funds</b>				
Cost of Generating Voluntary Income		-	3,636	3,636
Fundraising Trading and Event Costs		-	3,367	3,367
		-	7,003	7,003
<b>Charitable Activities</b>				
Support Services	3(a)	-	17,202	17,202
Information Services		-	39,186	39,186
		-	56,388	56,388
Governance	5	-	5,011	5,011
<b>TOTAL RESOURCES EXPENDED</b>		-	68,402	68,402
<b>Net Incoming Resources</b>		-	284,960	284,960
<b>BALANCES BROUGHT FORWARD 22/12/2009</b>		-	-	-
<b>BALANCES CARRIED FORWARD 31/7/2010</b>		£-	£284,960	£284,960

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




**JO'S CERVICAL CANCER TRUST**  
**BALANCE SHEET**

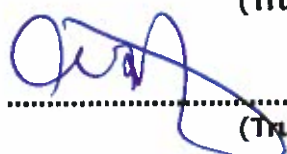
**AS AT 31<sup>ST</sup> JULY 2010**

	Notes	2010		Memorandum 2009	
		£	£	£	£
<b>FIXED ASSETS</b>			1,943		-
<b>CURRENT ASSETS</b>					
Stocks	8	2,122		2,394	
Debtors	9	14,456		6,569	
Cash at Bank and In Hand		<u>269,875</u>		<u>300,747</u>	
		286,453		309,710	
<b>CREDITORS : Amounts Falling due within one year</b>	10	<u>(3,436)</u>		<u>(26,931)</u>	
			<u>283,017</u>		<u>282,779</u>
<b>NET ASSETS</b>			<u>£284,960</u>		<u>£282,779</u>
<b>FUNDS</b>					
Restricted Funds	11		-		-
Unrestricted Funds : General Reserve	12		284,960		282,779
			<u>£284,960</u>		<u>£282,779</u>

The comparative figures are those relating to Jo's Trust. They are included for information only.  
(See note 1 e).

Approved on 12 Oct 2010 and signed on behalf of the board

  
 .....  
 (Trustee)

  
 .....  
 (Trustee)



**JO'S CERVICAL CANCER TRUST**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31ST JULY 2010**

**1. ACCOUNTING POLICIES**

**a. Basis of Preparation of Accounts**

The financial statements have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice Accounting and Reporting by Charities (SORP 2005) issued in March 2005, applicable UK accounting standards and the Companies Act 2006.

The following principal accounting policies have been applied consistently throughout the year:

**b. Income and Expenditure**

All relevant expenditure is stated inclusive of Value Added Tax.

**c. Gifts and Donations**

Gifts and donations are recorded in the accounts when the amounts are received.

**d. The Trust is not required to produce a cash flow statement in accordance with Financial Reporting Standard 1.**

**e. Additional Information and Comparative Figures**

The charitable company began to operate on 1<sup>st</sup> May 2010 when it took over the assets and activities of Jo's Trust. For information purposes only, additional information has been provided showing the financial results for the full year incorporating the period from 1<sup>st</sup> August to 30<sup>th</sup> April prior to the change in the legal form of the charity. The comparative figures of Jo's Trust for the previous year are also disclosed to provide comparative information. This additional disclosure has been put in italics and headed up "memorandum".

**2. VOLUNTARY INCOME**

	<b>Period to 31/7/10</b>	<b>Memorandum 2010</b>	<b>Memorandum 2009</b>
		<b>£</b>	<b>£</b>
The analysis of voluntary income for the year is as follows.			
Department of Health	-	<i>4,000</i>	-
Companies	1,268	<i>55,958</i>	<i>28,864</i>
Trusts	8,500	<i>40,580</i>	<i>45,750</i>
Public Donations	9,998	<i>22,088</i>	<i>40,585</i>
Donation-in-Kind (Premises and Office Facilities)	5,000	<i>20,000</i>	<i>13,500</i>
Fundraising	31,635	<i>89,598</i>	<i>78,782</i>
	<b>£56,401</b>	<b>£232,224</b>	<b>£207,481</b>



**JO'S CERVICAL CANCER TRUST**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31ST JULY 2010**

## 3.(a) CHARITABLE ACTIVITIES

	----- 2010 -----		
	Direct Costs	Administrative Support Costs	Total
	£	£	£
Support Services	12,487	4,715	17,202
Information Services	29,757	9,429	39,186
	£42,244	£14,144	£56,388

3.(b) CHARITABLE ACTIVITIES  
(Memorandum)

	----- 2010 -----			2009
	Direct Costs	Administrative Support Costs	Total	Total
	£	£	£	£
Support Services	47,610	10,945	58,555	27,567
Information Services	153,633	21,891	175,524	130,182
	£201,243	£32,836	£234,079	£157,749

## 4.(a) ADMINISTRATIVE SUPPORT COSTS

	-----2010-----			
	Support Services	Information Services	Governance	Total
	£	£	£	£
Legal and Professional	279	557	93	929
Premises and Office Facilities	1,500	3,000	500	5,000
Office Costs	2,936	5,872	979	9,787
	£4,715	£9,429	£1,572	£15,716

4.(b) ADMINISTRATIVE SUPPORT COSTS  
(Memorandum)

	-----2010-----			
	Support Services	Information Services	Governance	Total
	£	£	£	£
Legal and Professional	1,330	2,660	443	4,433
Premises and Office Facilities	6,000	12,000	2,000	20,000
Office Costs	3,615	7,231	1,205	12,051
	£10,945	£21,891	£3,648	£36,484

## 5. GOVERNANCE

	Period to 31/7/2010	Memorandum 2010	Memorandum 2009
		£	£
Salaries	1,569	6,404	3,581
Trustee Expenses	-	-	-
Audit Fee	390	1,798	1,200
Administrative Support Costs	1,572	3,648	1,900
Legal Fees	1,480	13,365	-
	£5,011	£25,215	£6,681





**JO'S CERVICAL CANCER TRUST**  
**NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31<sup>ST</sup> JULY 2010**

**6. STAFF COSTS**

	<b>Period to 31/7/2010</b>	<b>Memorandum 2010 £</b>	<b>Memorandum 2009 £</b>
Wages and Salaries	27,519	110,540	66,336
Social Security Costs	2,974	12,009	6,334
Pension Costs	900	3,600	3,150
	<b>£31,393</b>	<b>£126,149</b>	<b>£75,820</b>
	No	No	No
The average number of staff employed during the period was:	3	3	2

**7. TRUSTEES**

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

**8. STOCKS**

	<b>2010 £</b>	<b>2009 £</b>
Christmas Cards	£2,122	£2,394

**9. DEBTORS**

Prepayments	14,456	6,569
Other debtors	-	-
	<b>£14,456</b>	<b>£6,569</b>

**10. CREDITORS : Amounts falling due within one year**

Deferred Income	-	19,864
Accruals	1,613	4,350
Other Creditors	1,823	305
Payroll Taxes	-	2,412
	<b>£3,436</b>	<b>£26,931</b>



**JO'S CERVICAL CANCER TRUST****NOTES TO THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 31ST JULY 2010****11. RESTRICTED FUNDS**

	<b>Balance 22/12/09</b>	<b>Incoming Resources</b>	<b>Resources Expended</b>	<b>Balance 31/7/10</b>
	£	£	£	£
Awareness Campaign	-	24,000	24,000	-
	£-	£24,000	£24,000	£-

Restricted funds represent donations and grants restricted for use on particular areas of the Trust's work.

**12. UNRESTRICTED FUNDS**

	<b>Balance 22/12/09</b>	<b>Net Incoming Resources</b>	<b>Balance 31/7/10</b>
	£	£	£
General Reserve	-	284,960	284,960
	£-	£284,960	£284,960

**13. COMMITMENTS UNDER OPERATING LEASES**

The Trust has no operating leases

**14. ANALYSIS OF NET ASSETS  
BETWEEN FUNDS**

	<b>Restricted</b>	<b>Un- Restricted</b>	<b>Total</b>
	£	£	£
Tangible Fixed Assets	-	1,943	1,943
Net Current Assets	-	283,017	283,017
	£-	£284,960	£284,960

**15. DONATED SERVICES**

The Trust receives free accommodation and related office services from the Brunswick Group.

**16. TRANSFER OF NET ASSETS FROM JO'S TRUST**

Jo's Cervical Cancer Trust took over the net assets of Jo's Trust, an unincorporated charity with the same charitable objectives and trustees, on 1<sup>st</sup> May 2010. The net assets transferred comprises:

	£
Bank Balances	296,823
Debtors	9,209
Stock	2,122
Less: Creditors	(11,280)
	£296,874

