

JO'S CERVICAL CANCER TRUST

FINANCIAL STATEMENTS

FOR THE YEAR ENDING 31ST JULY 2012

CHARITY NO: 1133542 (ENGLAND & WALES)

CHARITY NO: SC041236 (SCOTLAND)

COMPANY NO: 7111375



KNOX CROPPER
chartered accountants

JO'S CERVICAL CANCER TRUST
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2012

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

Jo's Trust was established in 1999 as a Deed of Trust. In 2010 Jo's Cervical Trust was incorporated as a company limited by guarantee and registered as a charity which then took on the assets and activities of Jo's Trust.

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
 Tessa Bamford (appointed February 2012)
 Charles Bott
 Thomas Ind
 Lucy Maxwell
 Lady Poltimore
 Rebecca McCreath (appointed December 2011)
 The Hon Caroline Preston
 Miren Turner (appointed December 2011)
 Tessa Wilkinson

Director: Robert Music

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

Charity Number: 1133542 (England & Wales)
Charity Number: SC041236 (Scotland)

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
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 WC2A 3LH

JO'S CERVICAL CANCER TRUST

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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.

Mission and Vision

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.

Review of developments and activities during the year

An overview of the year

2011-12 saw growth across all areas of our work including: income increasing by 45%, supporting more people than ever before, a record number of materials requested, seeing more health professionals wanting to work with us as well as greater general awareness of the work of the charity. With the tough financial climate we feel the development of our work has been particularly positive in the past year.

The following report offers a breakdown of the key highlights of the past year.

Why we do what we do

Cervical cancer is the second most common cancer amongst women under 35 in Europe. Nearly 3 women a day in the UK will die from cervical cancer whilst each year around 3,000 women are newly diagnosed and facing an uncertain future. 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 supporting women, their families and friends affected by cervical abnormalities and cervical cancer. Now in our second decade and recognised as the expert in its field, we help thousands of women and their families - raising awareness of the disease, launching new services and developing new and existing partnerships.

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.

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

Education and information

Our objectives for 2011-12 were to:

- Develop partnerships to run/pilot education campaigns to Black and Minority Ethnic (BME) communities
- Understand information needs and gaps from users and implement a plan for information development
- Run cervical screening awareness campaigns for the 50+ age group
- Increase the number of health professionals who are aware of and want to work with the charity
- Develop a work-based pack for employers/employees about cervical cancer prevention
- See a 20% increase in website visitors
- Run policy meetings in all UK countries to educate policy makers on the charity's key issues

Cervical cancer is a largely preventable disease thanks to the National Cervical Screening and HPV vaccination programmes. However, the charity continues to be worried at the numbers of women who have not taken up these potentially life saving programmes. For example in 2010-11 20% of women overall and one in three aged 35 or under did not attend screening last year whilst there is now a concerning drop in uptake in those aged 50+. In addition although uptake of the HPV vaccination overall is positive (84%) over 350,000 girls did not have a single dose of the HPV vaccine which can protect against 70% of all cervical cancers.

Jo's Cervical Cancer Trust has a vital role to play in providing accurate and timely information for women affected by cervical cancer and cervical abnormalities, educating the public about how they can take proactive steps to reduce their risk and building links and partnerships with key organisations and policy influencers.

During the year we saw positive growth in our education, information and influencing work and our main objectives were achieved, as outlined below. The one target that we didn't achieve was to develop a work-based pack for employers/employees about cervical cancer prevention. We started the process of setting up a group of HR experts from companies but this project didn't complete as hoped due to time and resources. However, this work will continue in 2012-13.

Providing timely and relevant information

Being told you have cervical cancer or cervical abnormalities can cause significant anxiety and it is essential that the information we offer is easy to understand, relevant and backed up by current evidence, all of which offers assurance to the reader.

Towards the end of 2010-11 the charity began the process of applying for accreditation with the Information Standard (IS). This Department of Health certification verifies and ensures organisations have excellent material production procedures and the kite mark signposts trustworthy information, so the public can find it quickly and easily. We were delighted to have received accreditation for the Standard during 2011-12 which offers credibility and authority to materials the charity produces.

Our materials have proven popular with the public and health professionals and during the year the charity produced and distributed 380,000 materials including posters, leaflets and postcards.

Our stakeholder groups are at the centre of our information development

We aim to produce information where there is a defined need and feedback from our target groups is key to the development of our information programmes.

For example, during the year we launched a survey to understand the information needs of patients diagnosed with cervical cancer including: what information they were given at point of diagnosis, during treatment and afterwards. We were grateful to the many health professionals and hospitals who asked their patients to take part in the survey, the results of which highlighted a number of clear information gaps. In particular there was a desire for more information on around the emotional aspects of a cancer diagnosis, survivorship and to have been told about support services and the work of the charity much earlier. During 2012-13 we will be looking to develop information both in print and online to fill this need.

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In addition Jo's Voices was set up during the year which enables the charity to create a network of people affected by cervical cancer or cervical abnormalities who can contribute their views, opinions and experiences to help develop our services, information provision and campaigning. We now have around 100 members of Jo's Voices who offered feedback on a range of publications both current and new such as our HPV testing factsheet during the year.

Website

Over the last year we saw continued development of our website (www.jostrust.org.uk) which offers in-depth information on cervical cancer and cervical abnormalities as well as our support services and ways visitors can become more involved in the charity's work.

The charity made a conscious editorial decision to use clear English, free of jargon, to ensure the reader can understand the content easily. We were delighted that the website won a highly commended award in the 2011 Plain English Awards which recognise public nominations gathered over the year for well written public information. It is extremely rewarding to be acknowledged for the quality of our website.

During the year we saw a 25% increase in web visits from 374,698 in 2010-11 to 468,269 in 2011-12, with a 51% increase in unique visitors and 21% rise in new visitors. This increase was greatly helped thanks to Google who donated a grant which provides \$329 worth of free Google adverts on a daily basis. The value of adverts that were clicked on and helped drive people to our website during the year was over \$60,000 compared to \$38,000 in 2010-11.

Promoting excellence and sharing best practice in cervical screening

Our national Cervical Screening Awards not only aim to reward outstanding work by health professionals which is making a major difference to women in local communities but also spotlight this work so others can take it back to their part of the country, enabling women nationwide to benefit.

We were delighted to have received greater numbers of applications this year with the overall winner being the Lesbian and Gay Foundation, for their 'Are You Ready For Your Screen Test' initiative which was an outstanding campaign to raise awareness that lesbian and bisexual women need regular cervical screening tests. As a result of their work they saw an increase in women being screened within 3 years from 49% before this project to 73% and for those screened within the last 5 years it increased from 70.5% to 79%. In addition 51% of women at an eligible screening age reported some form of positive behaviour change as a result of the campaign.

The Highly Commended award went to the Community Health Improvement Team, Dudley PCT for 'Life Is Precious' which was an innovative campaign working closely with minority and ethnic communities to improve cervical screening uptake.

Giving cervical cancer prevention a focus

The charity ran two awareness weeks which provided an opportunity to reach a wide group of stakeholders with key messages about cervical cancer, symptom awareness and how it can be prevented. We are grateful to the many health professionals, companies, organisations and individual supporters who ran stands, spoke to the media and distributed materials during those two weeks. Below is a brief overview of the key events from each week;

Cervical Cancer Prevention Week (January 2012)

- We launched a UK wide campaign to highlight cervical cancer prevention in 277 Bars, Clubs, Motorway Stations and Shopping Malls targeting younger women (see page 5 for more information on this campaign).
- We announced the results of research we commissioned to women aged 50+ that highlighted concerns about attitudes and relevance to attending cervical screening. Helen Worth who plays Gail McIntyre in Coronation Street supported the charity's call in urging older women to attend their screening appointment.
- The charity ran a meeting at Westminster, where we highlighted barriers that could prevent targets in the new cancer strategy from being reached and so urged MPs to ensure more is done at a national and local level to encourage screening uptake.
- We jointly ran an all day meeting with the NHS Cervical Screening Programme for Black and Minority Ethnic (BME) Communities, looking at challenges to screening uptake and exploring how we can help encourage them to run local campaigns.

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- A Facebook app called 'Pass the message on' was launched aimed at women and girls eligible for screening or the HPV vaccine. The app, (passed on over 400 times) provides an opportunity for women to forward prevention messages to friends and family.

Cervical Screening Awareness Week (June 2012)

- An outdoor awareness and prevention campaign on buses across five major cities (Birmingham, Cardiff, Glasgow, London and Manchester) was launched - see below.
- We worked in partnership with Cervical Screening Wales to help promote screening in Wales gaining much coverage including BBC Wales and ITV Wales.
- The 2012 Cervical Screening Awards were launched which aim to recognise innovative local campaigns across the country which have raised awareness of the importance of cervical screening and have improved screening rates.
- Thanks to our work targeting health professionals we saw a significant increase in material sent out this year compared to Screening Week 2011 with a 400% rise in the numbers of health professionals submitting requests.
- The charity and its supporters participated in a range of media interviews from TV, to radio to newspapers, online articles, and glossy magazines across the UK. Increased profile during the week resulted in a 30% rise in website visits.

UK wide prevention campaigns

The charity is continually looking at how best to reach a very wide range of target audiences e.g. age and ethnicity through targeted education campaigns. During 2011-12 we ran a number of campaigns and below are three examples:

5 city bus campaign

During Cervical Screening Awareness Week we wanted to target all women eligible for screening and to test a campaign that had not been run before. As a result we launched an outdoor advertising campaign on buses across five major UK cities – Birmingham, Cardiff, Glasgow, London and Manchester, all chosen because screening uptake was lower than the UK average. Bus adverts reminded women how many went for screening in their city in the last year and carried the message 'cervical screening saves lives'. The campaign, which had the potential reach of 5.5million people resulted in a significant increase in web visits during the period of the campaign compared to both cervical screening awareness week 2011 and also the weeks before the campaign launched. For example compared to Screening Awareness Week 2011 visits from Glasgow were up 129% Cardiff by 36% and London saw a 123% increase. We also saw increases in pages visited and time spent on the site during the life of the campaign.

Targeting younger women

With a third of young women aged 25-29 not attending screening we ran a UK wide campaign during Cervical Cancer Prevention Week to highlight the importance of screening in 277 Bars, Clubs, Motorway Stations and Shopping Malls. The campaign featured posters and tear-off slips in washrooms and had a potential footfall of 16 million. Lauren Goodger of The Only Way is Essex fame and who has been affected by cervical abnormalities fronted the campaign to help spread awareness among her fans. During the campaign we saw increased visits to our website and social media activity. For example on the day the campaign was announced we saw a 200% increase in web visits.

GP surgeries as a way to raise awareness of our services

We ran a 3 month pilot campaign in GP surgeries with 120,000 leaflets placed in 6,000 waiting rooms. The aim was to assess the quality and benefits of the leaflets in order to consider running longer term campaigns. 90,000 leaflets were picked up with 100% of survey respondents saying they found it easy to understand. 47% selected the leaflet for themselves with 59% also taking it for someone else. When the leaflet was taken for or passed on to someone else, it tended to be for someone else that it was deemed relevant for (80%) and so more likely to be reaching people affected by cervical cancer or abnormalities. What was particularly positive was that 22% undertook further consultations as a direct result of taking and reading this leaflet

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Reacting to challenges to screening uptake to reduce inequalities

Women aged 50+

A recent and worrying trend with cervical screening uptake is the reduction in women aged 50+ taking up their invitations. We wanted to understand why this might be happening and commissioned a survey with YouGov to over 2,000 women of this age group. The results showed issues around attitudes, understanding and acceptance of cervical screening. Topline results showed that 31% of women overall and 67% of those who had never attended screening didn't consider screening necessary. Single, separated and divorced groups were most likely to say the screening invitation seemed irrelevant, 67% of those questioned said the information they received was not informative and less than half thought their screening invite made it clear why the test is important, whilst 37% said they would be more likely to book an appointment if they were given age-relevant information.

In light of the above survey results we are putting in place plans to run targeted education campaigns to this age group and to also find appropriate media partners who will wish to encourage their readers about cervical cancer prevention.

Black and Minority Ethnic Communities (BME)

A survey the charity commissioned in 2011 revealed that a lack of awareness around cervical cancer prevention amongst BME women could be putting their lives at risk with the results showing clear differences between white and BME women on a number of key issues including knowledge around the disease, how they respond to screening invitations, where they would like to be screened, and the relevance of the test.

During the last year the charity was more active than ever before in building links with national and local BME organisations, meeting with a wide range of groups including Asian, Muslim, Orthodox Jewish and Afro Caribbean communities to help raise awareness of cervical cancer prevention and try to understand any barriers to the screening and vaccination programmes. Feedback from these meetings has been very positive and we will be looking to expand our outreach work during 2012-13.

On the back of the survey results mentioned earlier we have undertaken two projects aiming to increase awareness of cervical cancer prevention. Firstly the NHS Cervical Screening Programme agreed to run a joint all day conference for BME groups with us. The event took place during Cervical Cancer Prevention Week 2012 and had 35 attendees. The meeting provided an opportunity to build links and learn what work has already taken place to improve uptake and so share best practice. This was the first event of its kind and was positively evaluated by attendees. We went back to attendees a few months later and were pleased to see that a number of them had already started awareness work in their communities. We are now looking to run a similar event in the North West during Prevention Week 2013.

Secondly we are working with the National Cancer Action Team (NCAT) to explore ways to improve screening uptake in BME communities. A 30 second advert highlighting the importance of cervical screening is being placed in GP surgery waiting rooms in communities with a high BME population, initially Leicester, Nottingham, and Bradford over a 5 month period, which will then be evaluated. The campaign launched during Ethnic Minority Cancer Awareness Week (2-8 July).

Media and communications

General coverage

During the year the charity increased its investment in its communications activity through recruiting a full time communications manager resulting in greater media coverage compared to previous years. As well as Jo's Cervical Cancer Trust spokespeople, many of its supporters contributed through telling their story, for which we are very grateful. A wide range of media interviews were undertaken throughout the year on national and local television, radio, the press and magazines. For example during Cervical Screening Awareness Week (June 2012) there were 85 print articles including 11 nationals with 13.1 million circulation, 73 online articles which had a potential reach of 95 million unique users, 27 broadcast interviews (TV and radio) whilst we estimated that print articles generated a publicity value of at least £263,000.

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Working with large broadcasters

During the year we worked with two major broadcasters (SKY and the BBC) who wanted to develop stories that had a focus on cervical cancer. The charity was able to offer expertise and advice in terms of ensuring the storylines were factually correct.

BBC - Eastenders

During the previous year the charity was contacted by Eastenders who wanted to feature a cervical cancer story with one of their leading characters (Tanya Jessop). We worked closely with their researchers to ensure they got the scripts right. The storyline went live in August 2011 and was watched by millions of viewers, helping raise awareness of cervical cancer and make the public more informed about cervical cancer prevention. The charity had over 800 referrals from the BBC website of which 77% were new visitors so helping us inform and support many more women. We were also thrilled that Jo Joyner who plays Tanya chose to support the charity when she was on Celebrity Family Fortunes winning £10,000 for us.

Jade Goody: The Fight Goes On - June 2012

SKY Living commissioned this documentary three years after Jade Goody's battle with cervical cancer to remind their viewers about the importance of screening and the impact of delaying or ignoring their invitation. The charity worked closely with SKY to find case studies for the programme and also featured in the programme through interviews with its Director Robert Music. The documentary which followed women at different stages of their battle with cervical cancer as a result of delaying screening was seen by approximately 445,000 viewers whilst Sky Living also included information about the charity on their website resulting in 223 referrals to our website. In addition on most days our website averages around 1,400-1,500 visits but on the day of the documentary we had 2,010, so an increase of over 30%, whilst we also saw an increase in service usage including our online forum and Ask The Expert.

Reaching and influencing opinion formers

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

During 2011-12 the charity ran successful meetings at Westminster, Cardiff and Edinburgh as well as one in Stormont just before the start of the year. The charity is building strong and positive links with policy makers, making them more aware of our work and key issues we want to see dealt with.

Welsh Assembly

The meeting was attended by Assembly Members as well as representatives from Cervical Screening Wales, the All Wales Gynae Cancer Advisory Group, Public Health Wales and Tenovus (the Welsh cancer charity). The meeting focussed on concerns about increases in incidence in Wales and in particular younger women, screening uptake and how to improve prevention. We have since met with Tenovus and are looking at the potential to partner in joint campaigns as well as looking at ways to increase local support.

Scottish Parliament

The meeting was attended by MSPs, oncologists, the National Coordinator Screening Programmes and the Medical Director of Health Protection Scotland. The main focus was on how to improve cervical cancer prevention with low numbers of young women attending screening, a concerning increase in incidence overall since 2003 and in particular amongst the 50+ age group. As a result of the meeting the charity is working closer with experts in Scotland and also looking to work together on developing joint messaging around cervical cancer prevention in Scotland.

House of Commons

The charity updated MPs and key stakeholders on recently identified barriers to achieving improvements in cervical screening rates and called for urgent action as key targets outlined in the national cancer strategy are not being met which could impact on the prevention and early diagnosis of cervical cancer. An Early Day Motion was also launched.

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HPV testing in Northern Ireland

In June 2011 the charity ran a meeting at Stormont. Attendees included a number of MLA's, the health minister and Chair of the Health Committee and a range of medical experts and Northern Ireland charities.

The charity was seeking a commitment from the administration including: improved campaigning around screening and immunisation awareness, increased support for women with cervical cancer in Northern Ireland and to see plans for the introduction of HPV testing in Northern Ireland to be published as soon as possible as at that time they hadn't announced plans to do so. Work continued after the event and we were pleased to see that there is now a plan for the introduction of HPV testing to the Northern Ireland Cervical Screening Programme to be in place by December 2012.

Reaching health professionals

Health Professionals can play a key role in making women aware of the charity's information and support services. However, feedback from users showed that many were not told about the charity by their health professional. As a result over the last year we have increased investment in raising our profile and building stronger links with health professionals. For example during the year we attended, ran stands or presented at a number of exhibitions and events and we estimate that the potential reach was over 15,000 health professionals. This is the second year of this vital investment and we are already seeing greater awareness of the charity and its work compared to the previous year including capturing many more names of health professionals who wanted to hear from the charity and get involved. As a result we saw a 400% increase in requests for our materials in support of cervical screening awareness week compared to the 2010-11.

2012-13 targets:

- See a 20% increase in website visitors
- Increase visibility of the charity amongst politicians, health and policy makers and to increase presence of the charity as a key authority to refer to
- Develop new information (online and in print) based on results of a survey to those diagnosed with cervical cancer
- Develop a pack for health professionals and employers/employees
- Increase attendance at BME events and outreach work
- Secure increased celebrity and 'key influencer' support for the charity
- Through commissioned surveys / research identify areas of low awareness of cervical cancer and how it can be prevented and respond to the results with relevant campaigns e.g. BME communities, younger women, women over 50+ and deprived communities

Supporting women affected by cervical cancer

Our objectives for 2011-12 were to:

- See a minimum 20% increase in support offered through our services
- Begin the process of gaining the *Investing in Volunteers Standard*
- Increase the number of active support groups from 3 to 10 by the end of 2012
- See a 50% increase in helpline calls by the end of 2012
- See a 20% increase in forum registrations
- To run a feasibility study on benefits of potential new services including:
 - > Partners and family members
 - > Women who have undergone Pelvic Exenteration
 - > Developing a hospital support service

Supporting more women

2011-12 saw the first full year of two new face to face services that were launched in January 2011; local support groups and a free Helpline. Both services were set up as a result of feedback from our users which highlighted a need for more face to face and personal support and these services are already playing a key new role in the support we offer to those affected by cervical cancer and cervical abnormalities.

Volunteers are the lifeblood of these services and they undergo a careful selection process and rigorous training programme which includes attendance at a 2-day residential course as well as ongoing training and support.

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Month by month we are seeing increases in numbers using these services meaning we are reaching and supporting more women. For example for the period Jan-July 2012 compared to the same period in 2011 helpline calls increased by over 100%.

We currently have 11 Support groups offering vital support to women diagnosed with cervical cancer in their own community. Feedback from the groups has been positive including attendees feeling that the groups have helped reduce isolation make new friends and has helped them overcome difficulties resulting from treatment for cervical cancer.

Our online services which include Ask the Expert and a forum for women affected by cervical cancer or cervical abnormalities continues to be popular. For example the forum saw a 23% increase in membership and now has over 4,800 members, whilst our Ask the Expert service saw a 15% increase.

Ask the Expert

During the year we sought feedback from users of this service which allows someone to send a question online which is then answered by one of our panel of medical experts – generally within 3 days.

We gathered user feedback and found that 97% found the service helpful, the same percentage said they found the service easy to use, 96.5% were happy with the wait time whilst 90% said they felt their question was answered.

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 contacted the charity through our Ask the Expert service.

Let's Meet

Our annual Let's Meet event was this year held in Birmingham, offering women affected by cervical cancer the opportunity to attend a range of interactive and health related workshops as well as develop support networks with others affected by cervical cancer. Feedback was very positive and we will be looking to further develop the event and see a continued increase in attendance.

New services

One area of support that we are planning to develop as a result of our Let's Meet event is for partners. We ran a very positive session for partners of women affected by cervical cancer and it highlighted a clear gap and need to offer more support to partners.

During 2012-13 we will be setting up a closed section on our online forum for women who have undergone Pelvic Exenteration. This will also be a helpful driver for developing new services. This did not take place in 2011-12 as a planned forum upgrade was delayed to ensure migration was successful.

2012-13 targets:

- Increase the number of active groups by 40%
- The Helpline service to be open for more hours each day
- To see a 40% increase in Helpline calls taken
- Implement an online service for partners of women affected by cervical cancer
- Build networks of health professionals in each area that has a support group
- Establish support groups in all UK countries

Generating funds

Our objectives for 2011-12 were to:

- Increase overall income by 20%
- See a 30% increase in Trust income
- Undertake research on a potential high net worth individuals campaign
- Increase support from non medical companies
- See an increase in committed giving from individuals (via direct debits)

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2011-12 was a positive year in raising funds, with income increasing by 40% compared to the previous year, enabling the charity to further invest in its core charitable objectives. The main areas of growth were through greater numbers of fundraising individuals, fundraising events and support from companies and charitable trusts although trust income rose by 20% compared to the target of 30% which seems to reflect the challenge of raising funds from trusts in the current climate.

Challenge event company Action for Charity brought the charity together with Breast Cancer Care and Ovarian Cancer Action to set up a joint initiative and brand called Women V Cancer. The first event, a 400k cycle ride in Kenya, saw higher numbers of sign ups than anticipated and as a result 5 separate cycle rides took place during the year, netting each charity around £270,000.

The charity's annual Walk for Fun event saw 7 walks take place raising over £25,000 compared to £15,000 raised in the previous year.

Income through individuals was again very positive. We saw a significant increase in new direct debits in percentage terms as a result of a targeted appeal to our supporters during the year.

We are also 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 funds through a range of events.

A very positive aspect of the charity's development is that companies are now considering choosing it as their chosen charity and during 2011-12 we were chosen by Cohn & Wolfe, Ashfords LLP and MPI UK & Ireland as their Charity of the Year.

We are as ever enormously 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:

Bristol Law Society, Ebay for Charity, Funny Women, GC Gibson Charitable Settlement, GlaxoSmithKline, Google, Lloyds TSB Foundation for England and Wales, London Stock Exchange Group Foundation, Metro Newspapers, Morrisson's Supermarket Plc, Natalie's Charity Golf Day, Pelican Healthcare, Peter Stormonth Darling Charitable Trust, R E Pilkington's NO.4 Settlement, Roche Diagnostics, Rockley Charitable Trust, Sanofi Pasteur MSD, SKY TV, The Garfield Weston Foundation, The John Ellerman Foundation, The Mainhouse Charitable Trust, Virgin Money Giving.

In accordance with ABPI Codes of Conduct the charity received unrestricted grants from pharmaceutical companies that represented 3% of overall income.

2012-13 targets:

- To raise £630,000
- Establish a Young 'Friends' fundraising group
- Explore the potential to set up a Schools Fundraising programme
- Undertake research of the charity's database to explore links to grant making trusts
- Increase support from non medical companies and negotiate at least one new charity of the year partnership
- Run the charity's first ever bespoke Charity Challenge in the Himalayas and recruit up to 30 participants

Building strong and effective partnerships

During the year the charity worked with many charities, organisations and patient support groups to improve the care and quality of life for those affected by cervical cancer and who can bring support, endorsement and credibility to our campaigns, including: the NHS Screening and Vaccination Programmes, Department of Health, National Forum for Gynaecological Oncology Nurses, National Cancer Intelligence Network, Cancer 52, the European Cervical Cancer Association, the Lesbian and Gay Foundation, Ethnic Minorities Cancer Awareness Week, Sanofi Pasteur MSD, Roche Diagnostics, GlaxoSmithKline, Unison, Breast Cancer Care, Ovarian Cancer Action, Target Ovarian Cancer, Tenovus, Bowel Cancer UK, National Cancer Action Team, Macmillan, Maggie's Centres, Pelican Healthcare.

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During 2012-13 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 Miren Turner, Rebecca McCreath and Tessa Bamford were elected as trustees. Miren is both a GP and colposcopist and so brings additional primary care expertise to the board, Tessa brings extensive corporate sector experience and Rebecca is both a survivor of cervical cancer and works in the marketing industry. All three new trustees bring skills and experience that will help the charity develop its work and targets as laid out in its strategic plan.

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

The charity's reserves policy states that 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 strategic plan, to take place
- The planned level of reserves to be maintained in a readily realisable form
- The agreed planned level of reserves be set at 7-9 months of total 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. This statement shows income for 2011-12 was £634,909 up from £436,268 in 2010-11, with expenditure in 2011-12 at £500,371 compared to £394,295 in 2010-11, resulting in a surplus of £134,538. The level of reserves at the end of 2011-12 (£461,471) equates to 11.4 months reserve, which is higher than the charity's reserves policy. This is primarily down to the success of the Women v Cancer fundraising event mentioned earlier in this report that raised £270,000 instead of an anticipated £180,000. The charity's 2012-13 Annual Plan aims to increase investment in core charitable activities resulting in reserves brought back in line to the reserve policy of 7-9 months.

JO'S CERVICAL CANCER TRUST
REPORT OF THE TRUSTEES (Continued)

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:

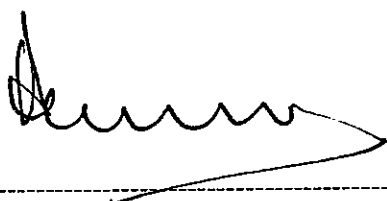
- select suitable accounting policies and apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed subject to any material departures disclosed and explained in the financial statements; and
- prepare 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.

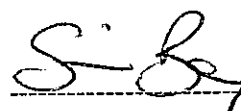
The Trustees confirm that, in the case of each of the persons who are Trustees at the date of this report, the following applies:

- 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 9/10/2012 and signed on its behalf by



Alastair Gornall (Chair)



Simon Berry (Trustee)

**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 year ended 31st July 2012 which comprise the Statement of Financial Activities, the Summary Income and Expenditure Account, the Balance Sheet, and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the Charitable Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken, so that we might state to the Charitable Company's members those matters we are required to state to them in an auditor's 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 Charitable Company and the Charitable Company's members as a body, for our audit work, for this report or for the opinion we have formed.

Respective responsibilities of trustees and auditor

As explained more fully in the Trustees' Responsibilities Statement set out on page 10, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Report of the Trustees to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31st July 2012 and of
- its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- the charitable company has not kept proper and adequate accounting records ; or
- the financial statements are not in agreement with the accounting records and returns for our audit; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

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
9th October 2012

Knox Cropper is eligible to act as an auditor in terms of Section 1212 of the Companies Act 2006.

JO'S CERVICAL CANCER TRUST**STATEMENT OF FINANCIAL ACTIVITIES****(INCORPORATING THE INCOME AND EXPENDITURE ACCOUNT)****FOR THE YEAR ENDED 31ST JULY 2012**

	Notes	Restricted Funds £	Unrestricted Funds £	Total 2012 £	Total 2011
INCOMING RESOURCES					
Incoming Resources from Generated Funds					
Legacy		-	-	-	1,562
Voluntary Income	2	75,858	274,545	350,403	363,881
Activities for Generating Funds		-	282,966	282,966	69,399
Investment Income and Interest		-	1,540	1,540	1,426
TOTAL INCOMING RESOURCES		75,858	559,051	634,909	436,268
RESOURCES EXPENDED					
Cost of Generating Funds					
Cost of Generating Voluntary Income		-	31,036	31,036	27,650
Fundraising Trading and Event Costs		-	26,649	26,649	28,728
		-	57,685	57,685	56,378
Charitable Activities	3				
Support Services		35,537	60,716	96,253	80,543
Information Services		40,321	281,670	321,991	240,170
		75,858	342,386	418,244	320,713
Governance	5	-	24,442	24,442	17,204
TOTAL RESOURCES EXPENDED		75,858	424,513	500,371	394,295
Net Incoming Resources		-	134,538	134,538	41,973
BALANCE BROUGHT FORWARD		-	326,933	326,933	284,960
BALANCE CARRIED FORWARD		£-	£461,471	£461,471	£326,933

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.

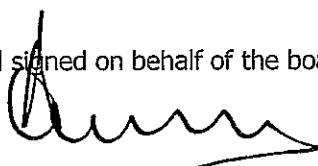
None of the Company's activities were acquired or discontinued during the financial period.

JO'S CERVICAL CANCER TRUST
BALANCE SHEET

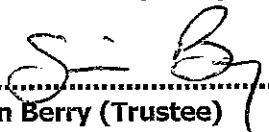
AS AT 31ST JULY 2012

	Notes	2012	2011
		£	£
FIXED ASSETS	8	2,056	1,295
CURRENT ASSETS			
Stocks	9	2,775	2,617
Debtors	10	36,202	34,204
Cash at Bank and In Hand		<u>464,330</u>	<u>333,324</u>
		503,307	370,145
CREDITORS : Amounts Falling due within one year	11	<u>(43,892)</u>	<u>(44,507)</u>
		459,415	325,638
NET ASSETS		<u>£461,471</u>	<u>£326,933</u>
FUNDS			
Restricted Funds	12	-	-
Unrestricted Funds : General Reserve	13	461,471	326,933
		<u>£461,471</u>	<u>£326,933</u>

Approved on 9 October 2012 and signed on behalf of the board



.....
Alastair Gornall (Chair)



.....
Simon Berry (Trustee)

Registered Company Number: 7111375

JO'S CERVICAL CANCER TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2012

1. ACCOUNTING POLICIES

- (a) The Accounts comply with the Statement of Recommended Practice ("the SORP") issued by the Charity Commissioners for England and Wales in March 2005, with the Companies Act 2006, and with applicable Accounting Standards. They have been prepared under the historical cost convention.
- (b) Depreciation is provided on office equipment on a straight line basis over its useful economic life of three years.
- (c) Stock is valued at the lower of cost and net realisable value.
- (d) Grants are accounted for in the Statement of Financial Activities in the year in which they are receivable, unless they are clearly specified as relating to future years, in which case they are carried forward as deferred income.
- (e) Salaries and those other costs which do not relate to a specific activity are allocated to the charity's various activities based on an estimate of the staff time spent on the activity.
- (f) Under Financial Reporting Standard No. 1, the Company is not required to produce a Cash Flow Statement.

2. VOLUNTARY INCOME

	2012	2011
		£
The analysis of voluntary income for the year is as follows.		
Department of Health	-	-
Companies	77,240	67,935
Trusts	76,942	65,691
Public Donations	43,417	99,498
Donation-in-Kind (Premises and Office Facilities)	27,157	23,753
Fundraising	125,647	107,004
	<u>£350,403</u>	<u>£363,881</u>

JO'S CERVICAL CANCER TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2012

3. CHARITABLE ACTIVITIES

	----- 2012 -----			Total 2011
	Direct Costs	Administrative Support Costs	Total 2012	
	£	£	£	£
Support Services	84,604	11,649	96,253	80,543
Information Services	298,694	23,297	321,991	240,170
	£383,298	£34,946	£418,244	£320,713

4. ADMINISTRATIVE SUPPORT COSTS

	----- 2012 -----				Total 2011
	Support Services	Information Services	Governance	Total	
	£	£	£	£	£
Legal and Professional Premises and Office Facilities	1,480	2,959	493	4,932	4,828
Office Costs	8,147	16,294	2,716	27,157	23,753
	2,022	4,044	674	6,740	4,188
	£11,649	£23,297	£3,883	£38,829	£32,769

5. GOVERNANCE

	2012	2011
	£	£
Salaries	11,198	9,068
Trustee Expenses	460	223
Audit Fee	1,715	1,818
Administrative Support Costs	3,883	3,276
Legal Fees	7,186	2,819
	£24,442	£17,204

6. STAFF COSTS

	2012	2011
	£	£
Wages and Salaries	175,507	134,738
Social Security Costs	19,815	14,453
Pension Costs	6,150	4,379
	£201,472	£153,570
	No	No
The average number of staff employed during the period was:	5	4

One member of staff received remuneration of between £70,000 and £80,000 in 2012 (2011: 1)

JO'S CERVICAL CANCER TRUST
NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31ST JULY 2012

7. **TRUSTEES**

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

8. **FIXED ASSETS**

		Equipment
		£
Cost:		
At 1 st August 2011		1,943
Additions		1,409
		<hr/>
At 31 st July 2012		£3,352
		<hr/>
Depreciation:		
At 1 st August 2011		648
Charge for the period		648
		<hr/>
At 31 st July 2012		£1,296
		<hr/>
Net Book Value:		
31 st July 2012		£2,056
		<hr/>
31 st July 2011		£1,295
		<hr/>

9. **STOCKS**

	2012	2011
	£	£
Christmas Cards	£2,775	£2,617
	<hr/>	<hr/>

10. **DEBTORS**

Prepayments	36,095	34,204
Other debtors	107	-
	<hr/>	<hr/>
	£36,202	£34,204
	<hr/>	<hr/>

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

Deferred Income	24,006	38,888
Accruals	1,872	1,851
Other Creditors	6,575	3,768
Payroll Taxes	11,439	-
	<hr/>	<hr/>
	£43,892	£44,507
	<hr/>	<hr/>

JO'S CERVICAL CANCER TRUST**NOTES TO THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 31ST JULY 2012****12. RESTRICTED FUNDS**

	Balance 1/8/11	Incoming Resources	Resources Expended	Balance 31/7/12
	£	£	£	£
For Support Services	-	35,537	(35,537)	-
For Information Services	-	40,321	(40,321)	-
	<u>£-</u>	<u>£75,858</u>	<u>£(75,858)</u>	<u>£-</u>

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

13. UNRESTRICTED FUNDS

	Balance 1/8/11	Net Incoming Resources	Balance 31/7/12
	£	£	£
General Reserve	326,933	134,538	461,471
	<u>£326,933</u>	<u>£134,538</u>	<u>£461,471</u>

14. COMMITMENTS UNDER OPERATING LEASES

The Trust has no operating leases

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

	Restricted	Un- Restricted	Total
	£	£	£
Tangible Fixed Assets	-	2,056	2,056
Net Current Assets	-	459,415	459,415
	<u>£-</u>	<u>£461,471</u>	<u>£461,471</u>

16. DONATED SERVICES

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

