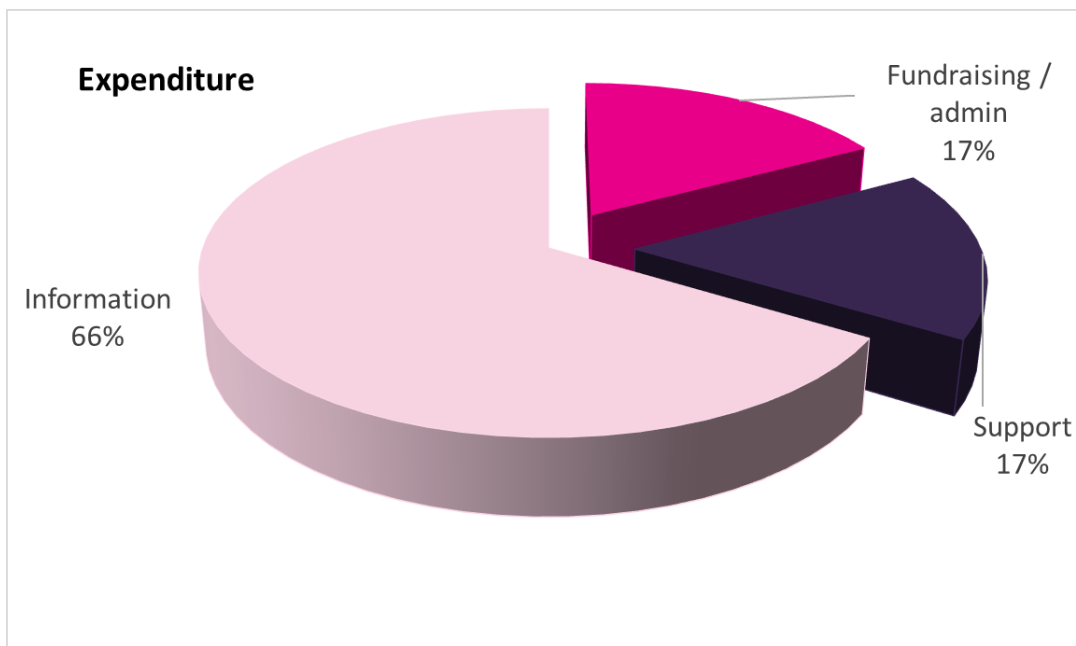


Where we spend our money

We invest **83p** in every **£1** into our charitable work so we can reach, inform and support more women and their loved ones affected by cervical cancer and cervical abnormalities through our services.

We spend the remaining **17p** on fundraising (event costs, salaries); governance (legal fees, admin)

The average that charities spend on fundraising and admin is around 30p.

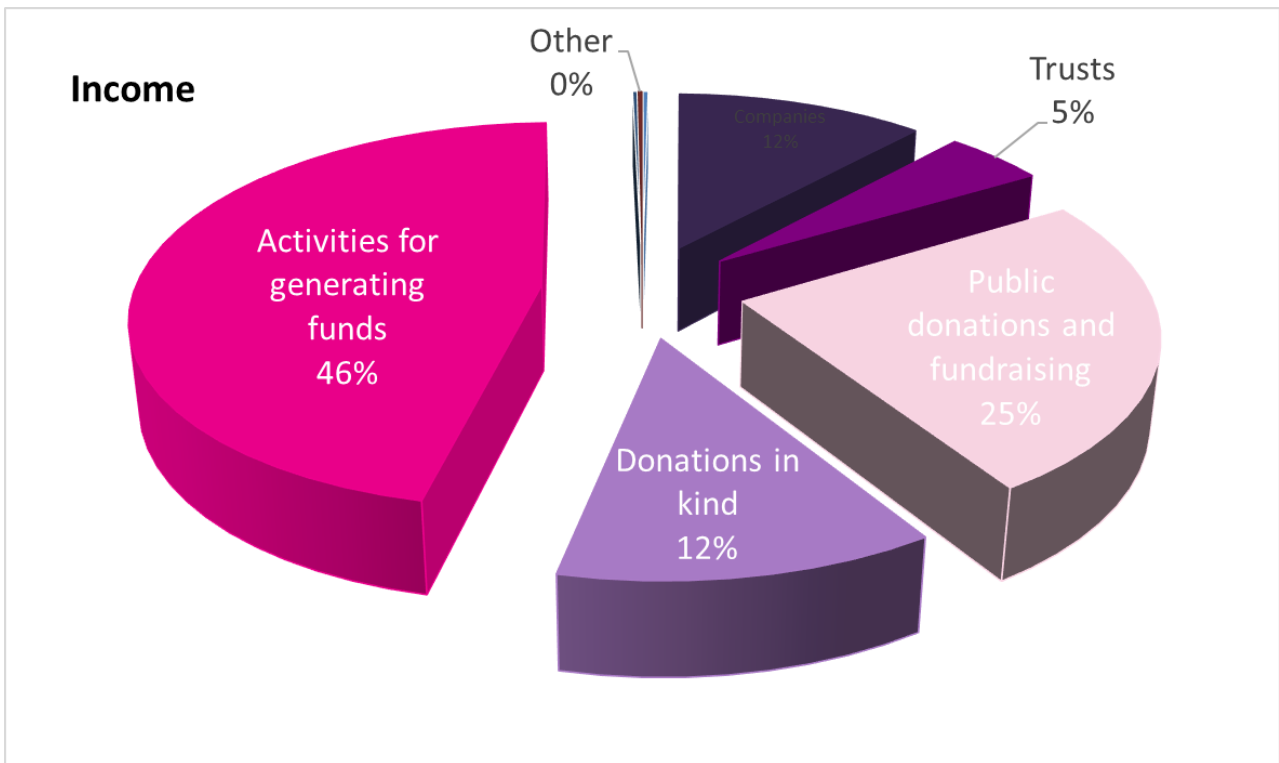


Where our money comes from

The largest proportion of our funding (46%) is raised through 'Activities for generating funds'. This includes:

- Challenge events at 42% (including Women v Cancer, Steps for Jo's, other challenges)
- Tribute Funds at 3%
- Christmas cards at 0.2%

Our second largest income source is from public donations and fundraising (25%) and companies (12%).



The 'other' category in the above chart includes a small amount from the Tampon Tax Fund that was brought into last financial year and interest.

Other points:

- Before the Tampon Tax Fund, we didn't receive any government funding.
- We rely on generosity of our supporters as the majority of our income comes from them, whether it's direct donations, their own fundraising or big fundraising events
- Women v Cancer is the single largest source of income.