



Annual Report

2021/22

CHARITY NO: 1133542 (ENGLAND & WALES)

CHARITY NO: SC041236 (SCOTLAND)

COMPANY NO: 07111375

JO'S CERVICAL CANCER TRUST
REFERENCE AND ADMINISTRATIVE DETAILS

Jo's Trust was established in 1999 as a Deed of Trust. In 2010 Jo's Cervical Cancer 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.

Trustees:	Clodagh Ward (Chair until 11 th October 2022, resigned as Trustee 11 th October 2022) Prof (Dr) Minaxi Desai, MBBS: FRCPath, CBE Doug D'Arcy Hugh Grootenhuis Louise Newton Dr Kevin Pollock, MPH Carol Taylor Amelia Sunkaraneni Charlotte Moses Rains Julie Mogridge Dr. Adeola Olaitan (appointed as Trustee 15 th August 2022) Dr. Sharon James (Chair from 11 th October 2022, appointed as Trustee 11 th October 2022) Dr Andrew Nordin, MBBS FRCOG (resigned as Trustee 21 st Feb 2022)
Chief Executive:	Samantha Dixon
Registered Office:	10-18 Union Street London England SE1 1SZ
Charity Number:	1133542 (England & Wales)
Charity Number:	SC041236 (Scotland)
Company Number:	07111375
Auditors:	Knox Cropper LLP 65-68 Leadenhall Street London, EC3A 2AD
Bankers:	C. Hoare & Co. 37 Fleet Street London EC4P 4DQ
Solicitors:	Farrer & Co. 66 Lincoln's Inn Field London WC2A 3LH

1.0 A Message from Our Chair



I'm delighted to join Jo's Cervical Cancer Trust as their new Chair. It's an exciting time as we see the very real prospect of a future in which cervical cancer could be a thing of the past. Just two years ago, the World Health Organization launched a global call to action to eliminate cervical cancer. They set out how the HPV vaccination, cervical screening and treatment for cervical cell changes can get us towards this future. We are calling upon the UK governments to follow countries around the world who have already published their own elimination strategies; we want to see as few cases of cervical cancer in the UK, as quickly as possible.

In the meantime, however, there remain tens of thousands of women living with and beyond cervical cancer in the UK. We were set up as a charity back in 1999 to support women like Jo Maxwell, and their families, to get the information and support they need. Whether directly from Jo's or through those who use our services; this remains at the heart of what we do.

We are in the process of developing our new strategy which will be launched in 2023. Central to this will be how we continue to support those affected by cervical cancer in the most meaningful way to them, while keeping our vision of elimination in our sights.

One of the key barriers to achieving more as a charity is money, and the Covid-19 pandemic, coupled with the current inflationary and economic turbulence, continue to provide financial headwinds. We are extremely grateful to those who continue to support us through their donations. This includes those who left a gift to us in their Will, and those who helped raise £22,000 across the year in memory of loved ones.

We look forward to the year with real optimism and have several significant priorities for 2023. We will continue to develop our outreach services, focusing on the most deprived communities in the UK, so that we can help reduce the numbers developing cervical cancer. We will strengthen our commitment to creating a workforce, volunteer base and Board who are representative of the communities in which we need to work. All of this will be underpinned by a sound strategy to increase and diversify our sources of income.

I'd like to thank the outgoing Chair, Clodagh Ward, for her commitment and dedication to Jo's for the nine years she was in post, ensuring the charity is in the best position to play a pivotal role in the elimination of cervical cancer. I'd also like to recognise Dr Andy Nordin who had to step down from the Jo's Board this year for personal reasons but remains an ally of, and friend to, the charity. We were delighted to welcome to the Board, Dr Adeola Olaitan, a long-term supporter of Jo's who brings significant knowledge and experience to her role. I would also like to thank the hundreds of volunteers who give their time to Jo's, and our brilliant staff team; without all of you we wouldn't be the organisation we are today. Together, we can make a real difference to the people we serve.

We know that not everyone with a cervix identifies as a woman. At Jo's we are here for everyone who needs our support, and work to ensure everyone with a cervix knows how to reduce their risk of cervical cancer.

2.0 How we fulfilled our Charitable Purpose and Public Benefit in 2021/22

2.1 Our Vision and Mission

Our vision is for cervical cancer to be a thing of the past.

We want to see cervical cancer prevented and work to reduce the impact for everyone affected by cervical cell changes (abnormal cells) and cervical cancer, through providing the highest quality information and support, and campaigning for excellence in cervical cancer treatment and prevention.

2.2 Why we are here

Every year, 3,200 mothers, daughters, friends and loved ones will be told: “It’s cervical cancer”. Two women will lose their lives each day. A further 220,000 will be diagnosed with cervical cell changes, often requiring invasive treatments and anxious waits. Those who undergo treatment may be affected by the after-effects of treatment – psychological, physical, and emotional – for many years to come. We don’t want anyone to face tests or treatments alone, including the five million invited for cervical screening every year.

We’re the only charity dedicated to providing support at every step; last year we helped over 5,200 people directly through our phone and online support services and over 1,700 new users on our peer led online Forum. Over 1.2 million viewed or downloaded our information and resources from our website.

“I’m a worrier and I’m really glad I was told about Jo’s at that point. I was told to go straight there and not to ‘Google’.

Jo's website has been amazing at helping to answer my questions and explain what’s going on without worrying me even more.”

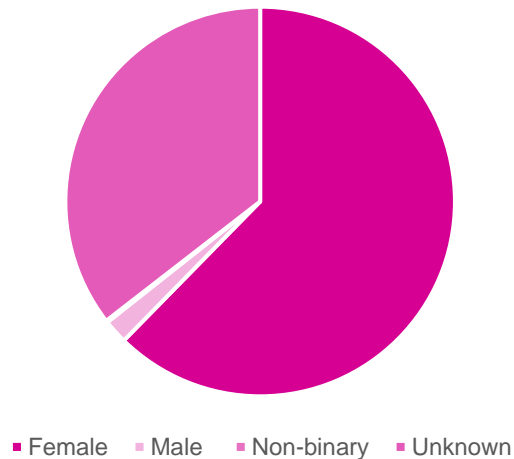
- Liz, one of our media volunteers

2.3 Who we support

Whilst most of those we support will be those going for screening, getting results and living with and beyond cancer, we are also there for family members, friends, and work colleagues. We also work with colleagues in GP surgeries, hospitals, and community services, providing information and resources for their patients.

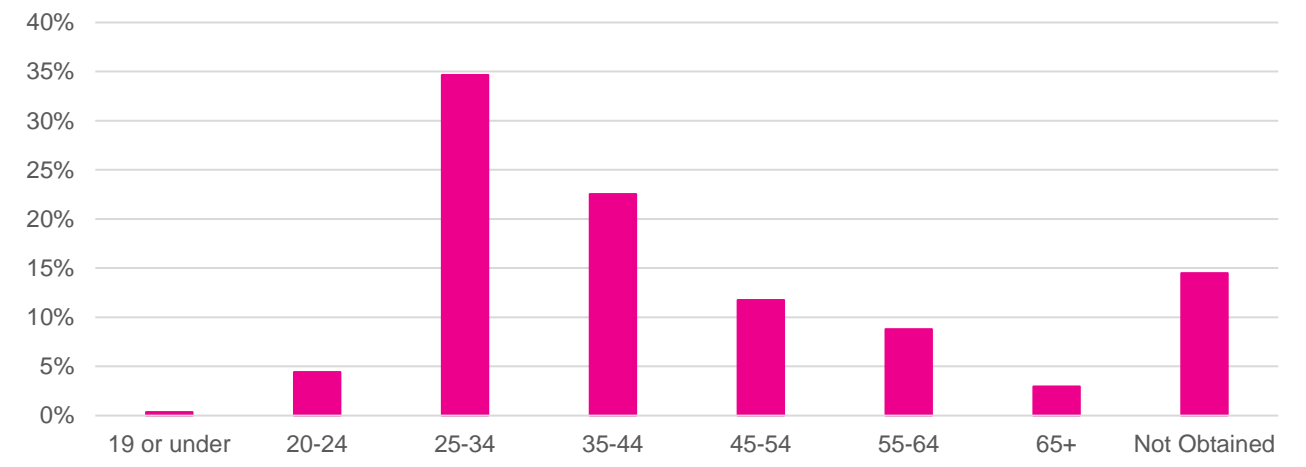
The following graphs show who accessed our Helpline, Ask The Expert (ATE), Email and 1 to 1 Support Services in 2021/2022.

Gender of people accessing all Support Services (%)



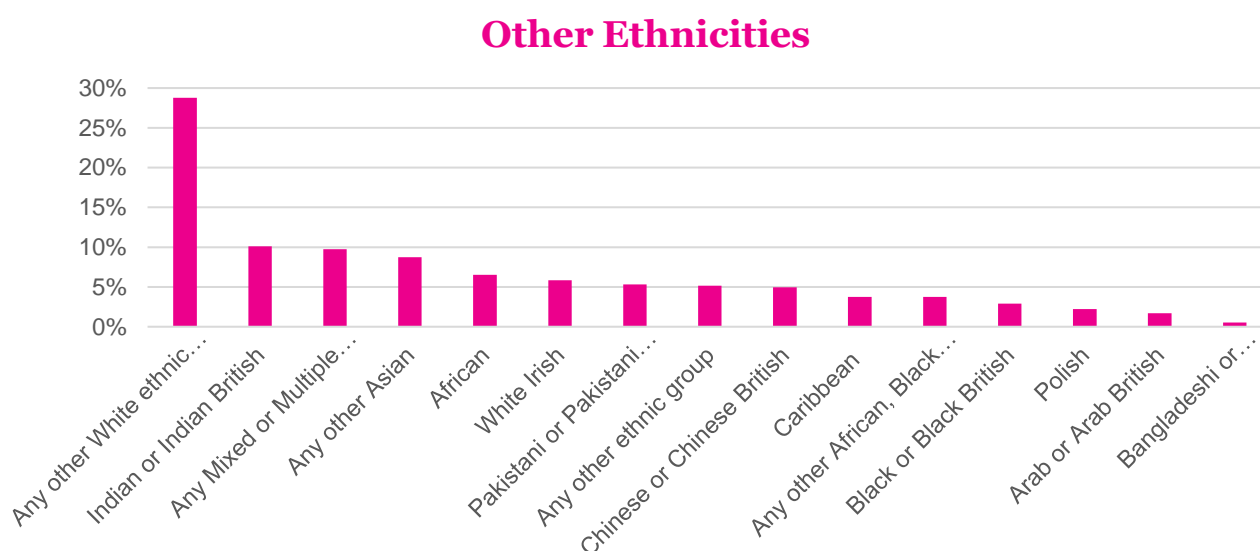
* Gender data was not collected for ATE service until March 22

Age Range of People Accessing Support Services





Most of the people who access our Support Services identify as White British (46%) with others who identify as coming from other ethnicities make up 11%. Ethnicity data for people accessing ATE was only collected from March 2022, accounting for the high 'Unknown' ethnicities (43%).



3.0 Our objectives for the year

Our current five-year strategy comes to an end in July 2023. We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. Over 2021/22 we made the following progress towards achieving our six strategic objectives:

Objective 1: Ensure everyone affected by cervical cancer has access to the best treatment, support, and information.

The purpose of our Support Services is to provide support and information about any matters relating to cervical health including HPV, cervical screening, cervical cell changes/cancer diagnoses and treatment. In 2021/2022 the following services were provided:

- **Helpline:** Provides information and support to callers in the UK, including signposting to other services and organisations as appropriate. In 2021/2022, 2,461 incoming calls were answered. We proposed a new model of delivery this year to address relatively low rates of connected calls and were delighted receive funding from funders including Hologic and The British Society for Colposcopy and Cervical Pathology to put the new model in place.
- **Ask the Expert:** Online service enabling written questions to be assessed by a member of the Jo's Services team, and answered by a staff member or if it requires specific medical knowledge submitted to a Medical Panellist. In 2021/2022 the Jo's team and Medical Panellists answered 2,482 online submissions between them.
- **Forum:** Our online community provides peer support and is open to the public except for a private group for women with advanced cancer which can only be accessed following an application. In 2021/2022 there were 1,703 new users on the Forum and 2,333,742 views by registered and non-registered users.
- **Support events:** Prior to Covid-19, we hosted an annual Let's Meet event in London for those living with and beyond cancer. In 2021, due to the pandemic, the event was held virtually over one week, and 62 participants attended at least one of the sessions on offer. The sessions provided information about health and wellbeing, relationships as well as interactive yoga and peer discussion.
- **1:1 service:** This service provided phone support to those with a current or historical cervical cancer diagnosis with up to six support sessions providing information, emotional support and signposting to relevant services. 30 women in total received at least one support session during the financial year. Referrals to this service were paused in April 2022 to review the service.
- **Online information:** The Jo's website provides comprehensive information about all aspects of cervical health and cancer. We reviewed and updated our information on HPV vaccination and on cell changes, and our information on screening in line with changing clinical practices as a result of Covid- 19. We have not yet resumed providing print information but are looking to produce a combination of printed and digital resources in 2023.
- In 2021/22, there were 1.4 million unique visits to our website health information, with 'cancer and living with cancer' being the most popular topics:

Section	Unique page views
Total information section	1,445,055
HPV and vaccination	196,087
Screening	172,175
Colposcopy and cell changes	205,518
Cancer and living with cancer	387,739

Objective 2: Ensure significantly greater numbers of women and people with a cervix eligible for cervical screening or the HPV vaccination 'truly' understand the importance of cervical cancer prevention, make an informed choice, and take up the offer.

We raise awareness through channels such as the media, social media, partnerships, our website, speaking events and training. Key opportunities and outcomes for the year included:

Media and communications

- We generated 1,598 pieces of online media coverage with many more broadcast opportunities.
- Launched our [HPV stories report](#), a collection of experiences about having a HPV diagnosis, as well as policy recommendations to improve the experience.
- Cervical Cancer Prevention Week Campaign in January 2022 provided opportunities to raise awareness of cervical screening, with messages amplified by the voices of celebrities and influencers including Amber Gill, Katie McGlynn, Lisa Maffia and Nathalie Emmanuel
- Supporting policy changes, including changes to cervical screening intervals in Wales, and an audit in Scotland, through the media and content creation
- Supporting NHS England's cervical screening awareness campaign with case studies and messaging.
- Cervical Screening Awareness Week ran in June 2022. By working with a range of partners we were able to reach new audiences. Partners included TV doctor Dr Nighat Arif, Wellbeing of Women and My Body Back.
- With funding from the Scottish Government's Inequalities Fund, we ran two campaigns:
 - The first focused on HPV awareness and supporting the programme's move to HPV primary screening. We created resources and assets for health care professionals and delivered a large-scale marketing campaign with print adverts in major newspaper titles and out of home advertising at bus stops and other public locations across Scotland.
 - The second focussed on broader cervical screening awareness, following focus groups and interviews with women in the target age groups. We broadcast our first radio advert (9 million impacts), created a podcast series and a set of videos (54k impressions on You Tube alone), with a van displaying digital messages driving around key locations (>300k people). The six videos created are now hosted on our website.



Awareness and communities

In June 2022, our initial project funded by Scottish Government to support cervical screening attendance in key communities came to an end. We were delighted by the success of this project, which for the most part had to be undertaken virtually due to Covid-19. Women from the following groups were the focus of this work:

- [Women with learning disabilities](#) – a focus of this work was a partnership with Enable Scotland using videos we co-created in 20/21 and an online awareness event during

Disability Week in May 2022. As a thank you to participants, we held an event and photo shoot with Enable members in Glasgow.

- **Women aged over 50** – we delivered further awareness raising sessions within community groups and continued to strengthen our relationships with key stakeholders working with women going through the menopause including an appearance on the Menopause Warriors podcast.
- **Women aged 25 to 29** – We engaged with Home-Start and Women's Aid in order to reach women in deprived areas and delivered several awareness raising sessions across the West of Scotland.

Despite the impact of the pandemic on our activities, we directly engaged with 498 people, with a reach of almost 4,000, raising awareness of cervical cancer and cervical screening. In the majority of cases this engagement has led to the development of information and materials which will be distributed further and therefore the true reach of the work so far is likely to be much greater than this.

Target group	Number engaged
Polish women	10
Women over 50	40
Women with learning disabilities	18
Women living in rural areas (Western Isles)	155
Black Asian and Minority Ethnic Groups	50
Women living in deprived areas	20
Young women aged 25-29	58
TOTAL	498

The learnings from this work will inform our future work in Scotland and beyond.

Community Connector Training

Our training model encourages those who have received our cancer prevention training to then share that with those in their community.

This year:

7 sessions were delivered to a total of **52** women.

Outcomes from this to date are an estimated reach of around 760 people:

- 46% said they had spoken with between 1-9 people in the community about cervical health.
- 46% said they had spoken with 10-29 people.
- 8% said they had spoken with 30-49 people.

Cervical Cancer Prevention Training with West London and North East London Cancer Alliances

This training is aimed at non-clinical Primary Care staff, equipping them to have a better understanding of potential barriers to attending screening and the role they can play in addressing them for patients. After attending a training session, staff (including Receptionists, Practice Managers and Health Care Assistants) are encouraged to contact non-attenders at their practice to discuss the cervical screening and to speak to at least 30 within one month of the training.

We held 48 sessions training 237 staff.

Target groups reached by 237 primary care staff trained	Reach
Number of women from minority ethnic communities	686
Number of women aged 25-29	1361
Number of women aged 50+	767
Number of women with learning difficulties	338
Number of women from deprived communities	378
Number of people from the LGBT community	349
Number of people from healthcare	392

(these groups are not exclusive)

Social media

Our online following has grown steadily with consistent engagement from our audiences. Spikes correlated with our campaign weeks which is to be expected. We have been focused on diversifying our content to reach as many groups as possible, so increasing the volume of user generate content, health professional voices and using platforms such as Tik Tok.

Conferences and speaker opportunities

We are grateful to those organisations or professional bodies who have given us a platform at their conferences or similar, on which to share our messages this year notably:

- British Society of Colposcopists and Cervical Pathology (BSCCP).
- The European Congress meeting.
- British Gynaecological Cancers Society (BGCS)
- Faculty of Sexual and Reproductive Health (FSRH)

“Every time I spoke about the sadness I felt, I was met with people telling me to ‘be positive’.

My 1:1 session, and the Jo’s Forum were spaces where I was told that my feelings were normal. I could vent, I could get tips from others. I got productive help rather than just positivity.”

- Jelle on using our 1:1 cervical cancer support service

Objective 3: Run targeted national campaigns to see improvements and change in health policy and practice.

- As part of our support for the World Health Organization's November Day of Action for the elimination of cervical cancer, we released a model developed by a team at Kings College London showing the impact of different cervical screening and HPV vaccine scenarios on cancer diagnoses and deaths over the next 25 years. It set out the ages at greater risk and the impact increasing screening uptake could have.
- We submitted written responses to consultations on the Northern Ireland Cancer Strategy, Women and Girls Health Plan for Wales, JCVI consultation on a one dose HPV vaccination, 10-Year Cancer Plan call for evidence in England, Scottish Cancer Strategy and England's Women Health Strategy. Responses spanned key policy areas across prevention, diagnosis, treatment, late effects, data and innovation, inequalities, and cervical cancer elimination.
- Following our communications support for the Welsh transition to extended cervical screening intervals, we engaged with MSs and Welsh MPs to enable them to support constituents and join a Senedd debate following a public petition. We also helped facilitate a virtual briefing on the morning of the debate in conjunction with Cancer Research UK.
- Cervical Cancer Prevention Week highlights included motions tabled in the [UK](#), [Welsh](#), and [Scottish](#) Parliaments to promote the week and signpost to us. Scottish government buildings were lit up teal to mark the week.
- Northern Ireland is the only country which has not yet moved to HPV-primary screening. We presented at the Northern Ireland All-Party Group on Cancer which resulted in us becoming members of the implementation group for HPV primary screening.
- Following our submission to the latest consultation and ongoing campaigning over the last few years, a decision was reached in Wales by the All-Wales Medicine Strategy Group to approve the treatment Avastin for routine use in NHS Wales for those with advanced cancer. This meant for the first time the inequity in access across the UK has stopped.
- In January 2022 we launched our report on patients' experiences of being diagnosed with, monitored, and treated for cervical cell changes. Entitled "[Cervical cancer prevention doesn't end at screening: Patient experiences of cervical cell changes](#)", the report was based on data from over 1000 survey respondents and found that many women experienced anxiety, confusion, shame, and unexpected side effects as a result of their diagnosis and treatment.
- We submitted consultation responses to NICE and to the Scottish Medicine Consortium in favour of the use of Pembrolizumab for treating persistent, recurrent, or metastatic cervical cancer in adults.
- Following the death of Fiona Mathewson in 2020, her friends and family launched a petition requesting that women be given yearly cervical screening. The petition reached the threshold to qualify for a debate in Parliament. We briefed attending MPs in advance of the debate supporting the discussion around how we can better prevent and treat cervical cancer.

Objective 4: Champion quality in local health practice to promote and ensure access to the best cervical cancer prevention and treatment programmes.

Working with Greater Glasgow and Clyde Health Board we have delivered sessions on their cervical screening sample taker sessions to share the patient's experience. These sessions allow us to signpost sample takers to our online resources and talk about the groups we work with and some of the barriers they experience. Between March and July 2022 we attended four training sessions reaching 103 sample takers.

We presented our cell changes report to lead Colposcopists in Wales and England.

Objective 5: Build and foster partnerships both across the UK and worldwide that will enable us to have the greatest impact possible.

- During Gynaecological Cancer Awareness Month, we re-launched Time to Test, our campaign asking employers to commit to allowing their team to access cervical screening in a way which is convenient for them. We carried out [new research](#) with Censuswide, finding that 1 in 5 have used annual leave to attend cervical screening and very few can get convenient appointments. Sign-ups currently at 202, including several politician's offices.
- We continue to participate in the screening boards for all UK countries providing vital patient insight.
- We have a number of strong relationships with fellow charities which has resulted in significant pieces of work this year, including Enable Scotland and Home Start in Scotland. We look to build on these partnerships in future.
- The Jo's CEO became the co-Chair of the newly formed UK HPV-related Cancer Elimination Coalition, a group of academics, companies, charities and clinicians pushing for a UK-wide HPV elimination strategy.
- Our new home is within the headquarters of the Royal College of Obstetricians and Gynaecologists. Alongside other women's and maternal health charities, we form part of the Women's Wellbeing Hub from which opportunities to collaborate have arisen. We are excited about the potential presented by this new working environment.

Objective 6: At least double sustainable funding by 2021.

Whilst we did not achieve the objective of doubling funding by 2021, mostly due to the impact of Covid-19, we have set the groundwork for future plans and made some important progress in achieving more diversified, and greater income, to meet our future aspirations.

- The Scottish Government (Social Inequalities Fund) have generously supported us with £352k funding over the next two years to fund our work in the country. This funding has opened up opportunities to work with Health Boards, who all have their own budgets to reduce inequalities in cervical cancer prevention.
- The Hologic Philanthropic Foundation awarded one of their biggest donations and the first outside the US, and it was to Jo's. We were delighted to receive \$142k to help increase capacity on our helpline.
- Our long-standing, and important partner, BSCCP, once again supported Jo's with a generous £20k donation.
- Scarlett Moffatt took part in 'Who Wants to be a Millionaire?' and donated her prize fund to Jo's.
- Just two years ago Jo's launched a legacy giving campaign and we are very pleased by the response of our supporters with over £300,000 pledged already. Legacies are an important part of a future income stream for Jo's and we'd welcome a discussion with anyone thinking of leaving us a gift, however big or small.
- We are especially grateful to those who donated in memory of a loved one with £22,000 raised through tribute funds and the Jo's Memory Wall.



- To everyone who ran, walked, cycled and parachuted for us: thank you! We now partner with Run for Charity which allows us to offer more events for supporters to take part in across the UK.
- After postponement due to travel restrictions, we finally sent our group of trekkers out to Jordan to complete a trek to Petra. The challenge was very tough, and they battled through 40-degree heat to raise £92,623.
- As part of Women V Cancer, and with our partner, Dream Challenges, cycling events form a vital part of our fundraising. These included Ride the Night (London) in April 2022 and London to Brighton in July 2022, with 2023 bringing the first cycle event in Manchester.

We haven't the space to thank everyone in this report who deserves it for the support they have given us but a few 'thank yous' are included on page 25 of this report.



“Unsure if I had made the right decision: questioning myself, had I bitten more off than I could chew, self-doubt of my abilities and the worry that I would let people down, were the common themes going round my head when I signed up for a charity challenge for Jo's.

BUT...I am so glad that I ignored those concerns, they were foundless and I was not alone. I had the most amazing time, meeting other people, achieving personal goals, and raising valuable money for Jo's.

Sometimes, carrying on, just carrying on, is the superhuman achievement and you will be surprised what achievements you will achieve.

I would definitely recommend going for it and I will guarantee that you won't regret it at all and will come back thinking why I didn't do this before!"

- One of our fundraisers

4.0 Our staff and volunteers

4.1 Our volunteers

Volunteers are an integral part of Jo's. In 2021/2022 there were roughly 600 volunteers across the organisation who give their time, experience and knowledge to the Charity. They contribute in many ways to all that we do, and we'd like to say a very big 'thank you' to each and every one.

Helpline volunteers – helping us to provide a comprehensive, specialised, and empathic Helpline service alongside the staff team; we currently have 16 active Helpline volunteers.

Ask the Expert volunteers – a wide variety of medical panellists, who support our service users via email by offering medical clarification. There are presently 40 active panellists.

Peer Reviewers – sharing clinical and expert knowledge to ensure our health information is up-to-date and accurate. There are 38 active peer reviewers who use their professional expertise to ensure our information is up to date.

Fundraising volunteers – helping us to reach our supporters nationally and being the face of Jo's in their local communities. We have 108 fundraising volunteers, a role we are looking to expand in the future.

Jo's Voices – a devoted group who use their lived experience of cervical screening, cell changes and cervical cancer to shape our projects. This includes supporting development of our health information, support services and campaigns. Jo's Voices make sure everything we do is as relevant and engaging as possible. We currently have 83 active Jo's Voices volunteers.

Media volunteers – There are around 296 active media volunteers who raise awareness by sharing their stories through the media, on our website and in resources.

Trustees – Trustees are legally responsible for the Charity with a particular focus on strategy, risk-management, and governance.

Training, support and accountability

We ensure that all volunteers have the tools, training, and support to be able to undertake their roles to the best of their ability. This includes an induction programme and ongoing training throughout the year. For volunteers who apply for the ATE and Peer Reviewer roles we maintain quality standards by ensuring that experts have the requisite qualifications in the field in which they have expertise, as well as insurance to be able to provide such as advice to us.

This year we appointed our first Volunteer Manager into post to ensure that volunteers have a good experience at Jo's and are well supported.

4.2 Our staff

Jo's has a relatively small staff base for a charity with a national footprint; at the end of July we had twenty- three staff, a mix of full and part time. We are however looking to increase our staff numbers to cope with increased capacity and in the light of new contracts secured.

A number of long-standing staff members decided to move on from Jo's this year, and we are grateful to them and wish them well with their future plans. We reshaped the Senior Leadership Team to include a Head of Information and Engagement role and were delighted to recruit Eluned Hughes to this role. Eluned comes with significant experience gained from organisations including Breast Cancer Now, and Asthma and Lung UK. Bridget Little joined us as Head of Support Services, with knowledge of service delivery and development from roles within the modern slavery and immigration sectors.

The trustees are grateful to all members of staff for the outstanding work that they do. Jo's Cervical Cancer Trust seeks to be an employer of choice, and reviews on an annual basis the level of remuneration and other benefits awarded to staff. Recruiting staff continues to be difficult and competitive, so, where possible, we continue to try to keep and develop existing staff.

“I phoned your helpline today feeling a bag of nerves about my upcoming appointment and I spoke to a lovely lady who made me feel great, it was like speaking to a friend.”

- User of the helpline

4.3 Leadership Team

Jo's Cervical Cancer Trust is governed by its wholly volunteer Trustee Board. The role of the Board of Trustees is to set and agree the overall direction, strategy and culture of Jo's Cervical Cancer Trust. They lead by example and support, and challenge, the Chief Executive in the daily delivery of the strategic and annual plans and activities, monitoring performance against agreed objectives. The Board also have a legal responsibility, ensuring the charity meets legal requirements.

4.4 Wellbeing

Post-pandemic staff welfare is more important than ever. General economic and societal concerns, as well as more staff working remotely (so less likely to come into contact with other people as regularly as they may previously), has increased the importance of our Wellbeing Committee. Over the past year we have had a Virtual Escape Room activity, team planning day which included pizza making, regular online 'social chit-chat' sessions, a gong bath and virtual yoga.

We also provide staff with a flexible approach to work, a 6% contributory pension, Perkbox and 25 days annual leave.

4.5 Equity Diversity and Inclusion (EDI)

Trustees are committed to Jo's being an equitable and fair organisation, but also one which prioritises equity of access for cervical cancer prevention and treatment. For that we need a diverse Board, volunteer and staff base reflective of the communities in which we need to be working.

As part of their commitment to this work, the Board have an EDI sponsor, Amelia Sunkaraneni; EDI is a standing item on the Board agenda against which the CEO has to report. The Board also undertook a diversity audit, the findings of which are guiding future recruitment to the Board. Trustee recruitment literature includes strong messages about the importance of a commitment to EDI and prospective Trustees are questioned on their understanding of, and commitment to, an equitable organisation.

A similar process was undertaken for staff to understand the composition of the team. The Jo's staff team is predominantly white and female; we are working towards getting a more balanced composition of staff members, reflecting wider society.

This year a series of 'lunch and learns' started with the first guest Zara Todd sharing her experiences as a wheelchair user, including access to cervical screening. Insight through our engagement work continues to inform and shape our work, this includes working with women with learning disabilities and with eastern European communities. This remains a focus for the coming year.

With a predominantly female workforce, we prioritised signing the Menopause Pledge and have put in place a menopause policy and process which includes having two nominated menopause champions to whom staff can speak in confidence.



5.0 Financial review

5.1 Financial position

This year has seen a difficult operating climate for Jo's and many others in the charity sector. Our income dropped to £1,360k compared with £1,613k the previous year. This is mostly because of the slow return of some forms of fundraising, some continued periods of lockdown which prohibited face-to-face fundraising and overseas challenges being curtailed because of the pandemic or political unrest. Unlike the previous year, the majority of income comprised unrestricted income (£1,026k versus £787K in 20/21) compared with restricted income (£334k versus £826k in 20/21). It is important that we prioritise increasing our income, particularly our unrestricted income in 22/23 and beyond and this will form a key part of our new strategy.

Despite a difficult year in terms of income generation were delighted to have secured two sizeable partnerships. Building on the highly successful initial contract delivered by staff in Scotland, we secured further support (£352k over two years) which will increase our reach across Scotland. Hologic very generously donated \$142k to Jo's through their US philanthropic foundation, the first major gift outside the USA. This one-year grant will be used to build the capacity of our Helpline.

Last year we reported that we would need to invest in fundraising staff to be able to increase fundraising income and that there may be a time lag in terms of realising this income increase; this is what we have seen. Whilst fundraising costs remain modest compared with others in the sector, we will need to continue to invest in this team to maximise the opportunities available to us over the next few years. We now look to rebuild our pipeline and we will need a strong fundraising team in order to do this. We are pleased with the amount of our investment into charitable activities. Overall, we finished the year being able to carry forward £356k in funds, a decrease from £602k the previous year.

5.2 Reserves policy

Understandably a more prudent approach to reserves was taken this year. The charity's reserves policy states that unrestricted reserves are to be a maximum of six months unrestricted expenditure. Due to the impact of COVID-19, the Board of Trustees agreed that in the short term it will aim to hold on to a higher level of reserve due to ongoing uncertainty about the economic climate.

Review of the reserves policy remains a prudent action taken on a quarterly basis as opposed to annually. A Finance and Audit Committee has been formed and will meet for the first time in 2022/23 its purpose to provide greater scrutiny of finances and other risk-related matters. The committee will comprise the Chair, Treasurer and at least one other nominated Trustee with the Chief Executive and Head of Corporate Services in attendance.

In short, the reserves policy for the Charity requires the following:

- 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 is significantly reduced (typically four- six months unrestricted expenditure)
- The planned level of reserves to be maintained in a readily realisable form. All reserves are kept in cash. There is no plan currently to invest cash in the longer term as it may be required if fundraising drops however this is something the Board will review intermittently.
- That the reserves are reviewed at each board meeting.



5.3 Remunerations policy

Trustees understand that the goal of a charity's pay policy should be to offer fair pay to attract, and keep, appropriately qualified staff who can lead, manage, support and deliver the charity's aims; the remuneration policy should always be consistent with these aims.

Trustees awarded a more-generous-than-usual pay award to staff, agreed at the end of the financial year to be implemented 22/23. This reflected cost-of-living pressures, which many of our staff feel, and the cost to the organisation of capable staff members choosing to leave the organisation. A pay award (% of salary) was given on a sliding scale, with lower paid staff receiving a higher proportional rise than more senior staff, as well as a one-off £500 pre-tax payment to help with rising bills.

Trustees are responsible for setting remuneration levels for the charity's most senior staff. In Jo's these staff are members of the Senior Leadership Team. Recommendations on the salary for the Senior Leadership Team will be made by the Chief Executive to the Board whilst Chief Executive remuneration is the decision of the Board. To set appropriate pay and rewards for these staff requires making informed judgments and following the charity's governance and constitutional arrangements. In deciding remuneration and reward levels for the Senior Leadership Team, Trustees should consider:

- the purposes, aims and values of the charity, and its beneficiaries' needs.
- how this affects pay policy for all employees, and for the senior staff in particular, including whether a lower rate of pay compared to similar roles in other sectors is appropriate.
- how pay is linked to the skills, experiences, and competencies that the charity needs from its senior staff and the scope of their roles.
- the charity's current business plan and how implementing it may affect the number of senior staff the charity needs to employ or recruit, and the nature of these roles.
- the charity's ability to pay, including:
 - the benefit to the charity that such positions will bring.
 - the cost to the charity of increasing remuneration levels.
 - how increasing pay, particularly at senior levels, would be perceived by employees,
 - donors and beneficiaries
 - whether it's affordable, including in the longer term (perhaps based on a risk assessment of future income and expenditure)
 - the appropriateness of the pay in the context of the charity and its beneficiaries' needs.
 - their assessment of the charity's and senior staff's performance against expectations, both short and long term
- information on pay policies and practices in other organisations that could help guide a decision on whether a level of pay is fair.

- the wider 'employment offer' they can make to potential employees, where pay is one part of a package that includes personal development, personal fulfilment and association with the charity's cause.
- the charity's track record in attracting and retaining committed and motivated employees.
- the likely impact on, and views of, beneficiaries, donors, funders, and current and potential volunteers.
- the relationship between policy and practice for pay of senior staff and that of the charity's whole workforce.

Whilst the executive team have the ability to recruit replacement roles at the same pay level, any proposed changes to salary, or creation of new posts for which a salary needs to be decided, should be presented to the Board together with a rationale for the salary level. The rationale should include benchmarking against similar roles within Jo's and across the sector.

Jo's Chief Executive lives in Yorkshire and agreed that all travel and accommodation costs relating to the need to be in London once a fortnight would be met personally by them. They did not accept the pay award offered to staff this year nor the one-off payment given to all staff.

There is a need for a new, organisation-wide remunerations and reward framework linked to a revised banding and grading system which will improve further some of the decision-making relating to positions throughout the Charity. This will be a piece of work over the coming years.

5.4 Investment policy

Jo's does not have any investments as all funds are kept in cash to retain liquidity as we emerge from the pandemic. Jo's has on its Board an investment manager who provides oversight and advice on this area.



6.0 Governance

The Board of Trustees met four times during the year. The names of the Trustees are shown on page one. Trustees have the power to appoint new or additional trustees up to a maximum of 12. During the year Dr Andrew Nordin retired as a trustee; we are enormously grateful for his dedicated service and support of the charity. Dr Adeola Olaitan was recruited as a medical trustee who brings significant and varied expertise which will benefit the charity.

Trustee Board Meetings

Standing agenda items are supplemented with other items of relevance to the Trustees role and responsibilities. While the Executive Team are at times present at Trustee Board meetings, they do not have any voting rights. Decisions lie with the Trustees. Trustees have the power to appoint new or additional trustees up to a maximum of 12.

6.1. Structure and governance

Jo's is governed by a Board of Trustees, Clodagh Ward stepped down as Chair and Trustee in October 22, she was replaced by Dr Sharon James. Trustees delegate delivery of day-to-day activities to the Chief Executive who, in turn, works with the Senior Leadership team to deliver the objectives of the organisation. Each SLT member is responsible for a different function: Finance and Corporate Services, Fundraising, Policy and Communications, Services, Information and Engagement.

Financial authority is granted by the approval of specific budgets. The financial plans form part of these overall plans and are made up of a high-level five-year business plan; a detailed annual budget, which defines specific projects and detailed departmental plans for the next financial year; and a quarterly forecast process that reviews the annual plans and makes changes, as necessary. Monthly accounts are produced and sent to all Trustees for review, whilst a quarterly budget reforecast is undertaken with the SLT and then agreed by Trustees.

Trustees are responsible for safeguarding the assets of the charity. This is enabled through the financial policies and procedures. Compliance with these policies and procedures is mandatory for all employees, and non-compliance may lead to disciplinary proceedings.

Trustee recruitment is led by a Nominations Committee who undertake an open and transparent process with an eye to the skills and diversity highlighted in the Board audit.

Refreshing Trustee Board skills and knowledge

On appointment, new Trustees have an induction programme and are provided materials to help them understand the work of the charity and their role. Ongoing training opportunities are provided, including through attending conferences, to improve and update skills and share learnings with the Trustee Board. Trustees are regularly updated on changes to regulation and standards as part of the Board meeting papers and receive weekly updates from the charity through an email update called This Week at Jos.



“I had so many questions:

How long have I had it?

Can I check?

Is there a test for men?

Thankfully, the Jo’s Forum was there for me and helped me see that I wasn’t alone.

Every single question I had was answered there already.

I realised I was far from the first person in the world to ask these things, and it helped me accept what was going on.”

- Diana, one of our media volunteers

We'd like to say A Big Thank you

Abbott Lyon
Ann Rylands Small Donations Fund - Sir Jules Thorn Charitable Trust
British Society for Colposcopy and Cervical Pathology
Caron Keating Foundation
The Cottingham Charity Trust
Cynthia and Harold Bayley
The Deal Charitable Trust
Destiny Wade
Disley Golf club
Fabulous Challenges and the Trek Petra team
The February Foundation
GC Gibson Charitable Trust
The Gilander Foundation
Helen Style and Team Allez les Femmes
The Helen Roll Charity
Hilary Bentwood
Hologic
The Hospital Saturday Fund
Isle of Man Anti-Cancer Association
James Tudor Foundation
Jamie and Jenny Dundas Fund
Mainhouse Charitable Trust
MSD
North East London Cancer Alliance
Psigma Investment Management
Roche Diagnostics Limited
Royal Marsden Partners West London Cancer Alliance
Scottish Government
Shanly Foundation
St James's Place Foundation
The Souter Charitable Trust
Ted Tugwell & family
Westfield Health Giving Back Committee

And to all our regular donors who enable us to plan ahead with their pledged support, in particular
Greg Lowdon and Faith Mackinder

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also the directors of Jo's Cervical Cancer Trust for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

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 charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently
- observe the methods and principles in the Charity SORP
- make judgements and estimates that are reasonable and prudent
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

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

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

AUDITORS

The auditors, Knox Cropper LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

APPROVAL

This report was approved by the Board of Directors and Trustees on 9th March 2023 and signed on their behalf by:

Sharon James



Hugh Grootenhuis



.....

.....

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

Opinion

We have audited the financial statements of Jo's Cervical Cancer Trust (the 'charitable company') for the year ended 31st July 2022 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

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 2022 and of 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 requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditors' report thereon. The trustees are responsible for the other information.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

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

(Continued)

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the directors' report prepared for the purpose of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

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

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; 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; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purpose of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

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 objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

(Continued)

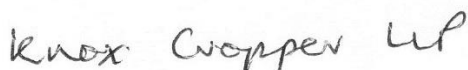
Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- The Charitable Company is required to comply with both company law and charity law and, based on our knowledge of its activities, we identified that the legal requirement to accurately account for restricted funds was of key significance.
- We gained an understanding of how the charitable company complied with its legal and regulatory framework, including the requirement to properly account for restricted funds, through discussions with management and a review of the documented policies, procedures and controls.
- The audit team, which is experienced in the audit of charities, considered the charitable company's susceptibility to material misstatement and how fraud may occur. Our considerations included the risk of management override.
- Our approach was to check that all restricted income was properly identified and separately accounted for and to ensure that only valid and appropriate expenditure was charged to restricted funds. This included reviewing journal adjustments and unusual transactions.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities . This description forms part of our auditor's report.

Use of our Report

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 opinions we have formed.



Simon Goodridge (Senior Statutory Auditor)
for and on behalf of Knox Cropper LLP
Chartered Accountants and Statutory Auditors
20 April 2023

65-68 Leadenhall Street
London, EC3A 2AD

JO'S CERVICAL CANCER TRUST

STATEMENT OF FINANCIAL ACTIVITIES

(INCORPORATING THE INCOME AND EXPENDITURE ACCOUNT)

FOR THE YEAR ENDED 31ST JULY 2022

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2022 £	Total 2021 £
INCOME FROM					
Grants and donations	3a	621,126	334,005	955,131	1,518,914
Activities for Generating Funds	3b	404,752	-	404,752	94,053
Investments		101	-	101	202
Other		302	-	302	294
TOTAL INCOMING RESOURCES		1,026,281	334,005	1,360,286	1,613,463
EXPENDITURE ON					
Raising funds		351,052	-	351,052	171,929
Charitable Activities	4	920,699	334,005	1,254,704	1,494,901
TOTAL RESOURCES EXPENDED		1,271,751	334,005	1,605,756	1,666,830
Net Income and Net Movement in Funds for the year		(245,470)	-	(245,470)	(53,367)
BALANCE BROUGHT FORWARD		601,602	-	601,602	654,969
BALANCE CARRIED FORWARD		356,132	-	356,132	601,602

All amounts derived from continuing operations.

JO'S CERVICAL CANCER TRUST
BALANCE SHEET

AS AT 31ST JULY 2022

	Notes	2022	2021
		£	£
FIXED ASSETS	9	5,033	4,134
CURRENT ASSETS			
Debtors	10	103,084	179,379
Cash at Bank and In Hand		<u>943,019</u>	<u>950,813</u>
		1,046,103	1,130,192
CREDITORS: Amounts Falling due within one year	11	<u>(552,824)</u>	<u>(435,386)</u>
NET CURRENT ASSETS		<u>493,279</u>	<u>694,806</u>
Total assets less current liabilities		498,312	698,940
CREDITORS: Amounts Falling due after more that one year	12	(142,180)	(97,338)
NET ASSETS		<u><u>356,132</u></u>	<u><u>601,602</u></u>
FUNDS			
Restricted Funds	14	-	-
Unrestricted Funds:			
General Reserve	15	356,132	601,602
		<u>356,132</u>	<u>601,602</u>

The financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with Financial Reporting Standard 102.

Approved on 9th March 2023 and signed on behalf of the board

Sharon James



Hugh Grootenhuis



Registered Company Number: 07111375

JO'S CERVICAL CANCER TRUST

STATEMENT OF CASH FLOWS

AS AT 31ST JULY 2022

Statement of Cash Flows

	2022	2021
	£	£
OPERATING ACTIVITIES		
Net income/(expenditure) for the reporting period	(245,470)	(53,367)
Depreciation charge	6,308	6,308
Interest payable	9,573	8,838
Investment income	(101)	(202)
(Increase)/decrease in debtors	76,295	11,123
Increase/(decrease) in creditors	162,280	(161,565)
Net cash provided by/(used in) operating activities	8,885	(188,865)
INVESTING ACTIVITIES		
Investment income	101	202
Purchase of equipment	(7,207)	(1,741)
Net cash provided by/(used in) investing activities	(7,106)	(1,539)
FINANCING ACTIVITIES		
Repayment of borrowing	(9,573)	(8,838)
Cash inflows from new borrowing	-	-
Cash flows from financing activities	(9,573)	(8,838)
Change in cash and cash equivalents in the reporting period	(7,794)	(199,242)
Cash and cash equivalents at the beginning of the reporting period	950,813	1,150,055
Cash and cash equivalents at the end of the reporting period	943,019	950,813

Analysis of changes in Net Debt

	At 1.8.21	Cash Flows	At 31.7.22
	£	£	£
Cash and cash equivalents	950,813	(7,794)	943,019
Recovery and Resilience Loan Fund	(191,162)	97,338	(93,824)
	759,651	89,544	849,195

JO'S CERVICAL CANCER TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2022

1. ACCOUNTING POLICIES

(a) Basis of Preparation of Accounts

The financial statements of the charitable company have been prepared under the historical cost convention in accordance with the Charities SORP (FRS102 second edition – effective January 2019), Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and Companies Act 2006.

The charitable company constitutes a public benefit entity as defined by FRS102.
The financial statements are presented in pounds sterling.

Judgements and key sources of estimation uncertainty.

Judgements and key sources of estimation uncertainty are detailed in the accounting policy where applicable.

(b) Going Concern

The Trustees have assessed whether the use of the going concern assumption is appropriate in preparing these financial statements. The Trustees have made this assessment in respect to a period of one year from the date of approval of these financial statements.

As detailed in note 2, the Trustees have considered the impact of factors including Covid-19 on the charity and have concluded that there are no material uncertainties about the Trust's ability to continue as a going concern.

(c) Tangible Fixed Assets and Depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided on a straight-line basis as follows:

Equipment: 33.33% on Cost

(d) Gifts in kind

Gifts in kind are included in the Statement of Financial Activities at the economic value to the charity where this is qualifiable and measurable.

(e) Income recognition

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Grants are recognised when the Trust has been notified in writing of both the amount and settlement date.

In the event that a grant is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period. This is estimated in the case of multi-year grants.

(f) Expenditure recognition

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

JO'S CERVICAL CANCER TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2022

All expenditure is accounted for on an accrual basis. All expenditure including support costs and governance costs are allocated or apportioned to the direct expenditure headings.

(g) FUNDS

Restricted funds are funds which are to be used in accordance with the specific restrictions imposed by the funder.

Unrestricted funds comprise those funds which the trustees are free to use for any purpose in furtherance of the charitable activities.

Further details for each category of fund are disclosed in Notes 14 and 15 respectively.

2. GOING CONCERN

The trustees continue to believe the charity is a going concern and have prepared the financial statements on that basis.

JO'S CERVICAL CANCER TRUST

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31ST JULY 2022

3a. GRANTS AND DONATIONS

	2022	2021
	£	£
The analysis of grants and donations for the year is as follows:		
Government grants		
UK Government : Department of Health	-	19,142
Department for Digital, Culture, Music and Sport	-	290,738
Coronavirus Job Retention Scheme	-	33,038
Scottish Government : Glasgow	-	50,186
West Scotland	65,207	101,325
Over 50's Scotland Campaign	104,522	104,593
PHE Wales	3,920	-
Scottish Helpline	1,876	4,990
Scottish Inequalities	22,632	-
NHSE Screening Recovery	16,198	158,204
RM Partners	12,115	39,378
NELCA	12,989	-
Hospital Liaison	23,440	-
Other grants	25,733	32,000
Companies and organisations	107,592	128,544
Trusts	40,100	72,507
Public donations and fundraising	204,826	170,056
Donation-in-Kind - Google Adwords (See Note 18)	313,981	288,785
Legacies	-	25,428
	955,131	1,518,914

3b. ACTIVITIES FOR GENERATING FUNDS

The analysis of activities for generating funds for the year is as follows:

Tribute Funds	36,725	35,624
Challenge Events	367,130	58,129
Christmas Cards	897	300
	404,752	94,053

4. CHARITABLE ACTIVITIES

	----- 2022 -----		
	Direct Costs	Administrative Support Costs	Total 2022
	£	£	£
Support Services	235,011	27,100	262,111
Information, Education and awareness	786,102	90,648	876,750
Eradicate Cervical Cancer Campaign	78,515	9,054	87,569
Scottish inequalities	25,352	2,922	28,274
COVID 19 Support	-	-	-
	1,124,980	129,724	1,254,704
			1,494,901

JO'S CERVICAL CANCER TRUST

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31ST JULY 2022

4. CHARITABLE ACTIVITIES (continued)

For the prior year

	----- 2021 -----		
	Direct Costs	Administrative Support Costs	Total 2021
	£	£	£
Support Services	127,022	8,930	135,952
Information, Education and awareness	564,274	39,664	603,938
Eradicate Cervical Cancer Campaign	256,486	18,029	274,515
COVID 19 Support	448,941	31,555	480,496
	<u>1,396,723</u>	<u>98,178</u>	<u>1,494,901</u>

5. ADMINISTRATIVE SUPPORT COSTS

	----- 2022 -----				
	Support Services	Information Services	Eradicate Cancer	Scottish inequalities	Total 2022
	£	£	£	£	£
Legal and Professional	2,417	8,085	808	260	11,570
Premises and Office Facilities	3,445	9,518	1,151	371	14,485
Office costs	13,955	46,678	4,662	1,505	66,800
Governance (Note 6)	5,284	19,678	1,765	569	27,296
Finance costs	2,000	6,689	668	216	9,573
	<u>27,101</u>	<u>90,648</u>	<u>9,054</u>	<u>2,921</u>	<u>129,724</u>
					98,178

Administrative Support Costs are analysed between charitable activities and included in Note 3 above.

For the prior year

	Support Services	Information Services	Eradicate Cancer	COVID 19 Support	Total 2021
	£	£	£	£	£
Legal and Professional	770	3,414	1,589	2,715	8,488
Premises and Office Facilities	2,552	11,337	5,277	9,020	28,186
Office costs	4,720	20,968	9,759	16,682	52,129
Governance (Note 6)	849	3,771	1,755	3,000	9,375
	<u>8,891</u>	<u>39,490</u>	<u>18,380</u>	<u>31,417</u>	<u>98,178</u>

6. GOVERNANCE

	2022	2021
	£	£
Salaries	23,118	9,375
Trustee Expenses	178	548
Audit Fee	4,000	3,852
	<u>27,296</u>	<u>13,775</u>

JO'S CERVICAL CANCER TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2022

7. STAFF COSTS

	2022	2021
	£	£
Wages and Salaries	715,545	770,309
Social Security Costs	70,433	75,045
Pension Costs	47,894	49,477
Redundancy costs	15,750	1,614
	<u>849,622</u>	<u>896,445</u>

The average number of staff employed during the period was:	<u>23</u>	<u>24</u>
---	-----------	-----------

At 31 July 2022 Jo's Cervical Cancer Trust had 23 employees (2021: 24)
In 2022, one member of staff received remuneration between £80,001-90,000 (2021 – none over £60,000).

The remuneration of Key Management Personnel amounted to £311,552 (2021: £287,082).

8. TRUSTEES

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

9. FIXED ASSETS

	Equipment
	£
	2022
Cost:	
At 1 st August 2021	46,693
Additions	<u>7,207</u>
At 31 st July 2022	<u>53,900</u>
Depreciation:	
At 1 st August 2021	42,559
Charge for the period	<u>6,308</u>
At 31 st July 2022	<u>48,867</u>
Net Book Value:	
31 st July 2022	<u>5,033</u>
31 st July 2021	<u>4,134</u>

10. DEBTORS

	2022	2021
	£	£
Prepayments	88,131	151,419
Accrued Income	-	24,436
Other debtors	14,953	3,524
	<u>103,084</u>	<u>179,379</u>

JO'S CERVICAL CANCER TRUST

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31ST JULY 2022

11. CREDITORS : Amounts falling due within one year

	2022		2021	
	£	£	£	£
Deferred income				
Department of Health			-	
Scottish Government (inequalities)	187,249		-	
Scottish Government Statutory Fund			86,888	
Scottish Government (Over 50's)			-	
Scottish Helpline			1,876	
Department of Digital, Culture, Media and Sport			-	
 Hologic	 118,112		 -	
St James's Place Charitable Foundation	-		23,440	
Ayrshire	29,000		-	
North Central London	7,335		-	
NHS Lanarkshire	4,999			
Petra Trek	-		45,387	
RM Partners	11,227		23,342	
NHSE	-		16,198	
Merck	12,000		10,120	
North East London Alliance	11,077		24,067	
		<hr/> 380,999		<hr/> 231,318
 Accruals		 3,600		 3,600
Other Creditors		56,071		82,973
Payroll Taxes		18,330		23,671
Recovery and Resilience Loan Fund		93,824		93,824
		<hr/> 552,824		<hr/> 435,386

12. CREDITORS: Amounts falling due after more than one year

	2022		2021	
	£		£	
Deferred income - Scottish Government (inequalities)	142,180		-	
Recovery and Resilience Loan Fund (see below)	-		97,338	
	<hr/> 142,180		<hr/> 97,338	

In May 2020 the Charity successfully secured a £200,000 loan from the Recovery and Resilience Fund (RRLF) in order to provide additional security during a time of acute financial uncertainty. The RRLF is part of the Government's Coronavirus Business Interruption Loan Scheme and the loan is for 3 years, unsecured with no capital repayable or interest charged in the first 12 months. It was decided by the Board that it would be prudent to retain this loan but repay the capital over two years. It has not been necessary to draw on the loan and repayments finish in June 2023.

JO'S CERVICAL CANCER TRUST**NOTES TO THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 31ST JULY 2022****13. DEFERRED INCOME**

	Balance 1/8/21	New income	Released to Statement of Financial Activities	Balance 31/7/22
	£	£	£	£
Scottish Government Statutory fund	86,888	-	(86,888)	-
Scottish Government (Over 50's)	-	-	-	-
Scottish inequalities	-	352,059	(22,632)	329,427
Other:				
St James's Place Charitable Foundation	23,440	-	(23,440)	-
RM Partners	23,342	-	(12,115)	11,227
NHSE	16,198	-	(16,198)	-
Merck	10,120	-	(10,120)	-
North East London Alliance	24,067	-	(12,990)	11,077
Scottish Helpline	1,876	-	(1,876)	-
Petra Trek	45,387	-	(45,387)	-
North Central London	-	7,335	-	7,335
NHS Lanarkshire	-	4,999	-	4,999
Ayrshire	-	29,000	-	29,000
Merck	-	15,000	(3,000)	12,000
Hologic	-	118,112	-	118,112
	231,318	526,505	(234,647)	523,179

JO'S CERVICAL CANCER TRUST

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31ST JULY 2022

14. RESTRICTED FUNDS

	Balance 1/8/21 £	Incoming Resources £	Resources Expended £	Transfers	Balance 31/7/22 £
For Support Services	-	94,545	(94,545)	-	-
For Information and Education Services	-	26,981	(26,981)	-	-
Eradicate Cervical Cancer Campaign	-	173,649	(173,649)	-	-
COVID 19 Support	-	16,198	(16,198)	-	-
Scottish inequalities	-	22,632	(22,632)	-	-
	-	334,005	(334,005)	-	-

<i>Prior year</i>	Balance 1/8/20 £	Incoming Resources £	Resources Expended £	Transfers	Balance 31/7/21 £
For Support Services	-	65,700	(65,700)	-	-
For Information and Education Services	-	48,237	(48,237)	-	-
Eradicate Cervical Cancer Campaign	-	230,709	(230,709)	-	-
COVID 19 Support	-	448,942	(448,942)	-	-
Coronavirus Job Retention Scheme	-	33,038	(33,038)	-	-
	-	826,626	(826,626)	-	-

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

15. UNRESTRICTED FUNDS

	Balance 1/8/21 £	Net Incoming Resources £	Balance 31/7/22 £
General Reserve	601,602	(245,470)	356,132
	<u>601,602</u>	<u>(245,470)</u>	<u>356,132</u>

<i>Prior year</i>	Balance 1/8/19 £	Net Incoming Resources £	Balance 31/7/20 £
General Reserve	654,969	(53,367)	601,602
	<u>654,969</u>	<u>(53,367)</u>	<u>601,602</u>

16. COMMITMENTS UNDER OPERATING LEASES

The Trust has amended the licence agreement for its office accommodation in June 2022. The licence has a 3 months' notice. Under the revised agreement the annual fee charge is £12,040 (2020-21: £14,094).

JO'S CERVICAL CANCER TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2022

17. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted	Restricted	Total 2022
	£	£	£
Tangible Fixed Assets	5,033	-	5,033
Cash	943,019	-	943,019
Debtors	103,084	-	103,084
Liabilities	(695,004)	-	(695,004)
	<u>356,132</u>	<u>-</u>	<u>356,132</u>

Prior year

	Unrestricted	Restricted	Total 2021
	£	£	£
Tangible Fixed Assets	4,134	-	4,134
Cash	950,813	-	950,813
Debtors	179,379	-	179,379
Liabilities	(532,724)	-	(532,724)
	<u>601,602</u>	<u>-</u>	<u>601,602</u>

18. DONATED SERVICES

In 2021-22 and the previous five years, the Trust received free advertised space on Google search pages under the Google Awards Scheme amounting to £313,981 (2020-21: £288,785).

19. RELATED PARTY TRANSACTIONS

There were no related party transactions in the year (2021: none).

20. TRADING SUBSIDIARY

Jo's Cervical Cancer Trust Trading Limited (Company number 08158265) was incorporated in the UK as a wholly owned subsidiary of the Jo's Cervical Cancer Trust, with an issued share capital of £1. The company has not undertaken any activities in the current or previous year.

JO'S CERVICAL CANCER TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2022

21. COMPARATIVE FIGURES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted Funds	Restricted Funds	Total 2021
	£	£	£
Income from			
Grants and donations	692,288	826,626	1,518,914
Activities for generating funds	94,053	-	94,053
Investment income	202	-	202
Other income	294	-	294
Total incoming resources	<u>786,837</u>	<u>826,626</u>	<u>1,613,463</u>
Expenditure on			
Raising funds	171,929	-	171,929
Charitable activities	668,275	826,626	1,494,901
Total resources expended	<u>840,204</u>	<u>826,626</u>	<u>1,666,830</u>
Net income and Net Movement in Funds for the year	(53,367)	-	(53,367)
Balance at 1 st August 2020	<u>654,969</u>	-	<u>654,969</u>
Balance at 31 st July 2021	<u>601,602</u>	-	<u>601,602</u>