

JO'S CERVICAL CANCER TRUST

England & Wales · Charity number 1133542

Details

Status Registered

Legal form Charitable company

Company number [07111375](#)

Registered 2010-01-18

Register [View on the Charity Commission register](#)

Contact

Address S & W Partners
E Q Building
Fourth Floor
111 Victoria Street
Bristol
BS1 6AX

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Activities

Objects: THE OBJECTS OF THE CHARITY ARE RESTRICTED TO THE FOLLOWING:4.1 TO ADVANCE EDUCATION OF THE PUBLIC IN THE UNDERSTANDING OF ALL ASPECTS OF CERVICAL CANCER;4.2 TO PROMOTE THE STUDY OF CERVICAL CANCER BY SUPPORTING AND CARRYING OUT RESEARCH INTO THECAUSES, PREVENTION, DIAGNOSIS AND METHOD OF TREATMENT OF THIS DISEASE AND BY PUBLISHING THEUSEFUL RESULTS OF SUCH RESEARCH;4.3 TO PROVIDE SUPPORT, ASSISTANCE AND INFORMATION DIRECTLY OR INDIRECTLY TO PEOPLE AFFECTED BYCERVICAL CANCER; AND4.4 SUCH OTHER PURPOSES FOR THE BENEFIT OF THE COMMUNITY AS SHALL BE EXCLUSIVELY CHARITABLE ASTHE TRUSTEES FROM TIME TO TIME SHALL DECIDE.

Activities: Jo's Cervical Cancer Trust (formerly Jo's Trust and set up in 1999) is the only UK charity dedicated to women and their families affected by cervical cancer and cervical abnormalities. We offer a range of online and face to face support to ensure women never feel alone at any stage of their journey. (Jo's Trust accounts can be found in the 'removed charities' section of the Register of Charities.)

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

Geography

- **Area of benefit:** UNDEFINED. IN PRACTICE, NATIONAL
- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-07-31	-	-	-	-
2024-07-31	-	-	-	-
2023-07-31	-	-	-	-
2022-07-31	£1,360,286	£1,605,756	£356,132	23
2021-07-31	£1,613,463	£1,666,830	£601,602	24
2020-07-31	£1,899,727	£1,671,014	£654,969	23
2019-07-31	£1,630,294	£1,652,839	£426,256	24
2018-07-31	£1,503,808	£1,662,421	£448,801	20

Trustees

Name	Role	Appointed
Sharon James	Chair	2022-10-11
Amelia Sunkaraneni		2021-03-01
Carol Louise Taylor		2017-12-11
Catherine Louise Newton		2017-10-16
Charlotte Rains		2021-03-01
Dr Adeola Olaitain		2022-08-15
Morgan Fitzsimons		2023-04-10
Samantha Coggins-Thompson		2023-04-10

JO'S CERVICAL CANCER TRUST

England & Wales - Charity number 1133542

Accounts



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 11th October 2022, resigned as Trustee 11th 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 15th August 2022)
Dr. Sharon James (Chair from 11th October 2022, appointed as Trustee 11th October 2022)
Dr Andrew Nordin, MBBS FRCOG (resigned as Trustee 21st 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.”

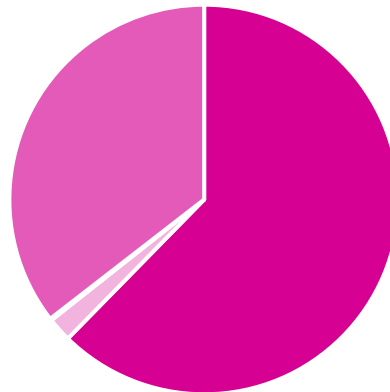
- Liz, one of our media volunteers

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.

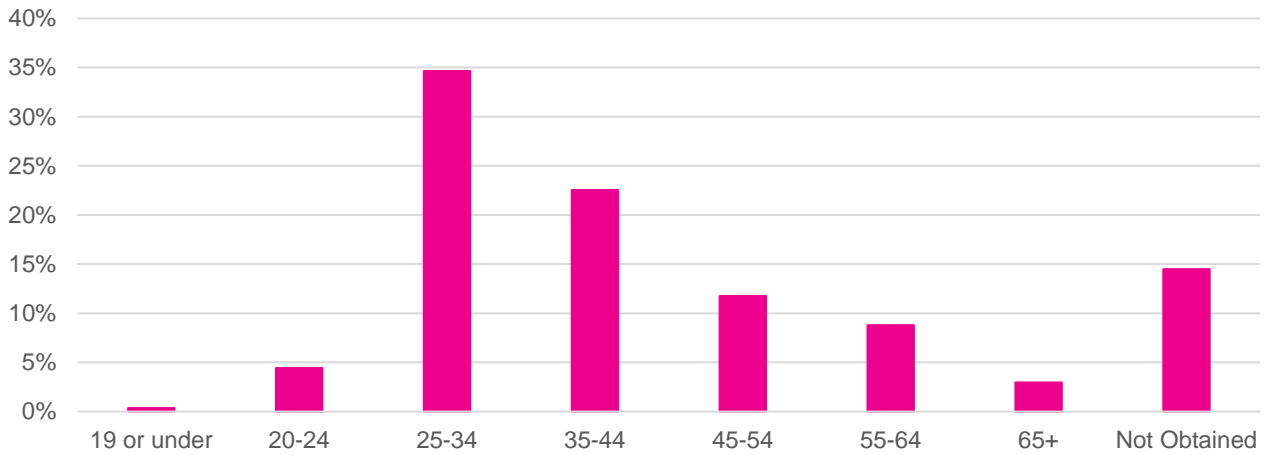
Gender of people accessing all Support Services (%)

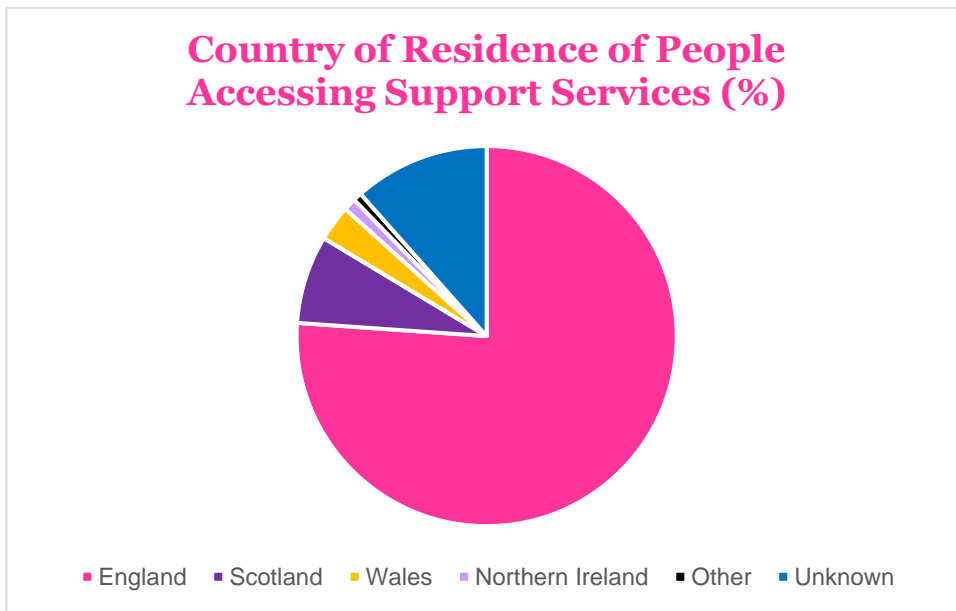


■ Female ■ Male ■ Non-binary ■ Unknown

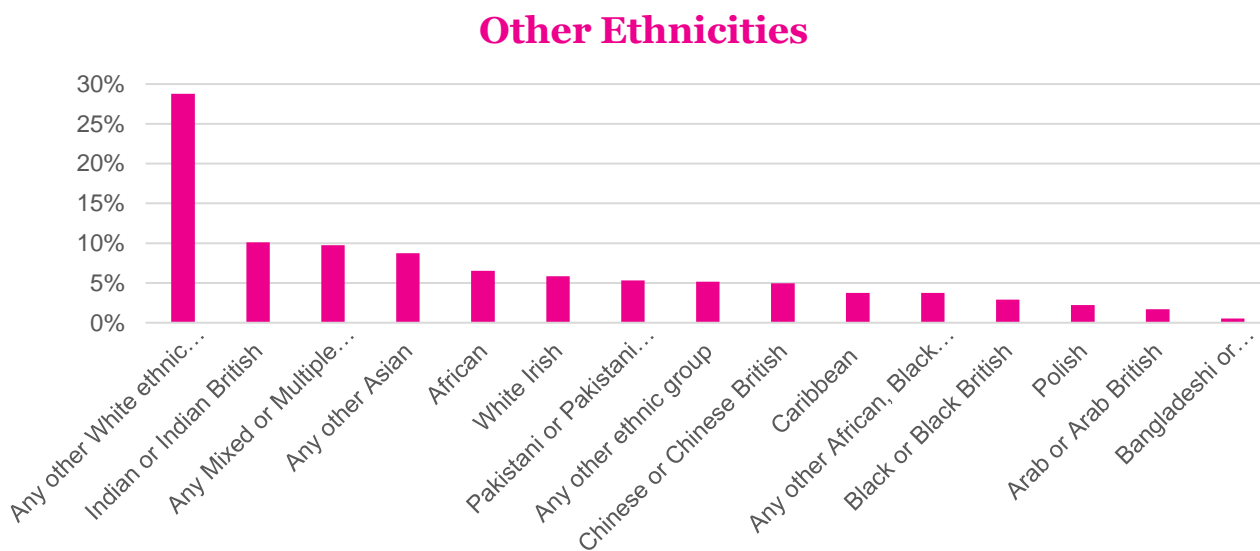
* Gender data was not collected for ATE service until March 22

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:

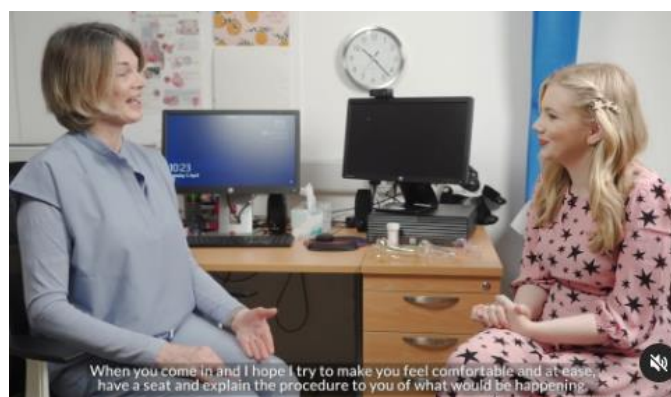
Section	Unique page views
Total information section	1,445,055
HPV and vaccination	196,087
Screening	172,175
Colposcopy and cell changes	205,518
Cancer and living with cancer	387,739

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.



“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



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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.

Knox Cropper LLP

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		943,019	950,813
		<u>1,046,103</u>	<u>1,130,192</u>
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



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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)
	<hr/>	<hr/>
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)
	<hr/>	<hr/>
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	-	-
	<hr/>	<hr/>
Cash flows from financing activities	(9,573)	(8,838)
	<hr/>	<hr/>
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
	<hr/>	<hr/>
Cash and cash equivalents at the end of the reporting period	943,019	950,813
	<hr/>	<hr/>

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)
	<hr/>	<hr/>	<hr/>
	759,651	89,544	849,195
	<hr/>	<hr/>	<hr/>

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
	<hr/>	<hr/>
	955,131	1,518,914
	<hr/>	<hr/>

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
	<hr/>	<hr/>
	404,752	94,053
	<hr/>	<hr/>

4. CHARITABLE ACTIVITIES

	----- 2022 -----			
	Direct	Administrative	Total	Total
	Costs	Support	2022	2021
	£	Costs	£	£
		£		
Support Services	235,011	27,100	262,111	135,952
Information, Education and awareness	786,102	90,648	876,750	603,938
Eradicate Cervical Cancer Campaign	78,515	9,054	87,569	274,515
Scottish inequalities	25,352	2,922	28,274	-
COVID 19 Support	-	-	-	480,496
	<hr/>	<hr/>	<hr/>	<hr/>
	1,124,980	129,724	1,254,704	1,494,901
	<hr/>	<hr/>	<hr/>	<hr/>

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 -----					Total 2021
	Support Services	Information Services	Eradicate Cancer	Scottish inequalities	Total 2022	
	£	£	£	£	£	£
Legal and Professional	2,417	8,085	808	260	11,570	8,488
Premises and Office Facilities	3,445	9,518	1,151	371	14,485	28,186
Office costs	13,955	46,678	4,662	1,505	66,800	52,129
Governance (Note 6)	5,284	19,678	1,765	569	27,296	9,375
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>	<u>98,178</u>

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: 23 24

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/>		<hr/>
		380,999		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/>		<hr/>
		552,824		435,386
		<hr/>		<hr/>

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/>		<hr/>
		142,180		97,338
		<hr/>		<hr/>

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	<u>(695,004)</u>	-	<u>(695,004)</u>
	<u>356,132</u>	-	<u>356,132</u>
 <i>Prior year</i>			
	Unrestricted	Restricted	Total 2021
	£	£	£
Tangible Fixed Assets	4,134	-	4,134
Cash	950,813	-	950,813
Debtors	179,379	-	179,379
Liabilities	<u>(532,724)</u>	-	<u>(532,724)</u>
	<u>601,602</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>

JO'S CERVICAL CANCER TRUST

England & Wales - Charity number 1133542

Accounts

JO'S CERVICAL CANCER TRUST
FINANCIAL STATEMENTS
FOR THE YEAR ENDING 31ST JULY 2021

CHARITY NO: 1133542 (ENGLAND & WALES)
CHARITY NO: SC041236 (SCOTLAND)

COMPANY NO: 07111375

JO'S CERVICAL CANCER TRUST
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2021

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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) Prof (Dr) Minaxi Desai, MBBS: FRCPath, CBE Doug D'Arcy Tessa Bamford (resigned 9 th March 2021) Hugh Grootenhuis Louise Newton Dr Andrew Nordin, MBBS FRCOG Rebecca McCreath (resigned 16 th December 2020) Dr Kevin Pollock, MPH Carol Taylor Amelia Chong (appointed 1 st March 2021) Charlotte Rains (appointed 1 st March 2021) Julie Mogridge (appointed 1 st May 2021)
Chief Executive:	Samantha Dixon
Registered Office:	CAN Mezzanine, 7-14 Great Dover Street, London, SE1 4RY.
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

JO'S CERVICAL CANCER TRUST

REPORT OF THE TRUSTEES

1.0 A Message From Our Chair – Clodagh Ward

'Covid-19 made my whole experience so much harder. I was really wary of getting a smear test at first so put it off for a while and then appointments just weren't available. The waiting was tough and I couldn't take anyone with me to the follow up appointments which made me feel really alone at times. I'm only 33 and I was shocked when I was told I had cancer and needed a hysterectomy. I wanted another child but that was suddenly taken away.

The operation was a really difficult experience, and all the Covid-19 safety measures made me feel isolated. I wasn't really given any information about aftercare, it felt like I was just left to work it out on my own. I have anxiety, and it just felt like more and more things to try and deal with.

Thankfully someone pointed me towards Jo's. Jo's enabled me to find answers and to understand terminology that I wasn't familiar with. It's hard not knowing what was going to happen or what the particular procedures were, but Jo's had all that information and gave me comfort. Although you have the love and support of your friends and family, they don't always understand what you are actually going through. With Jo's they get it. They understand and can support you through it all.'

This story from Joanne is just one story from the thousands of women and people with a cervix, who contact us each year seeking support, comfort or information. At Jo's we are here for anyone who needs us, for as long as they need us. This year has been a challenging one, for us as a charity but also for those who support us and the women and people with a cervix who we support. Covid-19 has slowed our progress down in some areas, particularly fundraising, with this year being a year to rebuild and recover following a 60% drop in unrestricted income however the number of people we have been able to support has continued to rise, of which we are really pleased.

I would like to thank everyone who has raised money to help us, to everyone who has shared their experience and to all who have given us their ideas or their time. Thanks also to all the staff members who have had to change their working practices. This includes juggling 'lockdown home life' with work at Jo's, for some staff being furloughed and for others working through the pandemic, none of which has been easy for anyone. In an effort to reduce costs we reduced the size of our office in London, made use of the Job Retention Scheme (furlough) and cut back on some of our project work.

However hard the year was for us, it was nothing compared to how it feels to receive a devastating diagnosis whilst sitting alone, unable to properly say goodbye to a loved one, not being able to access a therapy which was a lifeline or being faced with postponed operations, tests and appointments. This was the reality for many over the year. The impact of Covid-19 on cancer and prevention services has been stark and it has not gone away. I would like to say a special 'thank you' to all of our volunteers who continued to provide support to those who contacted Jo's in growing numbers during this time. We know that many of you had your own struggles – whether the result of increased work or home pressures – so to continue to prioritise your volunteering for us has been a blessing for which we are thankful.

Despite a significant drop in fundraising over the year there were some reasons to be optimistic and grateful which are elaborated upon in this report. We are grateful to all those who responded so positively to the launch of our Will writing partnership through which a large number of gifts were pledged to Jo's which will help in terms of our long-term funding. In addition we would like to thank those agencies and individuals who stepped in to help us when funding from other sources dried up, in particular to DCMS (Department for Culture, Media and Sport) and NHS England.

JO'S CERVICAL CANCER TRUST

REPORT OF THE TRUSTEES

I would like to thank Robert Music, Chief Executive of Jo's for twelve years, who has led the organisation to what it is today. Rob left his position at Jo's in January 2021 and we wish him all the best in his future endeavours. Our new Chief Executive, Samantha Dixon, started with Jo's in May 2021 and I would like to thank the Senior Management Team, particularly Rebecca Shoosmith, for stepping in to support the charity in this period of interregnum.

We also said goodbye to two long-standing and outstanding trustees – Tessa Bamford and Rebecca McCreath. I would like to thank them, on behalf of the Board, for their contribution and commitment over the years.

Whilst Covid-19 continues to bring a degree of uncertainty to our recovery plans, we are looking forward to a stronger and brighter future at Jo's. At the time of writing this, we have just heard of the success the HPV vaccination is having in reducing cervical cancer diagnoses by 87% in the first cohorts to receive the vaccine when it was introduced in 2008. This is a transformational finding, which takes us a step closer to our vision of a world without cervical cancer.

This year we are developing a new five-year strategy to give us the focus, direction and stability we need to reduce the impact of cervical cancer in the UK. We will be engaging with as many of our stakeholders as possible, from as broad a background as possible, to ensure we have the impact we need and are excited to see what this holds for us. We hope that you'll join us on that journey.

2.0 How We Fulfilled Our Charitable Purpose and Public Benefit in 2020/21

2.1 Charitable objectives and Public Benefit Statement

The charitable objectives set out in our governing document are:

- 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.

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.

2.2 Our Vision and Mission

Our vision is for cervical cancer to be a thing of the past. Until we get there, our mission is to see cervical cancer prevented and to reduce the impact for everyone affected by cervical cell changes (abnormal cells) and cervical cancer through provision of the highest quality information and support, and campaigning for excellence in cervical cancer treatment and prevention.

2.3 Why We Are Here

Every year 3,200 mothers, daughters and friends will be told "It's cervical cancer". That's nine each day. A further 220,000 will be diagnosed with cervical cell changes, often requiring invasive treatments and anxious waits. Diagnosis and treatment can bring a wide range of psychological, physical, and emotional impacts, often lasting for many years to come. We don't want anyone to face tests or treatments alone, that includes the five million invited for cervical screening every year.

JO'S CERVICAL CANCER TRUST

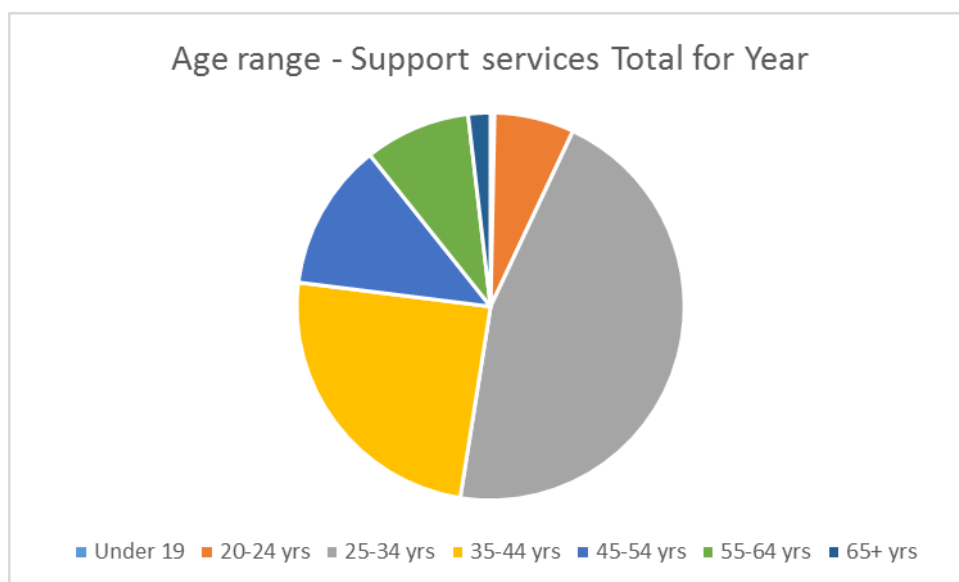
REPORT OF THE TRUSTEES

We're the only charity dedicated to providing support at every step and last year we helped over 6,500 directly through our services, with over 1.2m people viewing or downloading our information and resources.

The need for our services became even more evident this year. Cancer referral rates fell by 60% at the height of the pandemic with fewer people seeking help for potential cancer symptoms. Research conducted by Jo's¹ found that only two in five women or people with a cervix knew any cervical cancer symptoms with the lowest level of awareness among 18-24 year age group. Screening services across much of the country were paused or reduced at the start of the pandemic. Searches on Google for 'smear test' increased 123% from 33,100 in June 2020 to 74,000 in March 2021 clearly showing the need for information and support. Similarly searches for 'colposcopy' increased by 82% to 40,500 in March 2021.

2.4 Who We Supported

We are a national charity whose policy and campaigning work, as well as the services we provide, covers the whole of the UK.



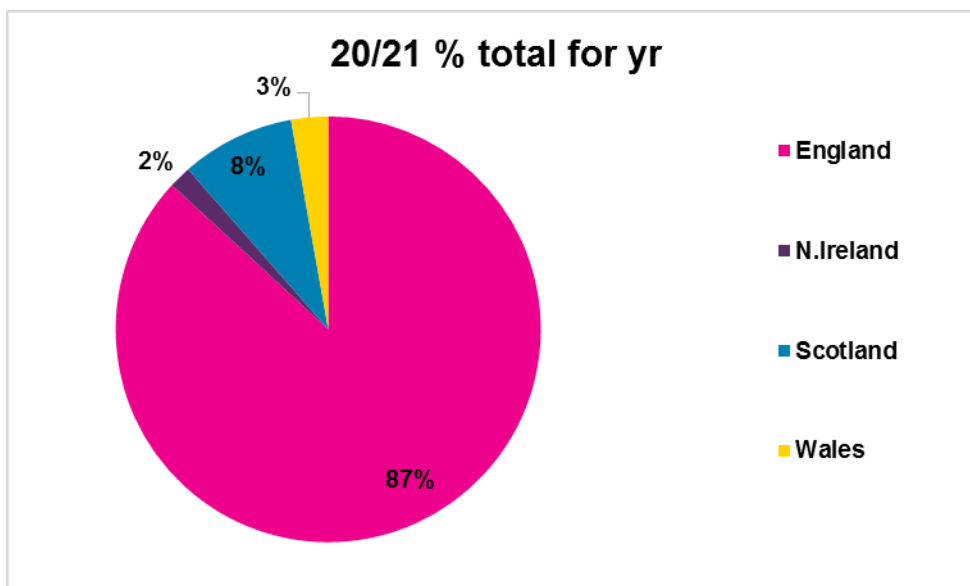
By far the largest age group we supported was the 25 to 34-year-old age range however the number of people we supported increased in every age range except the under 19s.

Currently the majority by far of the people we support are women (97%) however 3% are men who have called our Helpline.

¹ Funded by Department for Culture, Media and Sport

JO'S CERVICAL CANCER TRUST

REPORT OF THE TRUSTEES



We are acutely aware that the majority of the people we support are in England. To an extent this can be explained as England is the most populous country however we will be working to increase the numbers, and proportion, of people supported over coming years from the devolved countries.

We are focussed on increasing the diversity of the people we support. This is a priority objective, led by the Board, for our organisation over the coming year and within our five-year strategy. Some work has already begun on this, particularly in Scotland, focussed on the over 50s and women and people with a cervix from the Polish community; we need to learn from this work and build on it in coming years. In other areas of diversity we have made some significant progress for instance our work to support the LGBTQ community, as well as our work to support women with learning disabilities; both of these are covered later in this report.

2.5 How We Supported People: Our Strategic Objectives

In 2017 we launched a five-year strategy which has formed the focus of our work over the past four years. This strategy comprises five objectives which are described below, together with the progress we have made in achieving these.

Like most organisations, at the time of writing our five-year strategy we had little idea that the world would suffer as a result of a global pandemic. Whilst we might not have achieved the progress we hoped to against some of our objectives, we are pleased with our achievements and resilience over the past year. We will continue to use this coming year to rebuild before launching our next long-term strategy.

Zoe's Story...

'I was diagnosed with CIN3 cells and HPV during Covid-19. I had no idea what either meant but thankfully found Jo's. If I hadn't had the Jo's Forum I don't know what I'd have done. I had treatment for my cell changes but was called in to discuss my results and the forum was a lifeline at that point as I was so scared. I searched for success rates, why I would be invited in and I think I actually knew what was going to be said so I almost wasn't surprised when I was diagnosed with cervical cancer. I opted not to have a hysterectomy as we really want a second child but that was not an easy decision to make. The cancer was removed, but the abnormal cells are still there unfortunately and the next steps are being discussed. I think the aftermath is harder than the actual diagnosis, it was so fast.

I'll have to have a biopsy to see what's happening and I have everything crossed we can have a chance at a second baby.

JO'S CERVICAL CANCER TRUST

REPORT OF THE TRUSTEES

That screening appointment could have saved my life. It has given me opportunities to still be in some sort of control with future decisions regarding fertility; there are so many amazing things that can be done nowadays.

The Forums are such a lifeline. It means I can see my own story in others so I know other people have done just that. They give me hope.'

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

At the heart of what we do are the services we provide directly to those affected by cervical cancer, cell changes, or who have queries about the cervical screening programme. We provided support in the following ways:

- Our Helpline volunteers and staff responded to 2,524 calls for support, which represents an 11% increase on the previous year. Whilst we have experienced some capacity issues this year, through some re-engineering of processes and improvements to scheduling, we have been able to answer more calls despite being open for a total of ten fewer days. 91% of those who spoke to a Helpline volunteer or staff member said they found the call helpful. An additional five Helpline volunteers were recruited and trained.

'After needing more information on my test results, I found Jo's. I received more information from the Helpline than from my own GP. Thanks for reassuring me.'
Caller to the Helpline.

- Our Ask The Expert service provides confidential and expert medical advice. It comprises a panel of qualified medical professionals including GPs, Nurse Colposcopists, Gynaecologists and Gynaecological Oncologists. All of our experts kindly volunteer their time and expertise. We saw a 24% increase compared with the previous year, in answered queries to the service.
'Your experts have really put my mind at ease and I'm very grateful for the support.'

Service user.

- Over 1.2 million people visited our website over the year accessing answers, tips and connecting with others through our Forum. This included over 50,000 views of our Covid-19 Hub with information about going for tests and treatment in the pandemic.

'The support was encouraging, reassuring and easy to understand .I felt much better having received their information which definitely allayed my anxieties'
Forum user.

- Our new 1:1 service for those living with, and beyond, cervical cancer allowed us to provide tailored, individual support at a time when services were being cancelled and paused, providing a lifeline to many. In the first three months since its launch, 42 people have signed up and 35 sessions have taken place so far. Up to six sessions are provided for patients, family members or carers providing a safe space for discussion and personalised support.
- Our research showed many prefer to access online support and we were delighted to be able to relaunch our new email Helpline service, paused in the previous year. 181 emails, received and answered in the three months since the service relaunched has provided reassurance and signposting to those who didn't want to pick up the phone to us.
- Whilst Covid-19 meant we couldn't meet in person, we ran our first ever virtual support event in September 2020 with 92 sign-ups; 74% had not attended previously. This created a vital opportunity to speak with others during a year in which many felt disconnected.

JO'S CERVICAL CANCER TRUST

REPORT OF THE TRUSTEES

'Many thanks to you and everyone at Jo's for this week's 'Let's Meet'. I've really enjoyed seeing friendly faces and learning how to come out the other side of a diagnosis with a smile.'

Let's Meet virtual attendee

- One of the positives of a post-pandemic world has been digitisation. Building on the success of Let's Meet, we were able to expand our reach further with more virtual events and live social media sessions on Pelvic Radiation Disease and lymphedema. We were pleased to work with partners such as The Vagina Museum and the Royal College of Obstetricians and Gynaecologists (RCOG).
- A new patient resource on LLETZ was created, in partnership with RCOG, following findings from our own research that a large number of those affected felt uninformed about the procedure and unprepared for side effects. This publication has been downloaded 300 times and has been viewed more than 18,000 times since launch.
- A new Forum to replace our old, outdated offer was created leading to a 50% increase in daily engaged users in the first 60 days alone.

'The cervical cancer Forum was immeasurably reassuring whilst waiting for my colposcopy results. You do such brilliant work.'

Forum user.

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 takes up the offer.

- Responding to disruptions to screening services, we conducted research to support recovery of these essential programmes. We identified a range of concerns including confusion about whether screening was happening, whether it was safe, gaps in information about what to expect during the test, and increased worries among groups of women such as Black, Asian and Minority Ethnic groups and those shielding.
- We created a range of information and content to address these and worked with stakeholders across the NHS and health services to disseminate our findings. This included securing a debate on cervical screening on BBC ASIAN Network and working with three GP surgeries to create a 'point of view' video of the safety measures.
- A new project with the charity Enable Scotland, funded by the Scottish Government led to five new films to support women with a learning disability to feel informed about cervical screening.

"It felt empowering to be part of the group and to have our voices heard about how the videos should look. It felt amazing to be part of a project that could help save lives."

Participant in LD Filming Project

- TV presenter Steph McGovern took part in a live smear test on Channel 4's Steph's Packed Lunch which helped to share tips and reassuring messages about the test to a wide audience at a time when many were afraid to attend.
- #CervicalCancerPreventionWeek trended on Twitter and we saw a 7% increase in website traffic with over 17,000 accessing our Instagram filter. Celebrities included Ellie Taylor, Laura Tobin, Sunetra Sarker and Katie McGlynn, who helped us to increase our reach.
- Our second campaign week in June saw us focus on HPV following a huge increase in service users coming to us about the topic. Our activity led to a 60% increase in web traffic from the week before with 97,000 users coming to us over the week to get trusted information about the common virus.

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- Thanks to funding from the Scottish Government, we were able to run one of our largest campaigns to date. We had out-of-home advertising across all big Scottish cities during Cervical Screening Awareness Week, with thousands scanning the QR code on the adverts to find out more about HPV primary screening on our website.
- Those with a high-profile in the media continue to play an important role in raising the importance of the work we do. We would particularly like to thank Scarlett Moffatt and Jess Philipps MP for sharing their experiences of HPV on Loose Women and the BBC respectively. By doing this both have helped to challenge harmful stigma and myths about this common virus.

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

- We launched a report highlighting gaps in care and support for those affected by Pelvic Radiation Disease leading to wide engagement with a range of professionals across the NHS. We will build on this report in our work in 21/22 highlighting the need to provide better support to those affected by this condition.
- In partnership with the LGBT Foundation, and following research by Dr. Alison Berner, we co-produced online cervical screening resources to support trans men and/ or non-binary people wanting to attend screening. The research was published in the British Journal of General Practice and our piece on BBC News Online enabled us to reach a wide audience. We have had over 5,500 views of our resources and this work led to a roundtable discussion with the All Party Parliamentary Group on global LGBT rights discussing changes to health policy and practice to provide better support to this group.

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

- Funded by the Tampon Tax Fund and Scottish Government, our work centred on improving cervical screening uptake in the Western Isles and West of Scotland, has continued despite interruptions from Covid-19. So far the project has directly engaged with over 400 women and people with a cervix, with a particular focus on health promotion to the following groups: Polish community, women with learning disabilities, the over 50s and those in rural communities. In addition our Community Connectors programme has helped us to deliver messages about cervical screening to more than 700 women.
- We have been working with two cancer alliances in London to deliver training sessions to non-clinical staff in healthcare settings. Through these sessions we ran 31 sessions, training 347 staff who would have then engaged over 5,000 people. We have a further 61 sessions planned across London to train at least 700 people.

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

- Our media volunteers provide invaluable support; by being prepared to share their story they help others know their options and to feel less alone. We were delighted to welcome a further 62 of them this year; collectively they helped us secure 1.7k pieces in the media.
- Supporting NHS Scotland with our Helpline following an incident in which high numbers of women were incorrectly ceased from the screening programme in Scotland, ensured that all those affected got the support they needed at this potentially worrying time.
- We continue to work with the YouScreen team who are working on the biggest HPV self-sampling pilot in England.
- We continue to collaborate with the World Health Organisation (WHO), Cancer Research UK and the Eve Appeal on the launch of the WHO cervical cancer elimination strategy.

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- The collective cancer voice grew during the pandemic and we value our relationship with other cancer charities and professionals through coalitions including Once Cancer Voice group, Welsh Cancer Alliance and Scottish Cancer Coalition.

Objective 6: At least double sustainable funding by 2021.

This year our income generation has been about survival. Whilst we set out in, 2016/17 to double our income from £1.75 per annum, it has remained steady over the last five years; this is a priority to address in the coming five-year strategy.

Due to the pandemic our main source of unrestricted income, our charity challenge fundraising partnership – Women V Cancer – could not take place. As a result of this, and further reductions of the number of fundraising events we could run and our supporters could undertake on our behalf, our unrestricted income was reduced by about half (£787k in 20/21 compared with £1.38m in 19/20). In these unprecedented circumstances we were especially grateful to the Department of Culture, Media and Sport (DCMS) and NHS England who funded projects to enable us to undertake research, deliver much needed campaigns and ensure our services were there for all who needed us.

Despite this, there have been highlights which need to be recognised and for which we are very grateful:

- A few years ago Steps for Jo's comprised in-person challenge events which took place in communities across the UK. Over the past two years fundraising switched to virtual means and this year raised £23.5k.
- Our new In Memory week in November 2020 gave fundraisers a place to remember and celebrate the lives of loved ones raising £35,600 in the process.
- Facebook Fundraisers have helped raise over £100,000 since it started.
- Our first ever legacy marketing campaign resulted in 34 Wills written through our partners, Beyond, with a large number of people choosing to leave a gift to Jo's. This is a significant step forward in helping with our long-term sustainable income.

2.6 Our Plans for the Future

2021/22 is a year to rebuild our pipelines and pick up our pre-Covid-19 plans and ambition. The most significant thing to achieve this year will be the creation of a new five-year strategy to help us deliver our vision of a world without cervical cancer. With the demonstrable success of the HPV vaccination programme this vision feels all the more attainable with a clear strategy focussed on how Jo's works alongside others to achieve this.

In the meantime we have outlined the following priorities in our annual plan in terms of charitable activity:

- Raise a minimum of £1.65m and finish the year with a minimum of 5.6 months of free reserves.
- Directly support 7,800 women and people with a cervix; a 20% increase from 6,500 in 2020/21.
- As the UK's leading cervical cancer charity, we are here for those living with and beyond diagnosis. We'll directly support a minimum of 50 people through our 1:1 Support Service and at least 80 through one in person Let's Meet event in addition to virtual opportunities. We will look to improve the experience of those affected by Pelvic Radiation Disease, working with partners to lobby for improvements to care and treatment.
- Our Helpline is the backbone of our services. We will respond to a minimum of 2,700 calls and reduce the proportion of unconnected calls through increasing resource and making improvements to the operating model.

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- A cell changes diagnosis can be difficult, and there are gaps in care, information and support, as well as lack of national attention on this group. We'll identify and highlight challenges and opportunities through building our understanding of the colposcopy pathways and publishing recommendations to improve the experience. We'll run a national awareness campaign and improve the support and information we offer through virtual events, new resources and exploring education opportunities for colposcopists with a focus on patient experience.
- There are many barriers to participation in cervical screening; a core part of our work is helping to tackle them. We will continue to find ways to better understand and reduce barriers to screening, in particularly in Scotland where we have a successful outreach project. We will look at ways that Jo's can act as a hub of best practice across the UK and the world. We will also work with partners to address the needs of women with learning disabilities.
- We'll create resources to support patients through a diagnosis of HPV. Stigma remains high and understanding is poor which leads to high levels of anxiety. We'll advocate for greater research to reduce the number of unanswered questions that exist.
- The HPV vaccination plays a significant role in the elimination of cervical cancer. We want to make sure that uptake is optimised, particularly in post-pandemic recovery. We will work to understand performance across the UK and identify any challenges that exist. Working with stakeholders and politicians we will advocate to keep the vaccine at the top of the policy and health agenda.
- We'll monitor the impact of, and develop communications to support, the move to five-year screening in England and Wales.
- We'll campaign for HPV primary screening in Northern Ireland and identify opportunities to increase our support as the transition is made.
- We will continue to campaign for progress in HPV and urine self-sampling, an innovation which has the potential to reduce inequalities and increase screening uptake. By working with researchers and programmes we will better understand the challenges, opportunities and raise our voice where needed.

Cross-cutting these objectives is our desire to work in geographical areas where we can have the greatest impact. We are starting with London, Greater Manchester and Sheffield/ South Yorkshire.

2. 7 Our Staff and Volunteers

2.7.1 Our Volunteers

Volunteers play an invaluable role in the work of Jo's. More than four hundred volunteers, giving their time, experience and knowledge to the Charity for free enable us to have the reach, profile and knowledge that we do. Without our volunteers we would deliver so much less than we do and our reputation would not be as great as it is. The roles played by volunteers are varied:

- Helpline volunteers
- Ask the Expert volunteers
- Peer reviewers
- Fundraising volunteers
- Jo's Voices
- Media volunteers
- Trustees

We ensure that all volunteers have the tools, training and support to be able to undertake their roles to the best of their ability. Helpline volunteers, for instance, take part in an annual training weekend, with additional training throughout the year as need arises or new topics are highlighted. We know that we have increased significantly the amount of training undertaken by our Helpline volunteers as a result of Covid-19 and other issues which have arisen and we thank them for the time they have given to help us to continue to provide an effective and high-quality service to those who need us.

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For those volunteers whose expert opinion is sought, we maintain quality standards by ensuring that experts have the requisite qualifications in the field in which they are giving advice, as well as insurance to be able to provide such advice to us.

The staff and Trustees of Jo's would like to give an especially big 'thank you' to all our volunteers who have supported us through a very difficult year despite them having their own challenges in work and home life with which to contend.

2.7.2 Our Staff

Jo's has a small staff base for a national charity with a strong brand and reputation; at the end of July we had twenty-four staff, a mix of full and part-time. Staff work across four function areas (Services, Information and Outreach; Policy and Communications; Fundraising; Corporate Services) all of whom are led by a member of the Senior Leadership team, who in turn report into the Chief Executive Officer.

Having well trained, knowledgeable and empathetic staff members is critical to the work of Jo's Cervical Cancer Trust. A new performance framework has recently been introduced to ensure that managers have the tools and skills to ensure that all staff have an appraisal, regular one-to-ones, clear and measurable objectives set and learning and development plans agreed. Recruiting new staff is increasingly difficult and competitive so, where possible, we need to try to keep and develop our staff to be able to undertake their roles to the best of their ability.

2.7.3 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 at Jo's Cervical Cancer Trust. They lead by example and support the CEO in the daily delivery of our strategic and annual plans and activities, monitoring performance against agreed objectives.

2.7.4 Wellbeing

Like many organisations, Jo's found the wellbeing of its staff front-of-mind this year. For some the year brought working through a pandemic, others were affected by furlough. A number had to home-school their children, others look after other relatives and friends or contend with sickness themselves or of others. All in all a combination of factors which contributed to actual or potential mental and physical ill-health.

A group of staff interested in the subject put themselves forward to create the Wellbeing Committee. Through their resourcefulness Jo's had a programme of activity and interventions throughout the year, the result of consultation with the wider staff team. These included virtual 'chit chats', virtual social activities such as quizzes as well as feeding into the Senior Leadership Team on initiatives such as changes to working practice (for instance the early finish on the last Friday of the month), which would help staff.

As a result of consultation through the Wellbeing committee, Jo's now operates a hybrid way of working with the majority of staff spending most of their working week at home. This is primarily a response to comments made about improved mental and physical wellbeing as a result of such an approach with staff citing reduced travel time and cost as well as more productive working days. Staff are encouraged to spend some time in the head office, also meeting other staff near to them.

2.7.5 Equity Diversity and Inclusion (EDI)

EDI is an important, cross-cutting subject for the work of Jo's. We know that we need to improve the diversity of the people we support across the UK and that this will only happen as a result of a strategic approach, led by the Board and executed at all levels.

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This year we employed an open recruitment process for Board members which stressed the importance of improving the diversity of our Board and we were delighted to recruit three new Trustees, Amelia Chong, Julie Mogridge and Charlotte Moses Raines.

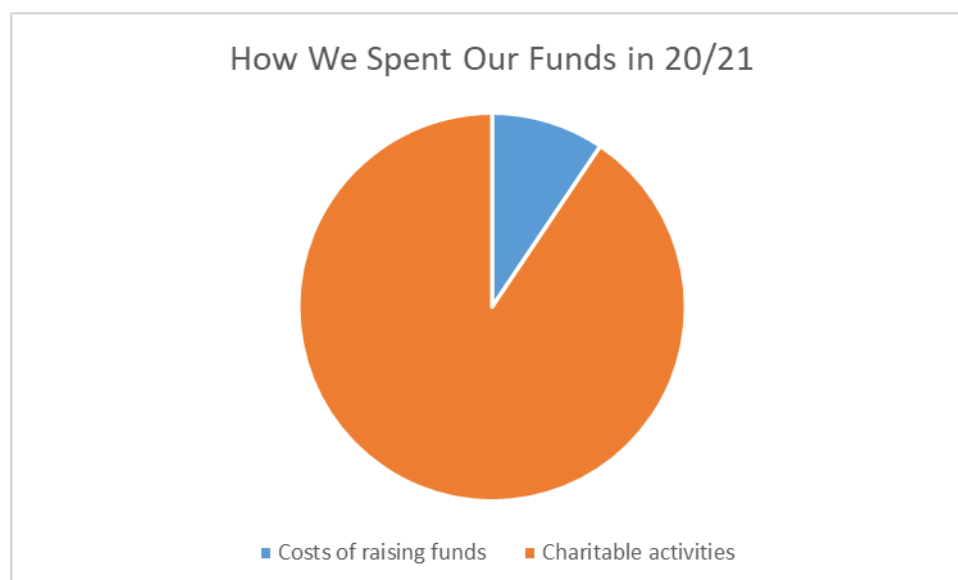
We know we have some distance to go to be as diverse, fair and representative of the UK as we need to be but we have started the work towards this. Our EDI Committee is leading on this work, which will form a cross-cutting theme in our new five-year strategy. This will include key performance indicators for EDI which will be reported on to the Board on a quarterly basis.

3.0 Financial Review

3.1 Financial Position

Despite a difficult operating climate, Trustees are pleased that Jo's income has remained steady due in most part to the support of a number of statutory funders who supported our work when other funding sources dried up. Overall income for the year stood at £1.613m compared with £1.899m the previous year. The composition of this income, and therefore how we are able to spend it, looked quite different with the vast majority (£827k versus £511k in 19/20) in the form of restricted grants as opposed to unrestricted income (£787k versus £1.388m in 19/20). The significance of this is that restricted income is only to be spent in accordance with the funder's wishes on outlined projects whereas unrestricted income can be spent in furtherance of the Charity's strategy and charitable objectives as the Board see fit; it can be used on innovative or pilot work which funders may not yet be prepared to fund. Whilst we are very grateful for the restricted funding we have received, we are keen to rebuild our pipeline of unrestricted income to enable us to continue to undertake ground-breaking work which we can then evaluate and take to prospective funders for future support.

After a number of years of increasing the investment in fundraising, spend for the year remains modest compared with others in the sector. It is understandable that fundraising costs reduced in



the year as what we would term 'traditional' fundraising, such as events and community-driven support, dried up, some staff were 'furloughed' temporarily and vacancies not filled. Towards the end of our financial year some lockdown restrictions lifted and we now look to rebuild our pipeline and we will need a strong fundraising team in order to do this. It is therefore expected that fundraising expenditure will increase but that so too will income particularly unrestricted income.

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We are pleased with the level of our investment into charitable activities – the reason we exist- in fact in 2020/21 we spent more on our charitable activities than we have in any previous year. This is due in no small part to the very prudent approach taken in part through necessity as part of our Covid-19 response.

Overheads for the Charity remain low at £98k. A large part of this is the result of the downsizing of the Charity's head office in London. Subsequently a small bank of hot desks has been taken by the Charity at significantly less cost than the cost of the previous office. With a new approach to hybrid working it is likely that a reduced head office space will be what is required for the foreseeable future.

Overall we finished the year being able to carry forward £602k in funds, a decrease from £655k the previous year. This represents a robust position in which to start the new financial year.

3.2 Reserves Policy

Understandably a more prudent approach to reviewing our level of 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 aims to hold a higher level of reserve due to ongoing uncertainty about the economic climate resulting from Covid-19 and lockdown.

Review of the reserves policy remains a prudent action taken at each Board meeting. In addition a monthly meeting takes place between the CEO, Chair and Treasurer at which the financial position of the Charity is reviewed with a focus on monthly financial activity. Trustees are aware that, maintaining a higher level of reserves may deter some funders from supporting Jo's however it is hoped that funders will largely understand the importance of prudence and risk-management which forms part of the Board's decision-making process. It is hoped that, when we find ourselves in a post-pandemic environment, the Board can revert to an annual review of the reserves policy with the possibility of a lower level of reserves being retained.

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 (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 (typically 4-6 months unrestricted expenditure)
- The planned level of reserves to be maintained in a readily realisable form. Currently 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.

3.3 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 to lead, manage, support and deliver the charity's aims. It should always be consistent with these aims and recognise that for certain charities it's possible to attract senior executives with lower pay than public or private sector market rates.

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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 CEO to the Board whilst CEO 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 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 (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.
 - 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.

This year the Board recruited a new CEO to Jo's. This CEO lives in Yorkshire and agreed that all travel and accommodation costs relating to their need to be in London would be met personally by the CEO.

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.

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3.4 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.

3.5 Recovery and Resilience Fund Loan (RRLF)

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. This decision was based on continued uncertainty, such as change of senior leadership and the continued pandemic. It has not been necessary to draw on the loan, nor is it expected to be necessary over the life of the loan; it remains in the bank as a 'safety blanket'.

4.0 Governance and Risk Management

4.1. Structure

Jo's Cervical Cancer Trust is governed by a Board of no more than twelve trustees led by a Chair and with support from the Treasurer.

Day-to-day running of the Charity is given by the Board to the Chief Executive Officer who leads a Senior Leadership Team made up of four heads of functional areas. The Chief Executive Officer provides internal and external leadership for the Charity, is responsible for the operational delivery of the Charity's plans and objectives, and supporting the Board in terms of strategic direction, governance and assurance. The Heads of Department, who form the Senior Leadership Team, are responsible for:

- Policy and Communications - our campaigning work to bring change across the UK as well as our broader organisational communications strategy.
- Fundraising – raising the funds, from a range of statutory and fundraising sources, to the target for the year.
- Services, Information and Outreach – providing services such as our Helpline and Ask the Expert service as well as our high-quality and accessible information; harnessing the voices of those affected by cervical cancer and cell changes.
- Corporate Services – provide the organisation with the underpinning services of financial management, HR, governance, IT and systems, admin and office management.

4.2 How Decisions are Made

Delegated responsibility for some decisions rest with the CEO with some decisions resting with members of the team. For instance, once the annual budget is agreed, Heads of Department have authority to spend in line with their budget line.

Ultimately the Board decides the strategy, financial plans and budget for the organisation in line with a set of financial regulations. During Covid-19 and lockdown, an unprecedented level of decisions needed to be made at speed so a sub- group consisting of the Charity's Chair, Treasurer, Chief Executive and Deputy Chief Executive met weekly to review the current financial situation in order to keep a closer eye on the operations of the Charity with a particular focus on the financial position. With the advent of the new CEO in May, this group initially continued to meet, in part to seek assurance but also to support the new CEO however the group now meets on a monthly basis to review the accounts. There is still the need to make some decisions outside of the cycle of Board meetings in which case the CEO meets with the Chair and Treasurer with a recommendation on any subsequent decisions agreed by the Board.

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The Board typically meets quarterly (four times a year). During the pandemic all meetings have moved to a virtual format. Like many charities the benefit of enabling virtual access to a meeting has created more inclusivity meaning it is easier for Board members to join a meeting from their home, wherever that may be across the country. It is envisaged that a hybrid model will be the standard for future meetings.

4.3 Risk Management

All risks identified by the Charity are codified into a risk register. This register uses a RAG (Red, Amber, Green) rating to assess the likelihood and impact of a risk, mitigating actions to reduce the risk are identified. Recently the practice relating to the risk register has changed with greater participation from the whole of the team in the identification of possible risks and remedial action required. The risk register is presented to the Board at each meeting, and discussed with the CEO taking away remedial actions to be implemented.

At the end of the financial year, these were the most significant risks identified:

- 1. Adequate staffing to deliver our charitable objectives (16/25)**
Trustees recognised the pressures on the team and asked for business cases to be presented on how increased staffing might improve the situation.
- 2. Coronavirus (25/25)**
Impacts on staffing, health and safety, fundraising. Plans to reduce costs, protect staff through changed working practices, more regular financial planning and changes to decision-making.
- 3. Cyber security (online fraud, data security, GDPR) (15/25).** Plan for externally conducted audit of systems with plans to be implemented for any remedial action required.
- 4. Reliance on any individual staff (15/25).** Improved succession planning for all staff, documenting of passwords.

4.4 Recruitment and Training of Trustees

The Board were sad to see the departure of Tessa Bamford and Rebecca McCreath and would like to thank them for their hard work and dedication to Jo's over the years.

A skills and a diversity audit undertaken in the previous year shaped the approach to recruiting three new trustees to the Board. In a bid to improve the diversity of the Board and to broaden and deepen the skills on the Board, an externally facing recruitment process took place. We were delighted to welcome Amelia Chong, Julie Mogridge and Charlotte Raines to their first meeting in June. Amelia has a career in public policy and campaigning in charities as well as with the NHS and Charlotte is an experienced head of operations in a global charity. Julie has a career in law but joins the Board as a patient representative. Currently the gender balance of the Board is seven women and four men. Further work to map out diversity and create an aspiration of more diversity within the Board is being undertaken at the time of writing this report. The work to improve diversity at Board level and beyond will be reported on in more depth in the 21/22 review.

Trustees undertake an induction which includes meetings with key members of the Jo's team and they are introduced to key charity documents. In addition, Trustees are encouraged to participate in externally provided specialist training on subjects such as governance, legal duties of trustees, fundraising etc. Increasingly trustees are invited to training sessions in which the staff are participating. Trustees are encouraged to take responsibility for their own learning, highlighting areas where they feel they may have a skills gap and being encouraged to attend training to fill these gaps.

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At the time of writing this report it recognised that our long-standing Chair, Clodagh Ward, is due to retire from the Board in spring 2022. A sub-group of the Board is taking forward the recruitment process for a new Chair who is hoped will be in post in time for a suitable handover at the February Board meeting.

It is recognised that, by the nature of the work they undertake in both a paid and voluntary capacity, Trustees are likely to have conflicts of interest from time to time. A Conflicts of Interest policy is in place to which all Trustees are bound and which is policed during meetings and for outside activities. An opportunity for all Trustees to declare any conflicts of interest takes place at the beginning of each Board meeting and these are managed according to the policy. Any conflicts which arise outside of meetings are raised with the Chair and managed accordingly.

In the year one issue was raised with the Information Commissioner's Officer (ICO) which was found in favour of the complainant. This related to a right to erasure and the Charity complied with the actions requested by the IOC immediately.

4.5 Fundraising Standards, Regulation and Compliance

The Charity subscribes to the Fundraising Regulator and through this adheres to the Codes of Fundraising Practice in all its fundraising activities. Through this guidance, policies and working practices relating to working with vulnerable supporters, handling of complaints and ethical considerations are in place. The CEO and other members of the fundraising team are members of the Chartered Institute of Fundraising, giving them access to specialist interest groups and emerging best practice and legislative changes in fundraising.

Jo's Cervical Cancer Trust does not sub-contract elements of its fundraising activities to telephone or marketing agencies and undertakes all its correspondence and contact with donors in-house. The charity does benefit from fundraising activity where it has been selected as a beneficiary. This includes the Women V Cancer challenge events organised by Dream Challenges in support of three women's cancer charities. This relationship is covered by a contract with two governance meetings a year and detailed regular updates provided which includes projected income and participant numbers.

For members of the public who fundraise on their own initiative, the Charity has a fundraising guide which recommends safe and legal practices; fundraisers are encouraged to stay in contact with Jo's staff in order to maintain best practice and so support can be provided. Contracted partnerships, say with corporate partners (commercial participators) or individuals, state that they are not representatives of, or employed by, Jo's Cervical Cancer Trust.

The Charity received no complaints in relation to its fundraising in the year.

We are grateful for the donations we receive each year from the pharmaceutical and pharmaceutical technology industries, donations which remain a relatively small proportion of our overall income. To remain open and transparent with our supporters on income from pharmaceutical companies these were the donations received in 2020/21:

- Roche Diagnostics - £20,000
- GlaxoSmithKline - £25,000
- MSD - £15,000
- Novosanis - £2,000
- BD - £7,500

This equates to 4.1% of Jo's overall income and sits within our policy of raising no more than 5% from pharmaceutical companies.

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

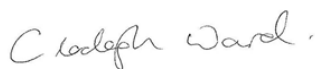
The auditors, Knox Cropper LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

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 16th December 2021 and signed on their behalf by:

Clodagh Ward



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 2021 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 2021 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.

Knox Cropper LLP

Simon Goodridge (Senior Statutory Auditor)
for and on behalf of Knox Cropper LLP
Chartered Accountants and Statutory Auditors
16 December **2021**

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 2021**

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020
INCOME FROM					
Grants and donations	3a	692,288	826,626	1,518,914	1,382,544
Activities for Generating Funds	3b	94,053	-	94,053	514,898
Investments		202	-	202	1,016
Other		294	-	294	1,269
TOTAL INCOMING RESOURCES		786,837	826,626	1,613,463	1,899,727
EXPENDITURE ON					
Raising funds		171,929	-	171,929	370,926
Charitable Activities	4	668,275	826,626	1,494,901	1,300,088
TOTAL RESOURCES EXPENDED		840,204	826,626	1,666,830	1,671,014
Net Income and Net Movement in Funds for the year		(53,367)	-	(53,367)	228,713
BALANCE BROUGHT FORWARD		654,969	-	654,969	426,256
BALANCE CARRIED FORWARD		601,602	-	601,602	654,969

All amounts derived from continuing operations.

JO'S CERVICAL CANCER TRUST
BALANCE SHEET

AS AT 31ST JULY 2021

	Notes	£	2021	£	£	2020	£
FIXED ASSETS	9			4,134			8,701
CURRENT ASSETS							
Debtors	10		179,379			190,502	
Cash at Bank and In Hand			950,813			1,150,055	
			<u>1,130,192</u>			<u>1,340,557</u>	
CREDITORS: Amounts Falling due within one year	11		<u>(435,386)</u>			<u>(450,693)</u>	
NET CURRENT ASSETS				<u>694,806</u>			<u>889,864</u>
Total assets less current liabilities				698,940			898,565
CREDITORS: Amounts Falling due after more that one year	12			(97,338)			(243,596)
NET ASSETS				<u>601,602</u>			<u>654,969</u>
FUNDS							
Restricted Funds	14			-			-
Unrestricted Funds : General Reserve	15			601,602			654,969
				<u>601,602</u>			<u>654,969</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 16 December 2021 and signed on behalf of the board

Clodagh Ward

Clodagh Ward

.....

Hugh Grootenhuis

Hugh Grootenhuis

.....

Registered Company Number: 07111375

JO'S CERVICAL CANCER TRUST**STATEMENT OF CASH FLOWS****AS AT 31ST JULY 2021****Statement of Cash Flows**

	2021	2020
	£	£
OPERATING ACTIVITIES		
Net income/(expenditure) for the reporting period	(53,367)	228,713
Depreciation charge	6,308	6,309
Interest payable	8,838	-
Investment income	(202)	(1,016)
(Increase)/decrease in debtors	11,123	48,912
Increase/(decrease) in creditors	(161,565)	38,254
(Increase)/decrease in stock	-	-
Net cash provided by/(used in) operating activities	<u>(188,865)</u>	<u>321,172</u>
INVESTING ACTIVITIES		
Investment income	202	1,016
Purchase of equipment	(1,741)	(7,298)
Net cash provided by/(used in) investing activities	<u>(1,539)</u>	<u>(6,282)</u>
FINANCING ACTIVITIES		
Repayment of borrowing	(8,838)	-
Cash inflows from new borrowing	-	200,000
Cash flows from financing activities	<u>(8,838)</u>	<u>200,000</u>
Change in cash and cash equivalents in the reporting period	<u>(199,242)</u>	<u>514,890</u>
Cash and cash equivalents at the beginning of the reporting period	<u>1,150,055</u>	<u>635,165</u>
Cash and cash equivalents at the end of the reporting period	<u><u>950,813</u></u>	<u><u>1,150,055</u></u>

Analysis of changes in Net Debt

	At 1.8.20	Cash Flows	At 31.7.21
	£	£	£
Cash and cash equivalents	1,150,055	(199,242)	950,813
Recovery and Resilience Loan Fund	(200,000)	8,838	(191,162)
	<u>950,055</u>	<u>(190,404)</u>	<u>759,651</u>

JO'S CERVICAL CANCER TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2021

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 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 2021**

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 – COVID-19

Jo's Cervical Cancer Trust, was significantly affected by the pandemic and the impact was immediate on our fundraising plans for summer 2020. This was due to face to face fundraising stopping, events being cancelled and the financial situation of many of our supporters sadly impacted. We acted quickly to try and secure the future of the charity. This included stopping projects, placing staff on furlough, salary cuts, giving up our office space and cutting back on every possible cost.

To enable the charity to act quickly, a sub group consisting of the charity's Chair, Vice Chair, Treasurer, Chief Executive and Deputy Chief Executive met weekly to review the current financial situation in order to make speedy decisions and implement them to best protect the charity. Although the charity has now come through the initial crisis, this group continues to meet weekly. The full board of trustees agreed that the sub group should continue to meet regularly, with approval to make decisions if required without having to refer to the entire board.

To recoup the large loss of income the charity had to innovate, quickly launched an urgent emergency appeal, revamped our traditional annual face to face fundraising into a virtual format, and created a new campaign to encourage supporters to donate the cost of something they were not spending due to working from home. Many funders agreed to unrestrict existing grants, and we were successful in applying for emergency grants from both corporate and trust funders. This included financial support from the Department of Digital, Culture, Media & Sport, who supported our information and support services at such a critical time.

Additionally, the charity was successful in applying for a £200,000 loan from the Recovery and Resilience Fund (RRLF) in order to provide extra financial back up if required. 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.

Following the appointment of a new CEO during the year, the charity is developing a new long term strategy including a 5 year financial plan.

Based on the above, the charity's cash reserves and forecasts for the period to December 2022, 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 2021****3a. GRANTS AND DONATIONS**

	2021	2020
	£	£
The analysis of grants and donations for the year is as follows:		
Government grants		
UK Government : Department of Health	19,142	69,534
Department for Digital, Culture, Music and Sport	290,738	143,963
Coronavirus Job Retention Scheme	33,038	79,244
Scottish Government : Glasgow	50,186	43,404
West Scotland	101,325	53,952
Over 50's	104,593	45,704
Scottish Helpline	4,990	-
NHSE Screening Recovery	158,204	-
RM Partners	39,378	-
Other grants	32,000	63,585
Companies and organisations	128,544	211,662
Trusts	72,507	80,156
Public donations and fundraising	170,056	336,097
Donation-in-Kind - Google Adwords (See Note 18)	288,785	255,243
Legacies	25,428	-
	1,518,914	1,382,544

3b. ACTIVITIES FOR GENERATING FUNDS

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

Tribute Funds	35,624	17,089
Challenge Events	58,129	497,583
Christmas Cards	300	226
	94,053	514,898

4. CHARITABLE ACTIVITIES

	----- 2021 -----			
	Direct	Administrative	Total	Total
	Costs	Support	2021	2020
	£	£	£	£
Support Services	127,022	8,930	135,952	229,161
Information, Education and awareness	564,274	39,664	603,938	644,214
Eradicate Cervical Cancer Campaign	256,486	18,029	274,515	268,797
COVID 19 Support	448,941	31,555	480,496	157,916
	1,396,723	98,178	1,494,901	1,300,088

JO'S CERVICAL CANCER TRUST**NOTES TO THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 31ST JULY 2021****4. CHARITABLE ACTIVITIES (continued)***For the prior year*

	----- 2020 -----		
	Direct Costs	Administrative Support Costs	Total 2020
	£	£	£
Support Services	208,908	20,253	229,161
Information, Education and awareness	587,286	56,928	664,214
Eradicate Cervical Cancer Campaign	245,044	23,753	268,797
COVID 19 Support	143,963	13,953	157,916
	1,185,201	114,887	1,300,088

5. ADMINISTRATIVE SUPPORT COSTS

	----- 2021 -----					Total 2020
	Support Services	Informatio n Services	Eradicat e Cancer	COVID1 9 Support	Total 2021	Total 2020
	£	£	£	£		
Legal and Professional	770	3,414	1,589	2,715	8,488	7,001
Premises and Office Facilities	2,552	11,337	5,277	9,020	28,186	57,458
Office costs	4,720	20,968	9,759	16,682	52,129	32,972
Governance (Note 6)	849	3,771	1,755	3,000	9,375	17,456
	8,891	39,490	18,380	31,417	98,178	114,887

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 2020
	£	£	£	£	£
Legal and Professional	1,236	3,469	1,447	849	7,001
Premises and Office Facilities	10,128	28,471	11,880	6,979	57,458
Office costs	5,812	16,338	6,817	4,005	32,972
Governance (Note 6)	3,077	8,650	3,609	2,120	17,456
	20,253	56,928	23,753	13,953	114,887

6. GOVERNANCE

	2021	2020
	£	£
Salaries	9,375	14,573
Trustee Expenses	548	663
Audit Fee	3,852	2,220
	13,775	17,456

JO'S CERVICAL CANCER TRUST**NOTES TO THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 31ST JULY 2021****7. STAFF COSTS**

	2021	2020
	£	£
Wages and Salaries	770,309	778,183
Social Security Costs	75,045	78,006
Pension Costs	49,477	57,082
Redundancy costs	1,614	-
	<u>896,445</u>	<u>913,271</u>
	No	No
The average number of staff employed during the period was:	<u>24</u>	<u>24</u>

At 31 July 2021 Jo's Cervical Cancer Trust had 24 employees (2020: 23)

In 2021, no member of staff received remuneration over £60,000 (2020 – one between £80,000-£90,000).

The remuneration of Key Management Personnel amounted to £287,082 (2020: £335,293).

8. TRUSTEES

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

9. FIXED ASSETS

	Equipment
	£
	2021
Cost:	
At 1 st August 2020	44,952
Additions	<u>1,741</u>
At 31 st July 2021	<u>46,693</u>
Depreciation:	
At 1 st August 2020	36,251
Charge for the period	<u>6,308</u>
At 31 st July 2021	<u>42,559</u>
Net Book Value:	
31 st July 2021	<u>4,134</u>
31 st July 2020	<u>8,701</u>

10. DEBTORS

	2021	2020
	£	£
Prepayments	151,419	188,212
Accrued Income	24,436	1,100
Other debtors	3,524	1,190
	<u>179,379</u>	<u>190,502</u>

JO'S CERVICAL CANCER TRUST**NOTES TO THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 31ST JULY 2021****11. CREDITORS : Amounts falling due within one year**

	2021		2020	
	£	£	£	£
Deferred income				
Department of Health	-		19,142	
Scottish Government (Glasgow)	-		50,186	
Scottish Government Statutory Fund	86,888		125,495	
Scottish Government (Over 50's)	-		104,592	
Scottish Helpline	1,876			
Department of Digital, Culture, Media and Sport	-		39,690	
Masonic Charitable Foundation	-		6,320	
St James's Place Charitable Foundation	23,440		31,320	
City Bridge	-		7,357	
Shanly Foundation	-		1,500	
Petra Trek	45,387		-	
RM Partners	23,342		-	
NHSE	16,198		-	
Merck	10,120		-	
North East London Alliance	24,067		-	
		<hr/>		<hr/>
		231,318		385,602
Accruals		3,600		2,040
Other Creditors		82,973		38,697
Payroll Taxes		23,671		24,354
Recovery and Resilience Loan Fund		93,824		-
		<hr/>		<hr/>
		435,386		450,693

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

	2021		2020	
	£	£	£	£
Deferred income - Scottish Government Statutory Fund		-		33,596
St James's Place		-		10,000
Recovery and Resilience Loan Fund (see below)		97,338		200,000
		<hr/>		<hr/>
		97,338		243,596

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. This decision was based on continued uncertainty, such as change of senior leadership and the continued pandemic. It has not been necessary to draw on the loan, nor is it expected to be necessary over the life of the loan; it remains in the bank as a 'safety blanket'.

JO'S CERVICAL CANCER TRUST**NOTES TO THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 31ST JULY 2021****13. DEFERRED INCOME**

	Balance 1/8/20	New income	Released to Statement of Financial Activities	Balance 31/7/21
	£	£	£	£
Department of Health	19,142	-	(19,142)	-
Scottish Government (Glasgow)	50,186	-	(50,186)	-
Scottish Government Statutory fund	159,091	-	(72,203)	86,888
Scottish Government (Over 50's)	104,592	-	(104,592)	-
Dept for Digital, Culture, Media and Sport	39,690	251,048	(290,738)	-
Other:				
St James's Place Charitable Foundation	41,320	3,000	(20,880)	23,440
Masonic Charitable Foundation	6,320	-	(6,320)	-
City Bridge	7,357	-	(7,357)	-
Shanly Foundation	1,500	-	(1,500)	-
RM Partners	-	49,787	(26,445)	23,342
NHSE	-	174,402	(158,204)	16,198
Merck	-	15,000	(4,880)	10,120
North East London Alliance	-	37,000	(12,933)	24,067
Scottish Helpline	-	6,866	(4,990)	1,876
Petra Trek	-	45,387	-	45,387
	429,198	582,490	(780,370)	231,318

JO'S CERVICAL CANCER TRUST**NOTES TO THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 31ST JULY 2021****14. RESTRICTED FUNDS**

	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)	-	-

Prior year

	Balance 1/8/19	Incoming Resources	Resources Expended	Transfers	Balance 31/7/20
	£	£	£		£
For Support Services	-	37,585	(37,585)	-	-
For Information Services	-	38,070	(38,070)	-	-
Eradicate Cervical Cancer Campaign	-	212,594	(212,594)	-	-
COVID 19 Support	-	143,963	(143,963)	-	-
Coronavirus Job Retention Scheme	-	79,244	(79,244)	-	-
	-	511,456	(511,456)	-	-

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

15. UNRESTRICTED FUNDS

	Balance 1/8/20	Net Incoming Resources	Balance 31/7/21
	£	£	£
General Reserve	654,969	(53,367)	601,602
	<u>654,969</u>	<u>(53,367)</u>	<u>601,602</u>
Prior year			
	Balance 1/8/19	Net Incoming Resources	Balance 31/7/20
	£	£	£
General Reserve	426,256	228,713	654,969
	<u>426,256</u>	<u>228,713</u>	<u>654,969</u>

16. COMMITMENTS UNDER OPERATING LEASES

The Trust has amended the licence agreement for its office accommodation on September 2020 to reflect the reduction in desks used. The licence has a 3 months notice. Under the revised agreement the annual fee charge is £14,094 (2019-20: £14,094).

JO'S CERVICAL CANCER TRUST**NOTES TO THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 31ST JULY 2021****17. ANALYSIS OF NET ASSETS BETWEEN FUNDS**

	Unrestricted	Restricted	Total 2021
	£	£	£
Tangible Fixed Assets	4,134	-	4,134
Cash	950,813	-	950,813
Debtors	179,379	-	179,379
Liabilities	<u>(532,724)</u>	<u>-</u>	<u>(532,724)</u>
	<u>601,602</u>	<u>-</u>	<u>601,602</u>
 <i>Prior year</i>			
	Unrestricted	Restricted	Total 2020
	£	£	£
Tangible Fixed Assets	8,701	-	8,701
Cash	1,150,055	-	1,150,055
Debtors	190,502	-	190,502
Liabilities	<u>(694,289)</u>	<u>-</u>	<u>(694,289)</u>
	<u>654,969</u>	<u>-</u>	<u>654,969</u>

18. DONATED SERVICES

In 2020-21 and the previous five years, the Trust received free advertised space on Google search pages under the Google Awards Scheme amounting to £288,785 (2019-20: £255,243).

19. RELATED PARTY TRANSACTIONS

There were no related party transactions in the year (2020: 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 2021

21. COMPARATIVE FIGURES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted Funds	Restricted Funds	Total 2020
	£	£	£
Income from			
Grants and donations	871,088	511,456	1,382,544
Activities for generating funds	514,898	-	514,898
Investment income	1,016	-	1,016
Other income	1,269	-	1,269
Total incoming resources	<u>1,388,271</u>	<u>511,456</u>	<u>1,899,727</u>
Expenditure on			
Raising funds	370,926	-	370,926
Charitable activities	788,632	511,456	1,300,088
Total resources expended	<u>1,159,558</u>	<u>511,456</u>	<u>1,671,014</u>
Net Income/(Expenditure) before transfers	228,713	-	228,713
Transfers to/(from) Restricted Funds	-	-	-
Net Income/(Expenditure) after transfers	228,713	-	(22,545)
Balance at 1 st August 2019	426,256	-	426,256
Balance at 31 st July 2020	<u>654,969</u>	<u>-</u>	<u>654,969</u>

JO'S CERVICAL CANCER TRUST

England & Wales - Charity number 1133542

Accounts

JO'S CERVICAL CANCER TRUST

FINANCIAL STATEMENTS

FOR THE YEAR ENDING 31ST JULY 2020

CHARITY NO: 1133542 (ENGLAND & WALES)

CHARITY NO: SC041236 (SCOTLAND)

COMPANY NO: 07111375



JO'S CERVICAL CANCER TRUST
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2020

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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) Tessa Bamford Mina Desai Doug D'Arcy Hugh Grootenhuis Louise Newton Andrew Nordin Rebecca McCreath Kevin Pollock Carol Taylor
Chief Executive:	Robert Music
Registered Office:	CAN Mezzanine, 7-14 Great Dover Street, London, SE1 4RY.
Charity Number:	1133542 (England & Wales)
Charity Number:	SC041236 (Scotland)
Company Number:	7111375
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

JO'S CERVICAL CANCER TRUST

REPORT OF THE TRUSTEES

Report of the Trustees

The Trustees (who are also the directors of the charitable company for the purposes of the Companies Act) present their combined directors' report and Trustees' report, as required by company law, together with the audited financial statements of Jo's Cervical Cancer Trust (the Charity) for the year ended 31 July 2020. The Trustees confirm that the Trustees' report and financial statements of the Charity comply with the current statutory requirements, the requirements of the Charity's governing document and the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 second edition) (effective 1 January 2019).

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 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

COVID-19

Jo's Cervical Cancer Trust, like so many other charities was significantly affected by the pandemic and the impact was immediate on our fundraising plans for summer 2020, with 70% of our projected unrestricted income lost literally overnight. This was due to face to face fundraising stopping, events being cancelled and the financial situation of many of our supporters sadly impacted. We simply faced a funding crisis and had to act quickly to try and secure the future of the charity. This included stopping projects, placing staff on furlough, salary cuts, giving up our office space and cutting back on every possible cost.

To enable the charity to act quickly, a sub group consisting of the charity's Chair, Vice Chair, Treasurer, Chief Executive and Deputy Chief Executive met weekly to review the current financial situation in order to make speedy decisions and implement them to best protect the charity. Although the charity has now come through the initial crisis, this group continues to meet weekly. The full board of trustees agreed that the sub group should continue to meet regularly, with approval to make decisions if required without having to refer to the entire board.

To recoup the large loss of income the charity had to innovate, quickly launched an urgent emergency appeal, revamped our traditional annual face to face fundraising into a virtual format, and created a new campaign to encourage supporters to donate the cost of something they were not spending due to working from home. Many funders agreed to unrestrict existing grants, and we were successful in applying for emergency grants from both corporate and trust funders. This included financial support from the Department of Digital, Culture, Media & Sport, who supported our information and support services at such a critical time. As a result income and reserve levels at year end were higher than initially budgeted, but it is important to note that many costs were reduced or taken out of the budget, we have not replaced all staff if someone left the charity, whilst we gave up our office space which was our greatest single item of expenditure.

JO'S CERVICAL CANCER TRUST

REPORT OF THE TRUSTEES

Additionally, the charity was successful in applying for a £200,000 loan from the Recovery and Resilience Fund (RRLF) in order to provide extra financial back up if required. 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. After the 12 month period the charity can decide whether to return the full loan with no financial penalty, or if it was felt funds were needed, it can utilise some or all of the funds, which will be paid back over two years on a low interest rate. The board of trustees are confident that the funds will not be required but have until July 2021 before a final decision needs to be taken.

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 2019-20 was £1,899,727 (£1,630,294 2018-19) with expenditure in 2019-20 at £1,671,014 (compared to £1,652,839 in 2018-19), producing net income of £228,713.

Income includes £79,244 from the Job Retention Scheme that was provided by the Government to offer support to organisations in response to the COVID-19 crisis. The charity made use of this scheme with approximately 50% of its staff being furloughed.

Expenditure on Charitable Activities increased slightly from £1,290,592 to £1,300,088. However, this includes a rise in the value of gifts in kind by over £100,000 and therefore in real terms there was a reduction in expenditure, which is due to actions taken to protect the charity from the financial impact of COVID including giving up our office space and removing projects and costs that were not core to the charity's work. Fundraising activities showed a small rise from £361,887 to £370,926, mainly due to a fundraising event to raise funds for the charity's 20th anniversary in 2019.

The charity receives support via the Google AdWords grant scheme. During the year the value of this grant increased from £153,200 to £255,243 and this is recognised as a Gift in Kind in both income and expenditure.

The level of unrestricted reserves at the end of 2019-20 was £654,969, which equates to 8.8 months unrestricted expenditure. This is above the charity's usual reserves policy of four to six months, mainly thanks to the success of the charity's emergency COVID-19 appeal to its supporters, along with reducing significant costs from its budget, in order to manage the impact of the pandemic. The board of trustees agreed that in the short term it will aim to hold on to a higher level of reserve to protect against further waves from the pandemic and that once finances are more settled to then increase charitable expenditure and reduce these levels back to normal. See note further along this document to see our full reserve policy.

Governance and administration

Ensuring the charity is well governed is fundamental. It ensures we can best deliver on our mission and objectives, are compliant with relevant legislation and can effectively manage risks. The board of trustees met formally four times during the year along with a number of additional meetings to discuss the charity's response to COVID-19. 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 there were no retirements or new trustees added to the board.

Risk management

The Trustees board and senior management team undertook two reviews of the risks which the charity faces and are satisfied that systems are in place to mitigate those risks. Effective risk management is key to successfully delivering our strategy and ensuring the charity is safe and sustainable both now and in the future. An organisation-wide risk management approach is in place. Additionally more regular reviews of the risks due to the impact of COVID-19 were discussed to deal with and respond to any challenges due to the pandemic.

JO'S CERVICAL CANCER TRUST

REPORT OF THE TRUSTEES

Reserves policy

During the year trustees reviewed the charity's reserves policy which 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 the number of newly restricted grants that are supporting our core work and to protect against further waves from the pandemic. Once finances are more settled the board will then look to increase charitable expenditure and reduce reserve levels back to normal. See note further along this document to see our full reserve policy.

This policy will be regularly reviewed and updated as and when felt appropriate, with the focus always on ensuring the financial sustainability of the organisation. The reserves policy 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
- That the reserves are reviewed at each board meeting

Leadership

Jo's Cervical Cancer Trust is governed by its wholly volunteer Trustee Board. The role of Board of Trustees is to set and agree the overall direction, strategy and culture at Jo's Cervical Cancer Trust. They lead by example and support the chief executive in the daily delivery of our strategic and annual plans and activities, monitoring performance against agreed objectives. The Board also have a legal responsibility, ensuring the charity is meeting legal requirements. Additionally they regularly review risks and policies throughout the year.

Trustee Board

Trustees who served on the board during 2019-20 can be found on page 1 of this report. The trustees are a diverse group geographically, bring specific skills to the Board but as a group all have a passion for the cause and its vision. The charity aims to match the skills of trustees to strategic goals and business plans.

Each year trustees review the make up of the trustee board and gaps that may arise, putting plans in place to refresh the skills, experience and diversity to ensure sustainable governance. During 2020-21 the board will be seeking to recruit up to four new trustees, two of who will replace board members due to retire, whilst there are also two currently two vacant places to be filled.

Length of Service for Trustee Board Members

Trustee Board members serve a 3 year term and may be reappointed for up to a further two succeeding terms. After a 1 year break they can be reappointed.

Senior Management Team

The executive team, made up of five individuals and led by the chief executive, are Jo's Cervical Cancer Trust's senior managers and responsible for the day-to-day leadership and running of the charity and the execution of the strategy and policies decided by the Trustee Board. As a team they are committed to not only focusing on the delivery of our core activities, but also looking forward to ensure we remain sustainable as an organisation, able to respond to changing trends and external factors. The executive team provide direction and motivation to our team.

Avoiding conflicts of interest

The charity operates a Conflict of Interest policy for all Trustees. Conflicts of interest are collated annually and new declarations, in line with the Commission disqualification criteria guidelines, are recorded.

JO'S CERVICAL CANCER TRUST

REPORT OF THE TRUSTEES

Financial Responsibilities

Trustees are responsible for preparing the Trustees' Report and financial statements in accordance with the latest law and regulations. Trustees are required to prepare financial statements for each financial year in accordance with UK accounting practice and must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity for that period.

Trustees are responsible for keeping proper accounting records. These must be sufficient to show and explain transactions and disclose, with reasonable accuracy at any time, the financial position of the charity. Financial statements must also comply with the UK Charities Act 2011 and applicable accounting regulations. Trustees are also responsible for safeguarding the assets of the charity and taking reasonable steps to prevent and detect fraud and other irregularities.

Financial Planning, Decisions and Reporting

The strategic management of the charity is entrusted to the Trustee Board and its execution – implementing the strategy and the day-to-day management - is the responsibility of the chief executive. The chief executive delegates authority to their senior management team.

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 senior management team and then agreed by Trustees.

Financial Policies and Procedures

Trustees are responsible for safeguarding the assets of the charity which 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.

Fundraising Standards, Regulation Compliance, Contacting Supporters and Supervising Fundraisers

Jo's Cervical Cancer Trust's approach to fundraising is to go 'beyond compliance' and demonstrate best practice alongside the highest standards of supporter care and governance. The charity is signed up to the Fundraising Regulator, which is voluntary and adheres to the 'Codes of Fundraising Practise' as set out by the Fundraising Regulator. Additionally some of the fundraising department are members of several of the Institute of Fundraising's special interest groups, voluntary groups that promote excellence and best practice across peer networks for specific fundraising income streams such as Corporate Fundraising.

Jo's Cervical Cancer Trust does not sub-contract elements of its fundraising activities to telephone or marketing agencies and undertakes all its correspondence and contact with donors in-house. The charity does benefit from fundraising activity where it has been selected as a beneficiary. This includes the Women V Cancer challenge events organised by Dream Challenges in support of three women's cancer charities. This relationship is covered by a contract with two governance meetings a year and detailed regular updates provided which includes projected income and participant numbers.

For members of the public who fundraise on their own initiative, the charity has a Fundraising Guide recommends safe and legal practices and requests fundraisers get in touch to seek advice and support. The charity will monitor and keep in touch with all fundraisers holding events and activities it is aware of, advising about best practice as part the full supporter care journey. Contracted relationships, with corporate partners (commercial participators) or individuals, state they are not representing Jo's Cervical Cancer Trust but supporting the charity and cannot act on its behalf.

The charity has fundraising policies in place that protect supporters and provides clarity about policies such as working with vulnerable supporters, complaints, donation acceptance and corporate and pharmaceuticals policy. The charity received no complaints relating to its fundraising activities during the year.

JO'S CERVICAL CANCER TRUST

REPORT OF THE TRUSTEES

Gender Balance

At the end of 2019-20, the Board comprised of 6 women and 4 men. Diversity is promoted and encouraged across the charity.

Trustee Board Meetings

The Trustee Board meets formally at least four times a year. 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.

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 with a number of trustees going on training or 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 called 'This week at Jo's'.

Review of the year

Clodagh Ward, Chair of Trustees

Last year was our 20th anniversary year. It was meant to be a year of celebration and throughout the first half of the year it truly was. We launched new support services, made positive inroads at a policy level and expanded our outreach services. It was set to be our best ever year. Then COVID-19 hit.

Along with many organisations we faced significant challenges, having to make incredibly hard decisions to ensure the survival of the charity. I cannot thank our staff enough. They did not lose sight of the purpose and mission of Jo's and worked above and beyond to ensure we could continue to provide the support our community desperately needed. Our senior team led the charity through difficult choices and my sincere thanks also go to them. But above all, thank you to our supporters and volunteers who gave their time and raised funds to help us through; thanks to you Jo's is still here.

We are not out of the woods and the future is still uncertain however we have renewed reasons to celebrate. We are in a far stronger situation than we could ever have imagined when the pandemic hit and have become more resourceful and efficient as a result.

The impact of the pandemic on cancer services and programmes such as cervical screening was wide-reaching and ongoing. Our support services saw the impact first hand with cancelled appointments, delayed treatments and diagnoses being delivered at an already highly anxious time.

We have a challenging time ahead but Jo's will continue to campaign and support the needs of those affected by cervical cancer in the coming year while working to ensure as many people as possible have the resources to reduce their risk of the disease.

I also have to announce the departure of our Chief Executive Officer, Rob Music who has decided to move to a new charitable leadership role. Rob has led the charity for the past 12 years. He was recruited as employee number 1 and has grown the charity into the impressive organisation that it is today. The Board and I are very sorry to see him go, however he leaves the charity in robust health and I want to thank Rob for all his hard work and commitment over the years. Jo's would not be where it is today without that. On a personal note I have greatly enjoyed working with him and wish him every success in his new role.

Clodagh Ward

JO'S CERVICAL CANCER TRUST**REPORT OF THE TRUSTEES****Jasmine's story**

In March 2019, when my son was 6 months old, I started experiencing light spotting after sex. I knew this was a symptom of cervical cancer but brushed it off as I thought maybe I still wasn't completely healed after a difficult birth. Over the next few months I started having light bleeding between periods, cramps and some lower back discomfort, again I brushed it off thinking it was my body getting used to being back on the contraceptive pill until one morning in June I experienced extremely heavy bleeding along with large clots. I remember sitting on the bathroom floor crying.

Jo's was the first website I visited when I was experiencing symptoms. I eventually had a cancer referral and a couple of weeks later I went under general anaesthetic for my colposcopy and biopsy. On the 1st November 2019 I went to discuss my biopsy results where I was told I had stage 2b cervical cancer.

A few weeks after my diagnosis I started my treatment. 25 sessions of radiotherapy, 5 sessions of chemotherapy and 3 sessions of brachytherapy. I made the decision to not have any fertility treatment as I am lucky enough to already have two children and wanted to focus on getting better. The first couple of radiotherapy sessions were emotionally tough, trying to get my head around the fact I would be going to hospital almost every day for 5 weeks. I then had brachytherapy. It was something I had never heard of and found the thought of it very daunting, but the radiographers and nurses were incredible.

I finished brachytherapy in January 2020 and within a couple of weeks I went through the menopause - hot flushes and night sweats galore! I struggled emotionally for the first couple of weeks after treatment as all I could think about was whether it had gone or not. It was a worrying time waiting for scan results, especially during the lockdown, but in April 2020 I received my latest PET scan results saying they have found no evidence of cancer.

They were trying to limit hospital appointments during lockdown understandably so I received my good news over the phone. It's a little daunting suddenly having no appointments to attend but I know they're at the other end of the phone if I need them. It has been hard not being able to celebrate with family, especially my parents but we opened some champagne over a video call, and we will make up for it when we're allowed to.

I'm still struggling with some bowel changes which I think will be permanent but manageable. I'm also suffering with painful hips from radiotherapy but since starting yoga and exercising more it's slowly improving. I'm hoping to get some HRT soon to help with the menopausal symptoms but overall I feel extremely lucky to have got through the last year with the help of my incredible fiancé who was at every appointment, my amazing parents, family and friends. Not to mention the tremendous support I have received and am still receiving from the wonderful people at Jo's.

I hope to carry on raising awareness of cervical cancer and the importance of smear tests and when lockdown is lifted, I look forward to raising as much money as possible for such an important charity that has played a key part in my cancer journey.

Never more needed

A cancer diagnosis changes everything. From the immediate consequences to the lifelong impacts on physical, mental and financial health. At Jo's we know that everyone's experience is completely different. Our mission, and one of our reasons for being, is to be there for everyone who needs us, when they need us.

Before the country went into lockdown we were reaching more people than ever before. Our connected Helpline calls were up 6% on the previous year and we had our busiest ever January, coinciding with Cervical Cancer Prevention Week.

JO'S CERVICAL CANCER TRUST

REPORT OF THE TRUSTEES

In 2019-20 we connected 2282 calls compared to 2153 in the previous year. This was in part achieved by us being open for longer, a total of 82 days up from 73 which is a real testament to our team and volunteers who stuck with us through a very hard year.

The nature of our calls changed dramatically overnight in March as the NHS was forced to pause and delay tests, treatments and prevention programmes. Those coming to us were highly anxious and desperately needed answers. We very quickly realised our Helpline needed to be open longer and later and increased the number of helpline call backs we made.

Every month, bar April and May 2020, exceeded figures in 2019 and we carried out 10% more calls backs compared to the year before. These calls have also been consistently longer as the pandemic has made life even harder for those facing tests and treatments. During the first months of the pandemic we saw calls drop off slightly as fewer tests and appointments were carried out. However as lockdown eased they started increasing with rising levels of frustration and fear.

Our Ask The Expert service saw a small reduction of around 2% during the year. We always want to make sure we can reply quickly to everyone who needs us. However, due to a high volume of requests we took the decision to stop promoting the service so widely to ensure we could achieve this and particularly in light of high numbers of our volunteer expert panel being redeployed to different departments during the pandemic or dealing with increased workload and so unable to offer as much time as they normally could.

We have now recruited two more screening nurses and two oncologists to our panel. This will lessen the demand on the existing panel and decrease the amount of time service users have to wait for a response. During the year we also saw a 17% increase in the number of new users posting comments in our Forum.

One new project s providing Helpline support to a HPV self-sampling research project due to start in November 2020. YouScreen aims to screen 10,000 women and people with a cervix in North and East London, and we have been part of the project steering group from the start. We couldn't be more grateful to each and every one our volunteers and experts who make running our support services possible.

Face to face support

In September 2019 we had our highest ever attendance at our annual cervical cancer support day Let's Meet with a 9% increase from the previous year. Attendees travelled from all over the UK to attend including Dumfries in Scotland with 96% saying they would attend another event in the future. Topics spanned looking after your mental health, sex and intimacy changes after cervical cancer and parenting through alternative means.

"The best thing has been being able to meet people who are experiencing the same thing. It's being able to meet people living beyond a cervical diagnosis, this is so important it gives us hope, makes us realise we are not alone and allows us to bond and support each other through our shared experiences."

Just before lockdown, we held our last face to face event of the year in Newcastle. Sadly we had to postpone the rest of our calendar of events, however a week long programme of virtual support events is planned for September with lunch time and evening sessions to make them as accessible as possible. The benefit of online support events means we can reach those previously unable to travel to our events.

We are committed to providing the highest level of support whether face to face or virtually and are adapting our traditional volunteer training weekend to a virtual programme. At our November 2019 training, 86% of new volunteers rated it as excellent and 100% said it met their expectations.

During the pandemic our Hospital Support Service role sadly came to an end as it became unviable due to challenges around access and safety. It was also apparent that it would be impossible to say when we would be able to restart this role within a hospital. Our incredible funders understood these challenges and agreed to change the way the service worked. We were able to develop the project funding to extend the reach of our services and are now able to take more calls. We are also pleased to be able to launch two new services, a one-to-one cervical cancer support service, and an email of our helpline, which we are able to offer nationally.

JO'S CERVICAL CANCER TRUST

REPORT OF THE TRUSTEES

Providing the answers

In the first half of the year we responded to gaps identified by our own research and the concerns of our service users, to create new information on fertility changes after cervical cancer and the impact of a diagnosis on mental health on our website. All new web pages featured in the top 10 page views within our cancer section at year end, demonstrating the clear need for this reassurance and support.

We were asked to use our expertise on a wide range of projects including partnering with RM Partners, the Tavistock Gender Identity Clinic and 56 Dean Street to form the No Barriers project group, launching and delivering a specialist cervical screening clinic for trans men and/or non-binary people. We also worked with Public Health England to revamp sample taker training to support the introduction of HPV primary screening and consulted with Royal College of Nursing on their updated *Human Papillomavirus (HPV), Cervical Screening and Cervical Cancer* guidance.

We won First Prize in the British Medical Award's for Screening in September for our resources on cervical screening after sexual violence.

A Google algorithm update in September 2019 negatively impacted the traffic of many organisations and sadly this included Jo's. Despite seeing a 40% drop we still had over 1.5 million website sessions and 4 million website page views, whilst we are now seeing traffic starting to recover.

In response to the pandemic we knew that people need answers and tips in how to navigate their health care and support their mental health. We quickly developed a Coronavirus hub on our website speeding up our peer review process to enable us to respond as fast as possible to the rapidly-changing situation, while not compromising the quality of our information. This had over 36,000 views in just 4 months.

Getting the message out

We want to reduce the impact of cervical cancer. This means preventing as many diagnoses as possible, whilst ensuring those with symptoms get help at the earliest stage. Creating new ways to get the messages out there is a big part of what we do and we worked with a wide range of organisations and individuals to do just that.

Over the year we had 2839 pieces of press coverage including international pieces and 236 broadcast pieces. This included two appearances on Woman's Hour, in April 2020 with the Royal College of Obstetricians and Gynaecologists providing information about cervical screening across the UK during the pandemic, and in August 2019 discussing cervical cancer in the over 50's. We had nine pieces on BBC news online. A further highlight was widespread coverage following our comment on Sir Mike Richards's review of screening services in England. We focused on the need for accessible tests such as at lunch breaks and on weekends.

During the pandemic our media volunteers were incredible. Sharing their stories of living with cancer and having treatment for cell changes during lockdown. We worked with publications including Cosmopolitan, Huffington Post and Forbes Magazine to help others in similar situations feel less alone and know where to access help.

Supportive conversations

We know that whenever cervical cancer is in the news, we see an uptick in people talking about cervical screening. We worked hard to encourage people to speak supportively during these moments rather than shaming or blaming those who find attending hard. We took the opportunity of a 3-part documentary about Jade Goody's extraordinary life aired in August, to steer the conversation. We published a blog and worked with the media, including the BBC, Stylist and Huffington Post encouraging people to use supportive, inclusive and sensitive language.

During Sexual Health Week (16-22 September) we teamed up with Twitter asking users to share an emoji which represented their vagina, along with the hashtag #EndSmearFear and a smear test tip. High profile involvement included Maura Higgins, Louise Redknapp and Lolly Adefope. The hashtag was used over 5,000 times and the tweets generated had a potential reach of 1.3 billion.

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

We had great coverage with highlights including Independent, Mirror and Bustle. However, the success of the campaign was really demonstrated in the supportive nature of the conversations it inspired, the sharing of tips, and the complex barriers to screening being acknowledged.

Our work with Coronation Street came to an end as Sinead Tinker sadly passed away following her cervical cancer diagnosis. We worked closely with the writers ensuring the story was a realistic and sensitive portrayal, in addition to working with the media. Our focus was ensuring those facing a diagnosis felt less alone and that the opportunity to talk about preventing the disease was not missed. We secured coverage in publications including the Express and on Loose Women, BBC Radio 1 and the ITV news.

A highlight of the year was working with YouTuber Zoe Sugg to film her smear test with Jenny Greenfield, a member of our Ask the Expert panel and a Practice Nurse Manager. The video was posted on her YouTube channel (4.85 million subscribers) and her Instagram (9.7 million followers) and at present has over 3.8 million views.

Cervical Cancer Prevention Week

A pivotal point of our year is our annual campaign. We decided to do something different and focus on HPV in direct response to the growing level of confusion and anxiety we see daily through our services. It also coincided with the move to HPV testing across the UK.

We conducted new research which found that despite eight out of ten people having HPV at some point in their lives, less than a quarter say they would date someone with HPV. If told they had the virus, one in five would feel embarrassed and one in ten dirty.

Our press release resulted in 215 articles and 54 pieces of broadcast coverage enabling us to start conversations and grab attention. #CervicalCancerPreventionWeek trended on Twitter on the first day with a reach of 16,986,469 people.

Celebrities including Sara Cox and Bonnie Wright joined us to spread the message wide and ensure more people know where they can access support. Our campaign film, highlighting key HPV myths, was viewed over 77,000 times.

Overnight in March all our communications became about COVID-19. We put our community at the heart of our communications and produced more videos than we ever have before. This included working with professionals on tips on dealing with lymphedema in lockdown, coping with self-isolation and what to expect in healthcare at the moment.

We scaled up the amount of communications we put out, increasing our social media presence, hosting three different Instagram Lives and sending more regular newsletters, which retained a high open rate. Cervical screening was paused or suspended across much of the UK and so Cervical Screening Awareness Week fell at a difficult time. The campaign set out to address challenges to attending screening and changes to the programme as a result of COVID-19. We focused on providing country-specific information and signposting to resources and sources of support.

We conducted research which found that delayed and cancelled appointments had left many women and people with a cervix feeling worried (39%). While 40% said they would feel relieved to be able to go, around one in eight felt less likely to attend than before the pandemic.

We launched new FAQs to address new anxieties and uncertainties, supplemented with short films and blogs outlining what to expect at screening. Our research reached publications including the Daily Mail, the Sun, Grazia, Independent and BBC totaling over a hundred pieces of media coverage.

We had over 10k views of our campaign video on Facebook alone with a reach of 35.5k. As a result we had a 35% increase in website page views compared to the previous week and a 23% increase in Helpline calls. Highlights including being the 3rd most mentioned Twitter account by MPs on the Monday of the awareness week, behind Boris Johnson and Marcus Rashford!

JO'S CERVICAL CANCER TRUST

REPORT OF THE TRUSTEES

Jennifer's story

"I had been experiencing pain and bleeding during sex for a little while when I received my invitation for my cervical screening. The UK was just coming out of lockdown and there was a backlog in tests, so my results took about seven weeks to arrive. I received a phone call asking me to go in for a colposcopy appointment but this was cancelled twice so I found myself waiting for a long time.

I was told I would need a biopsy. The results showed I had CGIN and "small fragment invasive malignancy". Everything moved really fast after that and two days later I went in for a cone biopsy. The results showed I had high-grade CGIN but no cancer.

The waiting time is completely out of our control, especially right now with COVID-19 and the delays as a result of this, so distracting yourself is absolutely essential. It's a strange world we live in right now and unfortunately some things are taking longer than usual, but you are entitled to push for treatment.

I think it's important to find support, whether that's from loved ones, friends or on the Jo's Cervical Cancer Trust Forum. Connecting with and speaking to people who understand your experiences and circumstances can be a lifeline when you're struggling and I found it reassuring having people to relate to or who understood how I was feeling.

As supportive as my boyfriend was, it's just not the same as talking to those who are going through, or have been through, similar treatments. Even though I've had my treatment, I continue to visit the forum and try to offer support to those who are currently where I was two months ago. You never have to be alone in how you're feeling.

Advocating for change

As the UK's cervical cancer charity, we work hard to see improvements in prevention, treatment and care of the disease. This year we made positive progress. We highlighted the needs of those with cervical cell changes for the first time and saw two of our biggest policy calls be implemented. COVID-19 changed everything, yet the cancer community pulled together. We shared insight and campaigned hard to ensure cancer did not become a further casualty of the pandemic. Some highlights of the year include:

In August

Released new research into the experiences of women with physical disabilities accessing cervical screening. Our findings were shocking, with two thirds saying they were unable to attend due to their disability. Issues such as a lack of equipment, no clear policies in GP practices and misconceptions among healthcare professionals meant that 88% of women with a physical disability say it is hard for them to attend.

Our five recommendations received widespread support from organisations such as Enhance the UK and Scope. Our report also led to meetings with the Care Quality Commission and Royal College of General Practitioners to discuss what more could be done to reduce the inequality we uncovered.

The report was covered in the press focusing on the fantastic women who shared their stories with us. This included coverage on around 40 radio stations, the BBC and Independent.

In December

Ahead of the General Election we produced a manifesto setting out how the Government can help us get to the day where cervical cancer is a thing of the past. We also joined up with 28 other cancer charities to launch the #OneCancerVoice manifesto. It provides solutions to the biggest cancer issues the next Government will face such as workforce, early diagnosis and support after treatment. This set us in good stead for when the pandemic hit as some of the biggest cancer charities in the country were already sharing intelligence and working closer than ever.

JO'S CERVICAL CANCER TRUST**REPORT OF THE TRUSTEES****In January**

We saw widespread support across the four nations for Cervical Cancer Prevention Week:

- Held our most successful drop in events to date in the Welsh Assembly and Scottish Parliament attended by just over a third of all members
- Questions raised in Health and Social Care questions in Westminster, First Ministers Questions in Wales and First Ministers Questions in Scotland – all asking what the government will do to tackle HPV stigma and increase screening attendance
- Meetings with new MP supporters included with Alex Davies-Jones MP who has a personal experience of cervical cell changes. Alex told us that she used our forum every day and found it really helpful and comforting!
- Met with Health Minister Jo Churchill MP to ask for her support around tackling HPV stigma as well as some of the barriers to accessing screening in the UK.

Jo Churchill MP

'I am delighted to join my right hon. Friend in congratulating Jo's Cervical Cancer Trust on the work it does. I had the pleasure of meeting its team only last week, who do fantastic work to raise awareness of vital cervical screening.'

In March

Scotland became the third UK country to offer HPV primary screening providing a far more accurate and sensitive way of predicting those at greater risk of cervical cancer. Jo's sat on two key groups, the Implementation Board and the Communications Group, ensuring the patient perspective was at the top of the agenda.

We also took forward our work on the long term consequences of cervical cancer treatment. This included presenting our research at the Society for Gynecologic Cancer's 50th anniversary conference. This is a prestigious meeting which brings together leaders from all across the world, proving an important opportunity to share our research on a world stage.

In April

One of our long held policy calls, a focus of our 2018 report 'Computer Says No', became a reality. Our research had shown that there has been a significant decline in cervical screening provision in sexual health services in England for many years. Jo's has been part of an NHS England working group developing policy and guidance to address this. In April this was finally released meaning opportunities to access this potentially life saving test are increasing.

COVID-19

The cancer charity community as a whole came together to share intelligence and provide one strong voice. This includes the One Cancer Voice priorities for cancer recovery and contributing to regular meetings including weekly updates by the NHS England Cancer Programme, Cancer 52, the Welsh Cancer Alliance and parliament groups such as the APPG on Cancer in England and Cross Party Group on Cancer in Wales. As a result we were able to advocate for the needs of those affected by cervical cancer, cell changes and facing delays to cervical screening.

In addition to feeding back insight from our support services, we conducted research looking at the impact of the pandemic on cervical screening providers, including sample takers and commissioners, and worked with cervical screening programmes across the UK to highlight challenges and opportunities. This included worries over resources and examples of initiatives to support attendance within this time. We also worked with NHS England on research among women eligible for cervical screening to identify and address challenges including safety of attending and what to expect.

Outreach

One of the areas of our work most affected by the pandemic was our outreach services across the UK. Providing face to face training, drop in sessions and educational events for the public and health professionals, the team has had incredible success at reaching groups where inequalities are highest. Focused in London and Glasgow, and at the start of the financial year we also recruited two new posts in the West of Scotland.

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

In London the Jo's public health engagement programme has grown in popularity with many Cancer Alliances and Clinical Commissioning Groups keen to book services. This includes delivering sessions to patients, community groups, clinical and non clinical staff on barriers to screening, attitudes around HPV and removing barriers to cervical screening attendance.

Our target was to reach 1600 people per year with cervical health messages across London over the 3 year project. Before the pandemic paused the service we had already engaged with over 6,000 people and trained 439 Community Connectors. The training is aimed to upskill people to support and engage with patients and members of their community.

"I just wanted to tell you that yesterday's training was one of the best trainings I have been to. It was so effective and informative, I had learnt so much and even took the little cards we received at the end to make them into handouts for patients who are coming in for their smear test."

We have presented at a wide range of conferences and meetings, including at the NHS England & Improvement Muslim Network Annual General Meeting, where we were awarded best speaker of the day. An invitation to train in excess of 400 professionals at the official London HPV Primary Screening Update also led to invites to train sample takers in various boroughs across London.

In Glasgow projects were focused on the Chinese Community in the North of the city and Eastern European (Roma) women in the South. Romanian Roma speak Romani which is not a written language. As a result we trained two educators in facilitation skills and cervical screening awareness who coproduced translated materials and an evaluation tool to facilitate awareness training. We also worked with community members and local partners, including GP practice managers to create an appointment booking system across local practices with translated support.

Projects in the West of Scotland included a week long campaign in the Western Isles in February. Rural communities face specific challenges around cervical screening attendance, therefore we undertook research and engaged with communities to understand the barriers and what can be done to overcome them. We also worked with NHS health improvement colleagues and the consultant gynaecologist to train sample takers throughout the islands in ways to increase screening attendance.

Work also started to support women with a learning disability. It is estimated that around 35% of women with a learning disability attend cervical screening so we partnered with Enable Scotland to better understand the reasons why. We ran an awareness session and focus group in January and have plans to co-produce new accessible resources, alongside providing training to people supporting women with a learning disability. Projects working with community organisations representing the over 50 population and the Polish community also started before lockdown hit.

Sadly due to the pandemic this work all had to stop overnight. The nature of the roles mean there are challenges how to deliver outreach in the future. However we are now able to engage more widely across the country due to work moving online. The team have already been working to understand how the pandemic has impacted both patients and the clinical workforce and developing new services. This includes training all Health Improvement community staff, Band 4 – 6, in Glasgow once restrictions are lifted. In addition, we gained funding to work with two of the London Cancer Alliances (RM Partners and the NEL Cancer Alliance) to support screening uptake during the pandemic.

We wouldn't be here without you

Before the pandemic hit we had seen some great successes in fundraising. This included hosting a 20th anniversary evening at the National Portrait Gallery, benefitting from a BBC Radio 4 Appeal and getting support from the amazing riders who took on cycling challenges with Women v Cancer, raising £460,000, We were successful in gaining support from the Scottish Government's Inequalities Fund to deliver screening awareness campaigns focusing on the 50-64 age group, were the selected charity for the Insurance Times Awards evening that raised £13,800 and continued to be supported by Next where in October we were their Bouquet of the Month partner, raising almost £9,000.

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

Like many other charities, the impact of COVID-19 on our financial situation was immediate. We lost 70% of our budgeted income almost overnight, as face to face fundraising stopped, events were cancelled and the financial situation of many of our supporters was sadly impacted.

We faced a funding crisis and had to act quickly to try and secure the future of the charity. This included stopping projects, placing staff on furlough, giving up our office space and cutting back on every possible cost.

We innovated. We quickly launched an urgent emergency appeal, we revamped our traditional annual event Steps for Jo's into a virtual format, and created a new campaign #IGiveMy. #IGiveMy encouraged people to donate the cost of something they were not spending at the moment and we are grateful to the family of Jo Maxwell who the charity was named after for supporting with the campaign.

Thanks to the understanding of some of our key funders we were able to unrestrict several existing grants to be used towards our core work, and were successful in applying for emergency grants from both corporate and trust funders. This included financial support from the Department of Digital, Culture, Media & Sport which supported our information and support services at such a critical time and work with NHS England on a project to restore cervical screening.

We cannot thank our supporters enough. They had our back throughout, responding to our appeals, taking on our at home challenges and going above and beyond for us. Below are some donors whose support we would like to highlight.

BBC Radio 4 Appeal, Brindle Distillery, British Society for Colposcopy & Cervical Pathology, Broadsword Group Ltd, Cytology Society of South West and South Wales (CSSW), DCMS, East Riding Foundation, Edward Gosling Foundation, February Foundation, G C Gibson Charitable Trust, GSK, Heather MacRae, Insurance Times Awards, ISAWITFIRST.com, John Coates Charitable Trust, Joy Family Charitable Trust, Liz & Terry Bramall Charitable Trust, London Gynaecology, Masonic Charitable Foundation, Next Group plc, NPG 20th anniversary event, PayPal Giving Fund, Pelican Feminine Healthcare Limited, Q Charitable Trust, Roche Products Limited, Scottish Government, St James's Place Foundation, STV – Scarlett Moffat donation, Tessa Bamford, The Cathedral Road Clinic, The City Bridge Trust, The Grocers' Charity, Tim Bunting, University College London Hospital NHS Foundation Trust, Will Charitable Trust and Women v Cancer

Jan's story

I started making masks during lockdown in the hope of protecting vulnerable people such as my eldest son who was critically ill with pneumonia three years ago. My partner Simon thought the masks were good enough to sell and it seemed like a great way to raise some money for Jo's.

I was diagnosed with cervical cancer in December 2018 and underwent a radical hysterectomy in January 2019. The surgery successfully removed the cancer and thankfully I didn't require any further treatment.

Unfortunately, I experienced a lot of complications post-surgery and my recovery, both physically and mentally has been tough. I'm finally feeling really well again and remain cancer free.

I found the Jo's website whilst looking for information about abnormal smears and it was truly a godsend in those early days and over the following months. I'm proud to be able to support them.

To date, I've raised £884 through the sale of my masks and am really grateful to my friends, family, neighbours and colleagues for supporting Jo's.

JO'S CERVICAL CANCER TRUST**REPORT OF THE TRUSTEES****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 16th December 2020 and signed on their behalf by:

Clodagh Ward

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 2020 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 2020 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 regulation 8 of the Charities Accounts (Scotland) Regulations 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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

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

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, 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 or a material misstatement of the other information. 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.

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.

**INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES AND MEMBERS OF
JO'S CERVICAL CANCER TRUST (Continued)**

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 in relation where the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- proper and 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 directors' report and from the requirements 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

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.

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 and to the charity's trustees as a body, in accordance with Section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and Regulation 10 of the Charities Accounts (Scotland) Regulations 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.

Knox Cropper LLP

21 December 2020

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

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 2020

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2020 £	Total 2019
INCOME FROM					
Grants and donations	2a	871,088	511,456	1,382,544	856,321
Activities for Generating Funds	2b	514,898	-	514,898	768,924
Investments		1,016	-	1,016	1,037
Other		1,269	-	1,269	4,012
TOTAL INCOMING RESOURCES		1,388,271	511,456	1,899,727	1,630,294
EXPENDITURE ON					
Raising funds		370,926	-	370,926	361,887
Charitable Activities	3	788,632	511,456	1,300,088	1,290,952
TOTAL RESOURCES EXPENDED		1,159,558	511,456	1,671,014	1,652,839
Net Income and Net Movement in Funds for the year		228,713	-	228,713	(22,545)
BALANCE BROUGHT FORWARD		426,256	-	426,256	448,801
BALANCE CARRIED FORWARD		654,969	-	654,969	426,256

All amounts derived from continuing operations.

JO'S CERVICAL CANCER TRUST
BALANCE SHEET

AS AT 31ST JULY 2020


	Notes	£	2020	£	2019	£
FIXED ASSETS	8			8,701		7,712
CURRENT ASSETS						
Debtors	9	190,502			239,413	
Cash at Bank and In Hand		<u>1,150,055</u>			<u>635,165</u>	
		1,340,557			874,578	
CREDITORS: Amounts Falling due within one year	10				(417,231)	
		<u>(450,693)</u>			<u>()</u>	
NET CURRENT ASSETS				<u>889,864</u>		<u>457,347</u>
Total assets less current liabilities				898,565		465,059
CREDITORS: Amounts Falling due after more that one year	11			(243,596)		(38,803)
NET ASSETS				<u>654,969</u>		<u>426,256</u>
FUNDS						
Restricted Funds	13			-		-
Unrestricted Funds : General Reserve	14			654,969		426,256
				<u>654,969</u>		<u>426,256</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 16th December 2020 and signed on behalf of the board

Clodagh Ward

Hugh Grootenhuis




Registered Company Number: 07111375

JO'S CERVICAL CANCER TRUST**STATEMENT OF CASH FLOWS****AS AT 31ST JULY 2020****Statement of Cash Flows**

	2020	2019
	£	£
OPERATING ACTIVITIES		
Net income/(expenditure) for the reporting period	228,713	(22,545)
Depreciation charge	6,309	6,309
Interest payable	-	-
Investment income	(1,016)	(1,037)
(Increase)/decrease in debtors	48,912	(32,221)
Increase/(decrease) in creditors	38,254	21,104
(Increase)/decrease in stock	-	-
Net cash provided by/(used in) operating activities	<u>321,172</u>	<u>(28,390)</u>
INVESTING ACTIVITIES		
Investment income	1,016	1,037
Purchase of equipment	(7,298)	(2,160)
Net cash provided by/(used in) investing activities	<u>(6,282)</u>	<u>(1,123)</u>
FINANCING ACTIVITIES		
Loan advance	200,000	-
Cash flows from financing activities	<u>200,000</u>	<u>-</u>
Change in cash and cash equivalents in the reporting period	514,890	(29,513)
Cash and cash equivalents at the beginning of the reporting period	635,165	664,678
Cash and cash equivalents at the end of the reporting period	<u><u>1,150,055</u></u>	<u><u>635,165</u></u>

Analysis of changes in Net Debt

	At 1.8.19	Cash Flows	At 31.7.20
	£	£	£
Cash and cash equivalents	635,165	514,890	1,150,055
Recovery and Resilience Loan Fund	-	(200,000)	(200,000)
	<u>635,165</u>	<u>314,890</u>	<u>950,055</u>

JO'S CERVICAL CANCER TRUST**NOTES TO THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 31ST JULY 2020****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 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 2020**

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 13 and 14 respectively.

2. GOING CONCERN – COVID-19

Jo's Cervical Cancer Trust, was significantly affected by the pandemic and the impact was immediate on our fundraising plans for summer 2020. This was due to face to face fundraising stopping, events being cancelled and the financial situation of many of our supporters sadly impacted. We acted quickly to try and secure the future of the charity. This included stopping projects, placing staff on furlough, salary cuts, giving up our office space and cutting back on every possible cost.

To enable the charity to act quickly, a sub group consisting of the charity's Chair, Vice Chair, Treasurer, Chief Executive and Deputy Chief Executive met weekly to review the current financial situation in order to make speedy decisions and implement them to best protect the charity. Although the charity has now come through the initial crisis, this group continues to meet weekly. The full board of trustees agreed that the sub group should continue to meet regularly, with approval to make decisions if required without having to refer to the entire board.

To recoup the large loss of income the charity had to innovate, quickly launched an urgent emergency appeal, revamped our traditional annual face to face fundraising into a virtual format, and created a new campaign to encourage supporters to donate the cost of something they were not spending due to working from home. Many funders agreed to unrestrict existing grants, and we were successful in applying for emergency grants from both corporate and trust funders. This included financial support from the Department of Digital, Culture, Media & Sport, who supported our information and support services at such a critical time.

Additionally, the charity was successful in applying for a £200,000 loan from the Recovery and Resilience Fund (RRLF) in order to provide extra financial back up if required. 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. After the 12 month period the charity can decide whether to return the full loan with no financial penalty, or if it was felt funds were need, it can utilise some or all of the funds, which will be paid back over two years on a low interest rate. The board of trustees are confident that the funds will not be required and have until July 2021 before a final decision needs to be taken.

JO'S CERVICAL CANCER TRUST**NOTES TO THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 31ST JULY 2020****3a. GRANTS AND DONATIONS**

	2020	2019
	£	£
The analysis of grants and donations for the year is as follows:		
Government grants		
UK Government : Department of Health	69,534	95,583
Department for Digital, Culture, Music and Sport	143,963	-
Coronavirus Job Retention Scheme	79,244	-
Scottish Government : Glasgow	43,404	46,026
West Scotland	53,952	-
Over 50's	45,704	
Other grants	63,585	-
Companies and organisations	211,662	186,642
Trusts	80,156	66,302
Public donations and fundraising	336,097	308,568
Donation-in-Kind - Google Adwords (See Note 18)	255,243	153,200
	<hr/> 1,382,544	<hr/> 856,321

3b. ACTIVITIES FOR GENERATING FUNDS

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

Tribute Funds	17,089	17,390
Challenge Events	497,583	751,048
Christmas Cards	226	486
	<hr/> 514,898	<hr/> 768,924

4. CHARITABLE ACTIVITIES

	----- 2020 -----			
	Direct	Administrative	Total	Total
	Costs	Support	2020	2019
	£	£	£	£
Support Services	208,908	20,253	229,161	264,421
Information, Education and awareness	587,286	56,928	644,214	864,074
Eradicate Cervical Cancer Campaign	245,044	23,753	268,797	162,457
COVID 19 Support	143,963	13,953	157,916	-
	<hr/> 1,185,201	<hr/> 114,887	<hr/> 1,300,088	<hr/> 1,290,952

JO'S CERVICAL CANCER TRUST**NOTES TO THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 31ST JULY 2020****4. CHARITABLE ACTIVITIES (continued)***For the prior year*

	----- 2019 -----		
	Direct Costs	Administrative Support Costs	Total 2019
	£	£	£
Support Services	230,574	33,847	264,421
Information, Education and awareness	753,468	110,606	864,074
Eradicate Cervical Cancer Campaign	141,662	20,795	162,457
	1,125,704	165,248	1,290,952

5. ADMINISTRATIVE SUPPORT COSTS

	----- 2020 -----					
	Support Services	Informatio n Services	Eradicat e Cancer	COVID1 9 Support	Total 2020	Total 2019
	£	£	£	£		£
Legal and Professional	1,236	3,469	1,447	849	7,001	4,238
Premises and Office Facilities	10,128	28,471	11,880	6,979	57,458	94,338
Office costs	5,812	16,338	6,817	4,005	32,972	41,674
Governance (Note 6)	3,077	8,650	3,609	2,120	17,456	24,998
	20,253	56,928	23,753	13,953	114,887	165,248

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

For the prior year

	----- 2019 -----			
	Support Services	Information Services	Eradicate Cancer	Total 2019
	£	£	£	£
Legal and Professional	868	2,837	533	4,238
Premises and Office Facilities	19,323	63,143	11,872	94,338
Office costs	8,536	27,894	5,244	41,674
Governance (Note 6)	5,120	16,732	3,146	24,998
	33,847	110,606	20,795	165,248

6. GOVERNANCE

	2020	2019
	£	£
Salaries	14,573	21,776
Trustee Expenses	663	1,122
Audit Fee	2,220	2,100
	17,456	24,998

JO'S CERVICAL CANCER TRUST**NOTES TO THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 31ST JULY 2020****7. STAFF COSTS**

	2020	2019
	£	£
Wages and Salaries	778,183	790,035
Social Security Costs	78,006	79,108
Pension Costs	57,082	46,000
Redundancy costs	-	5,000
	<u>913,271</u>	<u>920,143</u>
	No	No
The average number of staff employed during the period was:	<u>24</u>	<u>24</u>

At 31 July 2020 Jo's Cervical Cancer Trust had 23 employees.

In 2020, one member of staff received remuneration of between £80,000 - £90,000 (2019 – one between £80,000-£90,000).

The remuneration of Key Management Personnel amounted to £335,293 (2019: £397,586).

8. TRUSTEES

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

9. FIXED ASSETS

	Equipment
	£
	2020
Cost:	
At 1 st August 2019	37,654
Additions	<u>7,298</u>
At 31 st July 2020	<u>44,952</u>
Depreciation:	
At 1 st August 2019	29,942
Charge for the period	<u>6,309</u>
At 31 st July 2020	<u>36,251</u>
Net Book Value:	
31 st July 2020	<u>8,701</u>
31 st July 2019	<u>7,712</u>

10. DEBTORS

	2020	2019
	£	£
Prepayments	188,212	195,054
Accrued Income	1,100	1,100
Other debtors	<u>1,190</u>	<u>43,259</u>
	<u>190,502</u>	<u>239,413</u>

JO'S CERVICAL CANCER TRUST**NOTES TO THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 31ST JULY 2020****11. CREDITORS : Amounts falling due within one year**

	2020		2019	
	£	£	£	£
Deferred income				
Department of Health	19,142		85,275	
Scottish Government (Glasgow)	50,186		58,187	
Scottish Government Statutory Fund	125,495		99,478	
Scottish Government (Over 50's)	104,592		-	
Department of Digital, Culture, Media and Sport	39,690		-	
Masonic Charitable Foundation	6,320		8,408	
St James's Place Charitable Foundation	31,320		33,408	
City Bridge	7,357		-	
Shanly Foundation	1,500		-	
James Tudor	-		1,570	
Rayne Foundation	-		3,408	
UCLH	-		19,828	
Grocers	-		10,000	
Greensill Capital	-		20,000	
William Allen	-		10,000	
Schroders	-		5,000	
		<u>385,602</u>		<u>354,562</u>
Accruals		2,040		22,496
Other Creditors		38,697		14,732
Payroll Taxes		24,354		25,441
		<u>450,693</u>		<u>417,231</u>

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

	2020	2019
	£	£
Deferred income - Department of Health	-	3,400
Scottish Government Statutory Fund	33,596	35,403
St James's Place	10,000	-
Recovery and Resilience Loan Fund (see below)	<u>200,000</u>	<u>-</u>
	<u>243,596</u>	<u>38,803</u>

The Loan was advanced to the charity from the Recovery and Resilience Loan Fund (RRLF) as part of the Government's Coronavirus Business Interruption Loan Scheme. It is a 3 year unsecured loan and no capital is repayable or interest charged in the first 12 months. After the 12 month period the charity can decide whether to return the full loan with no financial penalty, or if it was felt funds were needed, it can utilise some or all of the funds, which will be paid back over two years on a low interest rate.

JO'S CERVICAL CANCER TRUST**NOTES TO THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 31ST JULY 2020****13. DEFERRED INCOME**

	Balance 1/8/19	Released to Statement of Financial Activities	Deferred	Balance 31/7/20
	£	£	£	£
Department of Health	88,675	(69,533)	-	19,142
Scottish Government (Glasgow)	93,590	(43,404)	-	50,186
Scottish Government Statutory fund	99,478	(53,952)	113,565	159,091
Scottish Government (Over 50's)	-	-	104,592	104,592
Dept for Digital, Culture, Media and Sport	-	-	39,690	39,690
Other:				
St James's Place Charitable Foundation	33,408	(17,088)	25,000	41,320
Masonic Charitable Foundation	8,408	(17,088)	15,000	6,320
Greensill	20,000	(20,000)	-	-
UCLH	19,828	(19,828)	-	-
Grocers	10,000	(10,000)	-	-
William Allen	10,000	(10,000)	-	-
Schroders	5,000	(5,000)	-	-
Rayne Foundation	3,408	(3,408)	-	-
James Tudor	1,570	(1,570)	-	-
City Bridge	-	-	7,357	7,357
Shanly Foundation	-	-	1,500	1,500
	393,365	(270,871)	306,704	429,198

To be released within one
year (see Note 11)

385,602

To be released after more
than one year (see Note 12)

43,596

429,198

JO'S CERVICAL CANCER TRUST**NOTES TO THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 31ST JULY 2020****14. RESTRICTED FUNDS**

	Balance 1/8/19	Incoming Resources	Resources Expended	Transfers	Balance 31/7/20
	£	£	£		£
For Support Services	-	37,585	(37,585)	-	-
For Information Services	-	38,070	(38,070)	-	-
Eradicate Cervical Cancer Campaign		212,594	(212,594)	-	-
COVID 19 Support		143,963	(143,963)		
Coronavirus Job Retention Scheme	-	79,244	(79,244)	-	-
	-	511,456	(511,456)	-	-
Prior year					
	Balance 1/8/18	Incoming Resources	Resources Expended	Transfers	Balance 31/7/19
	£	£	£		£
For Support Services	-	65,574	(65,574)	-	-
For Information Services	-	100,421	(100,421)	-	-
For Fundraising		5,000	(5,000)		
Eradicate Cervical Cancer Campaign		141,609	(141,609)	-	-
	-	312,604	(312,604)	-	-

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

15. UNRESTRICTED FUNDS

	Balance 1/8/19	Net Incoming Resources	Balance 31/7/20
	£	£	£
General Reserve	426,256	228,713	654,969
	<u>426,256</u>	<u>228,713</u>	<u>654,969</u>
Prior year			
	Balance 1/8/18	Net Incoming Resources	Balance 31/7/19
	£	£	£
General Reserve	448,801	(22,545)	426,256
	<u>448,801</u>	<u>(22,545)</u>	<u>426,256</u>

16. COMMITMENTS UNDER OPERATING LEASES

The Trust has amended the licence agreement for its office accommodation on September 2020 to reflect the reduction in desks used. The licence has a 3 months notice. Under the revised agreement the annual fee charge is £14,094 (2019-20: £94,700).

JO'S CERVICAL CANCER TRUST**NOTES TO THE FINANCIAL STATEMENTS****FOR THE YEAR ENDED 31ST JULY 2020****17. ANALYSIS OF NET ASSETS BETWEEN FUNDS**

	Unrestricted	Restricted	Total 2020
	£	£	£
Tangible Fixed Assets	8,701	-	8,701
Cash	1,150,055	-	1,150,055
Debtors	190,502	-	190,502
Liabilities	<u>(694,289)</u>	<u>-</u>	<u>(694,289)</u>
	<u>654,969</u>	<u>-</u>	<u>654,969</u>
 <i>Prior year</i>			
	Unrestricted	Restricted	Total 2019
	£	£	£
Tangible Fixed Assets	7,712	-	7,712
Cash	635,165	-	635,165
Debtors	239,413	-	239,413
Liabilities	<u>(456,034)</u>	<u>-</u>	<u>(456,034)</u>
	<u>426,256</u>	<u>-</u>	<u>426,256</u>

18. DONATED SERVICES

In 2019-20 and the previous five years, the Trust received free advertised space on Google search pages under the Google Awards Scheme amounting to £255,243 (2018-19: £153,200).

19. RELATED PARTY TRANSACTIONS

There were no related party transactions in the year (2019: 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 2020****21. COMPARATIVE FIGURES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted Funds	Restricted Funds	Total 2019
	£	£	£
Income from			
Grants and donations	543,717	312,604	856,321
Activities for generating funds	768,924	-	768,924
Investment income	1,037	-	1,037
Other income	4,012	-	4,012
Total incoming resources	<u>1,317,690</u>	<u>312,604</u>	<u>1,630,294</u>
Expenditure on			
Raising funds	361,887	-	361,887
Charitable activities	978,348	312,604	1,290,952
Total resources expended	<u>1,340,235</u>	<u>312,604</u>	<u>1,652,839</u>
Net Income/(Expenditure) before transfers	(22,545)	-	(22,545)
Transfers to/(from) Restricted Funds	-	-	-
Net Income/(Expenditure) after transfers	(22,545)	-	(22,545)
Balance at 1 st August 2018	448,801	-	448,801
Balance at 31 st July 2019	<u>426,256</u>	<u>-</u>	<u>426,256</u>