

**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.

|                           |  |
|---------------------------|--|
| <b>Trustees:</b>          | Clodagh Ward (Chair)<br>Prof (Dr) Minaxi Desai, MBBS: FRCPath, CBE<br>Doug D'Arcy<br>Tessa Bamford (resigned 9 <sup>th</sup> March 2021)<br>Hugh Grootenhuis<br>Louise Newton<br>Dr Andrew Nordin, MBBS FRCOG<br>Rebecca McCreath (resigned 16 <sup>th</sup> December 2020)<br>Dr Kevin Pollock, MPH<br>Carol Taylor<br>Amelia Chong (appointed 1 <sup>st</sup> March 2021)<br>Charlotte Rains (appointed 1 <sup>st</sup> March 2021)<br>Julie Mogridge (appointed 1 <sup>st</sup> May 2021) |
| <b>Chief Executive:</b>   | Samantha Dixon   |
| <b>Registered Office:</b> | CAN Mezzanine,<br>7-14 Great Dover Street,<br>London,<br>SE1 4RY.  |
| <b>Charity Number:</b>    | 1133542 (England & Wales)  |
| <b>Charity Number:</b>    | SC041236 (Scotland)  |
| <b>Company Number:</b>    | 07111375   |
| <b>Auditors:</b>          | Knox Cropper LLP<br>65-68 Leadenhall Street<br>London, EC3A 2AD  |
| <b>Bankers:</b>           | C. Hoare & Co.<br>37 Fleet Street<br>London<br>EC4P 4DQ  |
| <b>Solicitors:</b>        | Farrer & Co.<br>66 Lincoln's Inn Field<br>London<br>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 off 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.

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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**

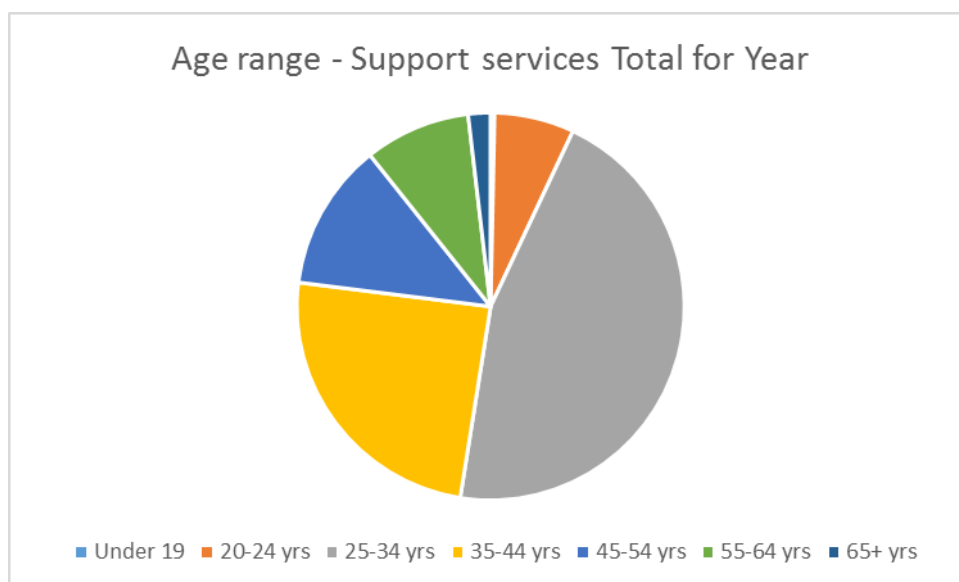
### **REPORT OF THE TRUSTEES**

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's<sup>1</sup> 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.



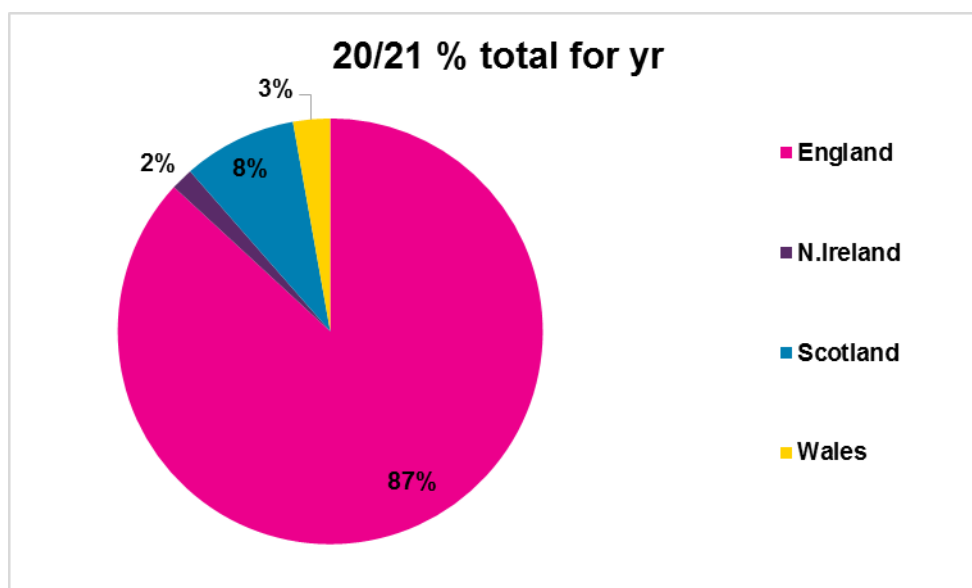
By far the largest age group we supported was the 25 to 34-year-old age range however the number of people we supported increased in every age range except the under 19s.

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

<sup>1</sup> 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.*

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*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.



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*'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 particular 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.

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

### **REPORT OF THE TRUSTEES**

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.

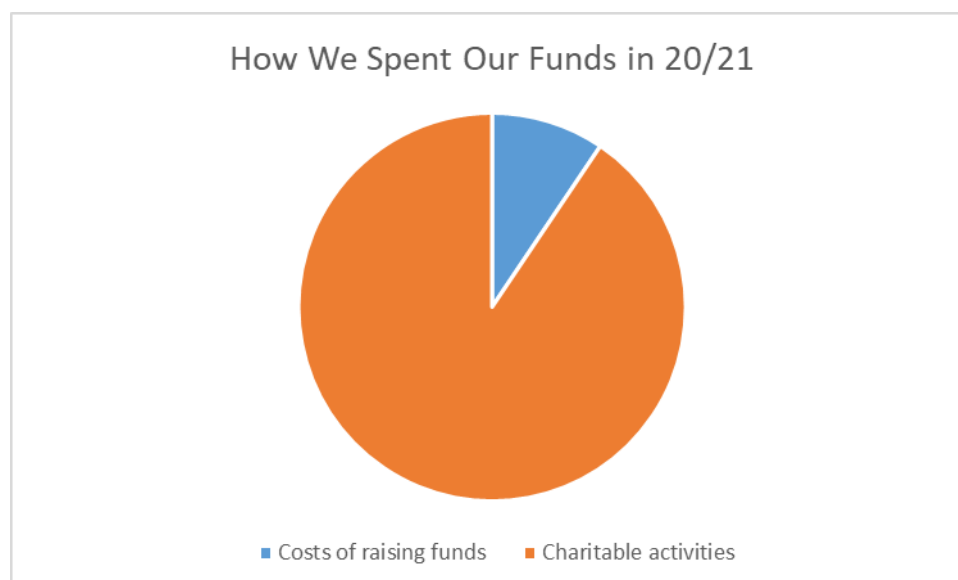
We know we have some distance to go to be as diverse, fair and representative of the UK as we need to be but we have started the work towards this. Our EDI Committee is leading on this work, which will form a cross-cutting theme in our new five-year strategy. This will include key performance indicators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

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

### **REPORT OF THE TRUSTEES**

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.

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

### **REPORT OF THE TRUSTEES**

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.



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

### **REPORT OF THE TRUSTEES**

#### **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.

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

### **REPORT OF THE TRUSTEES**

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.

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

### **REPORT OF THE TRUSTEES**

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

*Clodagh Ward*

Hugh Grootenhuys

*Hugh Grootenhuys*

## **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 31<sup>st</sup> 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 31<sup>st</sup> 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](http://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 31<sup>ST</sup> JULY 2021**

|  | Notes | Unrestricted<br>Funds<br>£ | Restricted<br>Funds<br>£ | Total<br>2021<br>£ | Total<br>2020    |
|--|-------|----------------------------|--------------------------|--------------------|------------------|
| <b>INCOME FROM</b>   |       |                            |                          |                    |                  |
| 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            |
| <b>TOTAL INCOMING RESOURCES</b>                              |       | <b>786,837</b>             | <b>826,626</b>           | <b>1,613,463</b>   | <b>1,899,727</b> |
| <b>EXPENDITURE ON</b>  |       |                            |                          |                    |                  |
| Raising funds  |       | 171,929                    | -                        | 171,929            | 370,926          |
| Charitable Activities  | 4     | 668,275                    | 826,626                  | 1,494,901          | 1,300,088        |
| <b>TOTAL RESOURCES EXPENDED</b>                              |       | <b>840,204</b>             | <b>826,626</b>           | <b>1,666,830</b>   | <b>1,671,014</b> |
| <b>Net Income and Net Movement<br/>in Funds for the year</b> |       | <b>(53,367)</b>            | <b>-</b>                 | <b>(53,367)</b>    | <b>228,713</b>   |
| <b>BALANCE BROUGHT FORWARD</b>                               |       | <b>654,969</b>             | <b>-</b>                 | <b>654,969</b>     | <b>426,256</b>   |
| <b>BALANCE CARRIED FORWARD</b>                               |       | <b>601,602</b>             | <b>-</b>                 | <b>601,602</b>     | <b>654,969</b>   |

All amounts derived from continuing operations.



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

**AS AT 31<sup>ST</sup> JULY 2021**

|  | Notes | £                | 2021 | £              | £                | 2020 | £              |
|--|-------|------------------|------|----------------|------------------|------|----------------|
| <b>FIXED ASSETS</b>  | 9     |                  |      | 4,134          |                  |      | 8,701          |
| <b>CURRENT ASSETS</b>  |       |                  |      |                |                  |      |                |
| 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> |      |                |
| <b>CREDITORS: Amounts Falling due within one year</b>          | 11    | <u>(435,386)</u> |      |                | <u>(450,693)</u> |      |                |
| <b>NET CURRENT ASSETS</b>                                      |       |                  |      | <u>694,806</u> |                  |      | <u>889,864</u> |
| <b>Total assets less current liabilities</b>                   |       |                  |      | 698,940        |                  |      | 898,565        |
| <b>CREDITORS: Amounts Falling due after more that one year</b> | 12    |                  |      | (97,338)       |                  |      | (243,596)      |
| <b>NET ASSETS</b>  |       |                  |      | <u>601,602</u> |                  |      | <u>654,969</u> |
| <b>FUNDS</b>   |       |                  |      |                |                  |      |                |
| Restricted Funds   | 14    |                  |      | -              |                  |      | -              |
| Unrestricted Funds :<br>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 31<sup>ST</sup> JULY 2021****Statement of Cash Flows**

|   | <b>2021</b>      | <b>2020</b>      |
|---|------------------|------------------|
|   | <b>£</b>         | <b>£</b>         |
| <b>OPERATING ACTIVITIES</b>   |                  |                  |
| 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>   |
| <b>INVESTING ACTIVITIES</b>   |                  |                  |
| Investment income   | 202              | 1,016            |
| Purchase of equipment   | <u>(1,741)</u>   | <u>(7,298)</u>   |
| Net cash provided by/(used in) investing activities                       | <u>(1,539)</u>   | <u>(6,282)</u>   |
| <b>FINANCING ACTIVITIES</b>   |                  |                  |
| Repayment of borrowing  | (8,838)          | -                |
| Cash inflows from new borrowing   | <u>-</u>         | <u>200,000</u>   |
| Cash flows from financing activities                                      | <u>(8,838)</u>   | <u>200,000</u>   |
| <b>Change in cash and cash equivalents in the reporting period</b>        | (199,242)        | 514,890          |
| <b>Cash and cash equivalents at the beginning of the reporting period</b> | 1,150,055        | 635,165          |
| <b>Cash and cash equivalents at the end of the reporting period</b>       | <u>950,813</u>   | <u>1,150,055</u> |

**Analysis of changes in Net Debt**

|                                   | <b>At 1.8.20</b> | <b>Cash Flows</b> | <b>At 31.7.21</b> |
|-----------------------------------|------------------|-------------------|-------------------|
|                                   | <b>£</b>         | <b>£</b>          | <b>£</b>          |
| Cash and cash equivalents         | 1,150,055        | (199,242)         | 950,813           |
| Recovery and Resilience Loan Fund | <u>(200,000)</u> | <u>8,838</u>      | <u>(191,162)</u>  |
|                                   | <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 31<sup>ST</sup> 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 31<sup>ST</sup> 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**

|  | <b>2021</b>      | <b>2020</b>      |
|--|------------------|------------------|
|  | <b>£</b>         | <b>£</b>         |
| 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           | -                |
|  | <b>1,518,914</b> | <b>1,382,544</b> |

**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            |
|                  | <b>94,053</b> | <b>514,898</b> |

**4. CHARITABLE ACTIVITIES**

|                                      | ----- 2021 -----    |                                     |                   |
|--------------------------------------|---------------------|-------------------------------------|-------------------|
|                                      | <b>Direct Costs</b> | <b>Administrative Support Costs</b> | <b>Total 2021</b> |
|                                      | £                   | £                                   | £                 |
| 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           |
|                                      | <b>1,396,723</b>    | <b>98,178</b>                       | <b>1,494,901</b>  |
|                                      |                     |                                     | <b>Total 2020</b> |
|                                      |                     |                                     | £                 |
|                                      |                     |                                     | 229,161           |
|                                      |                     |                                     | 644,214           |
|                                      |                     |                                     | 268,797           |
|                                      |                     |                                     | 157,916           |
|                                      |                     |                                     | <b>1,300,088</b>  |

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

**5. ADMINISTRATIVE SUPPORT COSTS**

|                                   | ----- 2021 -----    |                         |                     |                        |                |
|-----------------------------------|---------------------|-------------------------|---------------------|------------------------|----------------|
|                                   | Support<br>Services | Information<br>Services | Eradicate<br>Cancer | COVID1<br>9<br>Support | Total<br>2021  |
|                                   | £                   | £                       | £                   | £                      | Total<br>2020  |
| Legal and Professional            | 770                 | 3,414                   | 1,589               | 2,715                  | 7,001          |
| Premises and Office<br>Facilities | 2,552               | 11,337                  | 5,277               | 9,020                  | 57,458         |
| Office costs                      | 4,720               | 20,968                  | 9,759               | 16,682                 | 32,972         |
| Governance (Note 6)               | 849                 | 3,771                   | 1,755               | 3,000                  | 17,456         |
|                                   | <u>8,891</u>        | <u>39,490</u>           | <u>18,380</u>       | <u>31,417</u>          | <u>114,887</u> |

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

*For the prior year*

|                                   | Support<br>Services | Information<br>Services | Eradicate<br>Cancer | COVID 19<br>Support | Total<br>2020  |
|-----------------------------------|---------------------|-------------------------|---------------------|---------------------|----------------|
|                                   | £                   | £                       | £                   | £                   | £              |
| Legal and Professional            | 1,236               | 3,469                   | 1,447               | 849                 | 7,001          |
| Premises and Office<br>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         |
|                                   | <u>20,253</u>       | <u>56,928</u>           | <u>23,753</u>       | <u>13,953</u>       | <u>114,887</u> |

**6. GOVERNANCE**

|                  | 2021          | 2020          |
|------------------|---------------|---------------|
|                  | £             | £             |
| Salaries         | 9,375         | 14,573        |
| Trustee Expenses | 548           | 663           |
| Audit Fee        | 3,852         | 2,220         |
|                  | <u>13,775</u> | <u>17,456</u> |

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

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

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**

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

**10. DEBTORS**

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

**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**

|   | <b>2021</b> |   | <b>2020</b> |
|---|-------------|---|-------------|
|   | £           | £ | £           |
| <b>Deferred income</b>                          |             |   |             |
| 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      |
| <br>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     |
| <br>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**

|  | <b>2021</b> |  | <b>2020</b> |
|--|-------------|--|-------------|
|  | £           |  | £           |
| 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**

|   | <b>Balance<br/>1/8/20</b> | <b>New income</b> | <b>Released to<br/>Statement of<br/>Financial<br/>Activities</b> | <b>Balance<br/>31/7/21</b> |
|---|---------------------------|-------------------|--|----------------------------|
|   | £                         | £                 | £  | £                          |
| Department of Health                          | 19,142                    | -                 | (19,142)   | -                          |
| Scottish Government<br>(Glasgow)              | 50,186                    | -                 | (50,186)   | -                          |
| Scottish Government<br>Statutory fund         | 159,091                   | -                 | (72,203)   | 86,888                     |
| Scottish Government (Over<br>50's)            | 104,592                   | -                 | (104,592)  | -                          |
| Dept for Digital, Culture,<br>Media and Sport | 39,690                    | 251,048           | (290,738)  | -                          |
| Other:  |                           |                   |  |                            |
| St James's Place<br>Charitable Foundation     | 41,320                    | 3,000             | (20,880)   | 23,440                     |
| Masonic Charitable<br>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                     |
|   | <b>429,198</b>            | <b>582,490</b>    | <b>(780,370)</b>   | <b>231,318</b>             |

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

|   | <b>Balance<br/>1/8/20<br/>£</b> | <b>Incoming<br/>Resources<br/>£</b> | <b>Resources<br/>Expended<br/>£</b> | <b>Transfers</b> | <b>Balance<br/>31/7/21<br/>£</b> |
|---|---------------------------------|-------------------------------------|-------------------------------------|------------------|----------------------------------|
| For Support Services                      | -                               | 65,700                              | (65,700)                            | -                | -                                |
| For Information and<br>Education Services | -                               | 48,237                              | (48,237)                            | -                | -                                |
| Eradicate Cervical Cancer<br>Campaign     | -                               | 230,709                             | (230,709)                           | -                | -                                |
| COVID 19 Support                          | -                               | 448,942                             | (448,942)                           | -                | -                                |
| Coronavirus Job Retention<br>Scheme       | -                               | 33,038                              | (33,038)                            | -                | -                                |
|   | -                               | 826,626                             | (826,626)                           | -                | -                                |
| <b><i>Prior year</i></b>                  | <b>Balance<br/>1/8/19<br/>£</b> | <b>Incoming<br/>Resources<br/>£</b> | <b>Resources<br/>Expended<br/>£</b> | <b>Transfers</b> | <b>Balance<br/>31/7/20<br/>£</b> |
| For Support Services                      | -                               | 37,585                              | (37,585)                            | -                | -                                |
| For Information Services                  | -                               | 38,070                              | (38,070)                            | -                | -                                |
| Eradicate Cervical Cancer<br>Campaign     | -                               | 212,594                             | (212,594)                           | -                | -                                |
| COVID 19 Support                          | -                               | 143,963                             | (143,963)                           | -                | -                                |
| Coronavirus Job Retention<br>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**

|                          | <b>Balance<br/>1/8/20<br/>£</b> | <b>Net<br/>Incoming<br/>Resources<br/>£</b> | <b>Balance<br/>31/7/21<br/>£</b> |
|--------------------------|---------------------------------|---|----------------------------------|
| General Reserve          | 654,969                         | (53,367)                                    | 601,602                          |
|                          | <u>654,969</u>                  | <u>(53,367)</u>                             | <u>601,602</u>                   |
| <b><i>Prior year</i></b> | <b>Balance<br/>1/8/19<br/>£</b> | <b>Net<br/>Incoming<br/>Resources<br/>£</b> | <b>Balance<br/>31/7/20<br/>£</b> |
| 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**

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

***Prior year***

|                       | <b>Unrestricted</b> | <b>Restricted</b> | <b>Total<br/>2020</b> |
|-----------------------|---------------------|-------------------|-----------------------|
|                       | £                   | £                 | £                     |
| Tangible Fixed Assets | 8,701               | -                 | 8,701                 |
| Cash                  | 1,150,055           | -                 | 1,150,055             |
| Debtors               | 190,502             | -                 | 190,502               |
| Liabilities           | (694,289)           | -                 | (694,289)             |
|                       | <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**

|  | <b>Unrestricted<br/>Funds</b> | <b>Restricted<br/>Funds</b> | <b>Total<br/>2020</b> |
|--|-------------------------------|-----------------------------|-----------------------|
|  | <b>£</b>                      | <b>£</b>                    | <b>£</b>              |
| <b>Income from</b>                           |                               |                             |                       |
| 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>      |
| <b>Expenditure on</b>                        |                               |                             |                       |
| 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)<br>before transfers | 228,713                       | -                           | 228,713               |
| Transfers to/(from) Restricted<br>Funds      | -                             | -                           | -                     |
| Net Income/(Expenditure)<br>after transfers  | 228,713                       | -                           | (22,545)              |
| Balance at 1 <sup>st</sup> August 2019       | 426,256                       | -                           | 426,256               |
| Balance at 31 <sup>st</sup> July 2020        | <u>654,969</u>                | <u>-</u>                    | <u>654,969</u>        |