

ANNUAL REVIEW 2017

PREVENTING
BOWEL  CANCER



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**JODI'S LEGACY LIVES ON
THROUGH HER STORY. YOUR
STORY CAN LIVE THROUGH
THE FOUNDATION.**



Our story begins with Jodi Lee.

In 2008, Jodi and her husband Nick were living in Vietnam with their two children. Happily married for 12 years, living and working overseas and having the time of their lives, bowel cancer was the furthest thing on their minds.

Nick was away when Jodi rang complaining of constipation, abdominal pain and some bloating. Her doctor quickly recognised an obstruction and ordered scans. Jodi had cancer and the tumour had all but blocked her bowel. She was only 39.

With no family history or symptoms, the diagnosis hit Jodi and Nick hard. After a successful operation to remove the tumour, they received the worst news possible – the cancer had spread to Jodi's lymph nodes and liver. At best, she only had two years to live.

The hardest thing was telling their young children Jack and Arabella that their Mum was going to die. Jodi was 41 when she passed away on 16 January 2010. Jodi's smile, sparkling eyes and wicked sense of humour drew people to her. She is deeply missed.

The saddest part of Jodi's story is that it could have been different if her bowel cancer was detected early.

With that simple fact as our driving force, Jodi Lee Foundation was established in 2010.

Today we continue to share Jodi's story as it resonates with so many people and impacts thousands of lives.

Heart, soul and the ability to connect are central to Jodi's story. It also provides a vehicle for others to tell their story and help us raise awareness about this preventable disease.

Making a positive lifestyle change, setting a physical challenge, acting on symptoms, receiving an early detection result... these new stories we hear from people everyday influence and ultimately change behaviour.

Jodi's legacy lives on through her story. Your story can live through the Foundation.



When I started on this journey in 2010 I was absolutely shattered from losing my wife and the mother of our two young children to bowel cancer; a disease we knew very little about. But I was determined to do something. For seven amazing and life changing years the Jodi Lee Foundation has been on a mission to empower people to take active steps to prevent bowel cancer and live healthy lives.

2017 saw a great many changes at the Foundation, none more striking perhaps than the new brand identity that is rolling out. Our new look reflects the optimism at the core of our reason for being – *preventing* bowel cancer. We believe this bold and bright aesthetic evokes the positivity we have become known for over time while also helping to break down the barriers that may prevent regular conversations about the disease. Whilst the brand changes, our values and drive to eliminate bowel cancer remains the same.

Across our Board and the team there have been a number of big changes. We were delighted when Tania Carey – long-term community ambassador and supporter – joined our Board of Directors. This past year we also said thank you and goodbye to Chair, Mark Butcher and Board Members, Alistair Cavill and Felicity Harley. Mark will step down at the end of 2017 after a 5-year tenure. Mark's passion, commercial acumen and strategic expertise has been invaluable to us.

With great change comes great opportunity. To that end, I feel that now is the right time for me to wind back from the day to day running of the Foundation, knowing that the organisation is well placed to continue raising awareness about bowel cancer. I will replace Mark as Chair of the Board from January 2018.

Another significant departure from Jodi Lee Foundation is that of Tiffany Young, our Co-Founder and Business Director. Tiff was a close friend of Jodi's and founding member of our Board. She has been instrumental in growing the Foundation having worked across all areas of the business including finance, human resources, communications,

project delivery, government funding, research projects and so much more. Tiff has been our backbone and integral to the success of the Foundation... we couldn't have done it without her.

Both Tiff and I know that we are leaving Jodi Lee Foundation well positioned for future growth and warmly welcome Kathryn Quintel as our new CEO. Kathryn comes to the Foundation with over 25 years of experience in the health, policy, education, community services and aged care sectors. After spending 12 successful years as the CEO of Alzheimer's Australia, Kathryn was drawn to the Jodi Lee Foundation for a very personal reason. Coming up to the tenth anniversary of her father's death from bowel cancer, Kathryn is now helping her mother battle the disease. Kathryn lives and breathes the Jodi Lee Foundation's mission, believing that education is key to combatting bowel cancer.

The Foundation has raised millions of dollars to launch numerous initiatives that have delivered important health messages and made a positive impact on the lives of many Australian families. For a small not for profit we have truly punched above our weight!

I personally want to thank each and every one of our incredible supporters, donors, partners, ambassadors, volunteers and event participants. I look forward to the future and ultimately seeing our vision to eliminate bowel cancer realised.

Lastly, I feel that I owe the Foundation a great deal. In the early stages it helped me to try and make sense of what had happened to Jodi and to deal with tragedy. Over time the personal satisfaction I have got from the contribution the Foundation has made to the lives of so many Australians is remarkable... certainly the most rewarding of my career. I am looking forward to staying involved and contributing to this fight to eliminate bowel cancer.

— **NICK LEE,**
FOUNDER / CEO



"It has been an honour to serve as the Chair and see such tremendous growth across all areas of the Foundation. Being part of an organisation making such a vital contribution to the health and wellbeing of so many Australians has been humbling. I wish the Foundation well as the new team continues to deliver on its mission to prevent bowel cancer."

— **MARK BUTCHER,**
CHAIR

**"BEING PART OF
AN ORGANISATION
MAKING SUCH A
VITAL CONTRIBUTION
TO THE HEALTH AND
WELLBEING OF SO
MANY AUSTRALIANS
HAS BEEN HUMBLING."**



"I am so impressed with how much Nick, Tiff and the team has achieved with the Jodi Lee Foundation in a relatively short amount of time. His telling of Jodi's story really hit home for me. With my family history of bowel cancer, the risk of myself and my siblings developing the disease increases fifteen-fold, so education and screening for people like me is so important. I am excited for the future and what it holds in terms of growth and expansion for the Foundation throughout Australia. We aim to save as many lives as possible through screening and early detection."

— **KATHRYN QUINTEL,**
CEO

**"HIS TELLING OF
JODI'S STORY REALLY
HIT HOME FOR ME."**

OUR ACHIEVEMENTS



RAISING AWARENESS

120

(UP 11%)
Media stories across Australia

36,741

(UP 9%)
Social media followers across Facebook,
Instagram and Twitter

207,706

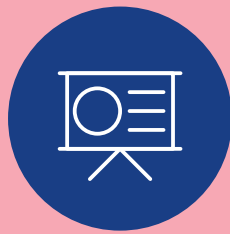
Engaged users on Facebook

172,984

Visits to our website. 72% by new users

3,123

Active subscribers



WORKPLACE PREVENTION PROGRAM

52

Businesses nationally

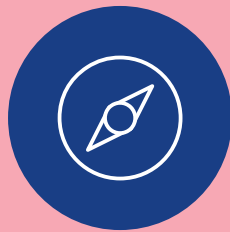
4,764

Screening tests distributed

Presented to over

6,000

Employees



FUNDRAISING EVENTS

3

Major Events

3,785

Participants

\$371,033

Raised



MAKING EVERY DOLLAR COUNT

\$50,000

In grants

\$240,000

Pro Bono Support

45

Volunteers

17c

(DOWN 1c)

Only of each dollar invested in operating costs

\$514,000

Spent on national prevention initiatives this year



PARTNERSHIPS

19

Businesses supporting our cause

1

Major Corporate Partner
committing over \$50,000 PA

13

(5 NEW)
Ambassadors

WORKPLACE PREVENTION PROGRAM

Our Workplace Prevention Program gives employers across Australia, the opportunity to educate their staff about preventing bowel cancer and the steps everyone can take to reduce their risk.

The success of our program in 2017 was due largely to the amount of businesses incorporating it into their existing health and wellbeing programs as well as many new workplaces running the program for the first time as a stand-alone initiative.

This year 52 businesses and more than 6,000 employees took part in the program. Over 4,764 tests were distributed.

Our powerful presentation coupled with resources and tools for employees – including simple at home screening tests – resulted in a number of early detection stories.

As we continue to improve and expand this program, 2018 will see the launch of new presentation formats and materials that will increase our reach to more workplaces and all of their employees.

Thank you to these companies who participated in the Workplace Prevention Program:

Aboriginal Health Council of SA
Accolade Wines
Accru Harris Orchard
AFL House
ANZ (WA)
Arthur J Gallagher
Australian Cricketers Associations
Bennelong Funds Management
Carlton Football Club
Cavill Power Products

City of Marion
City of Onkaparinga
Civil Contractors Federation SA
Commonwealth Bank Australia (Sydney)
Corporate Health Group (CHG)
Davison Earthmovers
Electrolux
Flinders University
Food Processing Equipment
Ford Health
FRS Group
Fyfe Pty Ltd
GPEX
Group Training Australia SA
Harris Farm Markets
Homestart Finance
Jones Lang Lasalle
Kain Lawyers
Kennards Group
LindemansTWE
LinFox
Mars Australia
Mars Petcare
Maxima
McLaren Vale Grape Wine Tourism Association
Midfield Meat International
Optus
Perks and Associates
Prince Alfred College
Pulteney Grammar School
REDARC Electronics Pty Ltd
Rivergum Homes
SA Power Networks
SAAB (SA)
SAAB (WA)
Scotts Australia
Southern Colour
Steeline Roofing Hobart
Sunraysia Medical Imaging
Tunnel Holdings
Vinomofu
West Coast Bitumen

“THIS YEAR 52 BUSINESSES AND MORE THAN 6,000 EMPLOYEES TOOK PART IN THE PROGRAM. OVER 4,764 TESTS WERE DISTRIBUTED.”



"My story begins a short time before turning 30. I attended Nick's presentation and Jodi's story hit me hard as my brother-in-law (in his 40s with three children) is in the final throes of a losing battle with bowel cancer. At the end of the presentation, our CEO announced that they had purchased everyone in the company a screening test and I decided to take one. I had recently moved in with my girlfriend so it took a few weeks before I did the test. It was far easier and less dramatic than I imagined it would be. A few weeks later I received a phone call at work from my GP's office asking me to come and see him straight away. My heart sank and fear set in.

When I arrived home, I found a letter in the mailbox stating that my test had come back positive for blood – more fear set in. The following day I met with the GP. He was amused and confused why I had even taken the test but thrilled when I explained the work visit from Nick. He said although I'm young and have no symptoms, I had to see a specialist just to rule things out. After giving me some statistics about how unlikely it was that I had anything wrong, I left feeling a little better.

The specialist had much the same reaction and explained it was very unlikely he'd find anything, but a colonoscopy was a formality we had to take. When I awoke from the colonoscopy I was told that the specialist wanted to see me straight away. He said he was in disbelief, as he had found and removed six polyps which were sent for biopsy.

I have since been informed that of two of the polyps were 'nasty ones' and if left untreated would have likely turned into bowel cancer.

I can't express my thanks to Nick and to REDARC Electronic strongly enough. Without their conscious efforts to spread the word (and the extremely fortuitous luck I've had), I'd likely be in the same boat as my brother-in-law in a few years' time. Early detection through a simple screening test has more than likely saved my life. Thank you."

**—ANDRE GASCOIGNE,
PROJECT MANAGER**

**"IF LEFT UNTREATED
WOULD HAVE LIKELY
TURNED INTO BOWEL
CANCER."**

We are proud of the new and continuing partnerships developed in 2017.

NEW

We acknowledge the commitment from Arthur J Gallagher who went above and beyond to fundraise in 2017



Arthur J. Gallagher

CONTINUING

Clinical Genomics continue to support our Workplace Prevention Program. They are the manufacturer and pathology lab for the bowel screening tests distributed through the program.



ClinicalGenomics

Event Managers Australia continue their pro bono support for The JLF Trek. Without this commitment we would not be able to deliver the unique hiking experiences we offer twice a year.



Grants from Towards A Better Future Foundation and The Ian Potter Foundation.



The Ian Potter Foundation

TOWARDS
A BETTER
FUTURE
FOUNDATION

AJF Partnership, Enee Solutions, Price Waterhouse Coopers, HWL Elsworth and PPR provided their services and advice on a pro bono basis.



Thank you to these organisations for their support:

Atkins Family Winemakers
Australia Hotel Association
Brisbane Lions Football Club
Budget Car & Truck Rental
Carlton Football Club
Channel 10
Food Processing Equipment
Kennet Builders
Palmers
Spartan Electrical
Sydney Swans Football Club
Grants from Towards A Better Future Foundation
The Ian Potter Foundation

OUR INITIATIVES: EARLY DETECTION TOOLS

KNOW YOUR RISK

Did you know that the majority of people who develop bowel cancer do not have a family history of the disease? But about 20% of bowel cancers can be attributed to a hereditary component, so if you have bowel cancer in your family, it pays to find out as your risk may be increased. In fact, it might save your life.

We created an interactive website called Know Your Risk that is easy to use. The website guides you through a series of steps to build a family tree of close relatives whose history may impact your risk of bowel cancer.

The website prompts you to record which of your relatives has had bowel cancer and the age they were diagnosed. After you have recorded relevant family history, you will receive a personalised assessment of your risk, and if elevated, you will be able to download a letter and a copy of your family history to take and discuss with your GP.

Join the thousands of Australians who completed an assessment last year. And talk to your family!

Visit knowyourrisk.org.au

SYMPTOM CHECKER

We often hear of people whose diagnosis of bowel cancer has been delayed because they didn't think to visit to their GP, believing their symptoms were not serious.

Often the symptoms of bowel cancer can be vague such as; bloating, cramping or unexplained feelings of tiredness, breathlessness or lack of energy. In fact, there are often no symptoms at all.

This year we launched a simple questionnaire to help you work out when you should investigate symptoms further by visiting your GP.

Based on Curtin University research by Dr D Sriram and colleagues, this tool was designed for use by pharmacy staff to facilitate referral to GPs. The research showed the symptom checker successfully identified people with symptoms of serious bowel disease as well as less serious conditions who would benefit from medical advice.

The questionnaire is simple enough to be completed at home or with your pharmacist. If the symptom checker recommends you follow up with your doctor, take the completed form with you. Make that appointment – it might just save your life.

Visit jodileefoundation.org.au

**“ABOUT 20% OF
BOWEL CANCERS
CAN BE ATTRIBUTED
TO A HEREDITARY
COMPONENT...”**

OUR INITIATIVES: RAISING AWARENESS

IN THE MEDIA

Each year we reach hundreds of thousands of people across a wide range of touch points. We create memorable campaigns that raise awareness about preventing bowel cancer while maintaining a powerful voice across traditional and social media.

Public relations remained a core channel for Jodi Lee Foundation to share key messages and stories nationally. We delivered our education and prevention messages across print, television and radio which resulted in some outstanding coverage nationally. Jodi's story is still as relevant and moving today as it was when we started the Foundation. We continue to share her story while being the custodians of our supporters stories also. We are constantly blown away by the willingness of our supporters to share their personal experience with the media to get our key messages out there in the wider public.

Our large and engaged social media community have been the driving force behind the success of our campaigns and events as well as our screening, symptoms and family history messaging. Put simply, our online community are responsive and likely to act. They look for more information on our website and share their experiences in an open forum, whether it's in a comment, review or post. It creates a rich dialogue that has resulted in several early detection stories and potentially life-saving diagnoses.

Our website continues to be the face of the Foundation. It is home to our prevention messages and saw 126,038 users visit our site in 2017. Referral traffic comes largely through Facebook and Google, with our symptoms page being the most visited on our website.

MEDIA

120

Media stories across Australia

SOCIAL MEDIA

36,741

Social media followers across Facebook, Instagram and Twitter

207,706

Engaged users on Facebook

5,966,530

IMPRESSIONS

The number of times our posts were seen on Facebook

3,775,853

REACH

The number of unique people who saw our content on Facebook

WEBSITE

172,984

Website sessions/visits

126,038

Users or unique visitors to our website

72%

Of visits were new users



OUR INITIATIVES: RAISING AWARENESS

TRUST YOUR GUT

In February 2017 we launched a new campaign and national roadshow called Trust Your Gut. The roadshow travelled to Sydney, Brisbane, Melbourne and Adelaide. The initiative was created to get Australians to act on their 'gut feelings' and see their GP.

A staggering 65% of us will experience uncomfortable gut symptoms – such as bloating, cramping, gas or unexplained tiredness – in any three-month period, yet many of us will not do anything about it.

A few of us will explain it away as being diet related or due to stress. Some will Google 'irritable bowel syndrome' or put it down to 'not being as young or as fit as we used to be'. Even fewer of us will ask our GP about our symptoms. But in many cases that 'gut feeling' you may have that something is not right, is worth trusting.

We brought together some of Australia's leading health and wellbeing experts, to raise awareness about unhealthy bowel symptoms, when to act on them, and the steps you can take to lead a healthier life.

Our expert panel included Channel 7 Sunrise GP Ginni Mansberg, dietitian Themis Chryssidis and leading nutritionist Sally Joseph who discussed the gut related issues at a series of live roadshow events.

Articles and advice from our panel as well as leading colorectal surgeon Andrew Luck and Terry White Pharmacies is available at our dedicated website: gutfeelings.org.au.

Also launched as part of the Trust Your Gut initiative was our downloadable symptom checker based on research undertaken by Curtin University. This tool can be completed at home and taken to your GP for follow up.

Acting quickly when you first notice symptoms is key because over 90% of bowel cancer cases can be successfully treated if diagnosed before the cancer spreads.

You know your body better than anyone. If you think something's not right Jodi Lee Foundation urges you to trust your gut and speak to your GP.

#trustyourgut
#ifindoubtcheckitout

**“A STAGGERING
65% OF US WILL
EXPERIENCE
UNCOMFORTABLE
GUT SYMPTOMS, YET
MANY OF US WILL
NOT DO ANYTHING
ABOUT IT.”**



THE NUMBERS

MEDIA

565,230

People reached on TV, radio & print

WEBSITE

15,000+

Website sessions/visits in the month of February

SOCIAL MEDIA

669,739

IMPRESSIONS

The number of times our posts were seen on Facebook

80,220

REACH

The number of unique people who saw our content on Facebook



OUR INITIATIVES: RAISING AWARENESS

AFL CHARITY MATCHES

The Jodi Lee Foundation are proud partners with the Sydney Swans, Carlton and Brisbane Lions Football Clubs. In 2017 we ran custom campaigns with each of our partner clubs.

#IKNOWSOME1

Carlton vs St Kilda, 7 August 2016

Carlton Football Club got behind the cancer that nobody likes to talk about at its Round 20 clash against St Kilda. The Blues' long-standing association with the Foundation has developed into a partnership that is making an impact in the bowel cancer prevention space and saving lives.

Now in its fourth year, we ran our #iknowsome1 campaign which invites footy fans to help raise bowel cancer awareness by using the hashtag on Twitter or Instagram at the match. The most creative photo won a fantastic prize which included two Carlton post game change room passes.

Carlton players, Levi Casbault and Cameron Wood, were ambassadors for Jodi Lee Foundation in 2017. Casbault experienced first-hand the impact bowel cancer has on a family when his uncle was diagnosed with the disease in 2014. The 25-year-old now feels strongly about preventing other families from going through the same ordeal. Wood has thrown his support behind the Foundation after hearing Jodi's story when Carlton Football Club ran its Workplace Prevention Program.

BEHINDS MATTER

Sydney Swans vs Essendon, 23 June 2017

We partnered with Sydney Swans Football Club for Round 14 at the Sydney Cricket Ground where we discovered how behinds really do matter! Behinds can be the difference between winning and losing at footy. And we witnessed this awesome feat with the Swans gruelling one-point win, over the Essendon Bombers.

As we know behinds matter for your health too. We were thrilled when new star player and Jodi Lee Foundation ambassador, Isaac Heeney threw his support behind the campaign for a second year in a row. Heeney's family was touched by bowel cancer and it's something he hopes no family has to go through.

This campaign featured a video with Heeney that was shared on the club channels and also before the match to a crowd of 34,575. Our TV commercial also played at the SCG; Nick Lee spoke at the Chairmain's Functions, we secured a fantastic kid's mascot experience and on-ground point kick activation.

MAKE BOWEL CANCER DISAPPEAR

Brisbane Lions vs Greater Western Sydney, 24 June 2017

Round 15 saw us partnering with the Brisbane Lions Football Club at The Gabba, to raise awareness of Australia's second biggest cancer killer.

Lions players Claye and Dayne Beams backed our campaign for another year. The Beams brothers know better than most the devastating impact bowel cancer has on a family, after their father battled the disease. Their dad knew something was wrong and didn't do anything about it for some time. He's one of the lucky ones though as his cancer is now in remission. The Beams brothers hoped that our charity match prompted people to take a screening test.

Our campaign included our TV commercial airing on ground, social media support and Nick Lee "on the couch" talking about bowel cancer and the importance of screening before the bounce.



THE NUMBERS

495,626

The number of times our posts were seen on Facebook

111,581

The number of unique people who saw our content on Facebook

83,827

Fans on ground



OUR INITIATIVES: RAISING AWARENESS

KAY-A-DAY

In Terms 3 and 4, 2016 more than 6,000 students took part in our Kay-A-Day health initiative. To help combat the trend of sedentary behaviour in young people, Kay-A-Day encourages kids to be active by running or walking a kilometre a day for 21 days – the distance of a half marathon.

In Australia, 9 out of 10 young people don't move enough each day. Physical activity is important for overall health and reduces the risk of developing certain diseases later in life, including bowel cancer.

During Kay-A-Day teachers reported high levels of student engagement and parents noticed improved fitness in their children. As well as these health benefits, there are social, emotional and intellectual benefits associated with reducing sedentary behaviour – physical activity helps kids do better at school!

THE NUMBERS

1,000,000

Reached through, TV, radio, print and digital

23

Schools involved

6,348

Students participated

\$11,688

Donations raised



AMBASSADORS:



Olympic
marathon runner
**JESSICA
TRENGOVE**



Adelaide Crows star
**SCOTT
THOMPSON**



Port Adelaide
Power defender
TOM JONAS



Brumbies Rugby
Union player
**JARRAD
BUTLER**



Football star and
Channel 7 presenter
**ABBEY
HOLMES**



Ten Eyewitness
News Presenter
**REBECCA
MORSE**



**IN AUSTRALIA, 9 OUT
OF 10 YOUNG PEOPLE
DON'T MOVE ENOUGH
EACH DAY.**

OUR INITIATIVES: OUR EVENTS

The JLF Trek is our award winning two-day hiking and endurance event. This is a major fundraising event for the Jodi Lee Foundation that sees up to 300 people walking in the name of bowel cancer prevention.

Our signature event is in its fifth year in South Australia and in 2016 headed to Victoria for the first time. Since we started The JLF Trek we have raised over \$1,000,000. A fantastic achievement for an event that started with around 20 enthusiastic trekkers in 2013.

Each year we invite women and men to come together with family and friends to take part in this active and memorable weekend getaway. Raising awareness, enjoying the camaraderie and experiencing an adventure in the great outdoors is what The JLF Trek is all about! The event ends with a celebration party at the finish line, with food, drinks and music.

**“SINCE WE STARTED
THE JLF TREK WE
HAVE RAISED OVER
\$1,000,000”**



THE JLF TREK VIC SEP—2016

In September 2016 The JLF Trek headed to Victoria for the very first time. 250 dedicated trekkers covered a challenging 72kms along the Goldfields Track. This magnificent trail weaves its way through open country, beautiful forests and past old mining relics as it crosses the Great Dividing Range.

On Day 1 participants set off at dawn, starting at Mollonghip and finishing in the charming township of Daylesford. Day 2 started in Hepburn Spring and finished at Fryerstown, where a special celebration was held.

THE NUMBERS

250

Trekkers

\$96,129

Total fundraising

9

Media stories were published

179,966

People reached



THE JLF TREK SA MAY—2017

The JLF Trek SA was another huge success, with 230 trekkers hiking 80km along the Heysen Trail in Victor Harbor. Trekkers experienced a physical and mental challenge, hiking through tough, wet and cold conditions. Our event raised awareness about bowel cancer while our participants enjoyed the camaraderie and what nature had to offer over two adventure-filled days.

Our trekkers were up at dawn on both days. Day 1 started at Myponga and finished at Petrel Cove. Day 2 kicked off at Tunkalilla and finished again at Petrel Cove. The event attracted a mix of enthusiastic, experienced trekkers (and runners!), as well as some who had not undertaken the 80km distance before. The smiling faces and dancing at the finish line party proved that it was an experience enjoyed by all.

THE NUMBERS

230

Trekkers

\$194,472

Total fundraising

15

Media stories were published

172,144

People reached



SUPPORTER EVENTS

Did you know you can hold your own event to fundraise for us? In 2017 we had a number of incredible individual fundraisers as well as some fantastic supporter events that raised a total of \$42,253.

Shane Parry Shaving for Bowel Cancer

\$1,200

Peaks Challenge

\$21,689

NYC Marathon

\$14,999

Scotts Walk for Charity Day

\$3,890

City to Bay for The JLF

\$475

TOTAL

\$42,253









MARK BUTCHER – CHAIR

Mark is Chair of Ernst & Young’s SA Advisory Board and Deputy Chairman of Minter Ellison. He is also an Executive Director at Penmarric Capital, a boutique advisory business providing specialist solutions to corporate and government clients. His commercial acumen and strategic expertise is invaluable to Jodi Lee Foundation.



TANIA CAREY

Tania is the General Manager of Food Processing Equipment, a business with offices in Australia and New Zealand that her father founded in 1983. She oversees their property investment portfolio and sits on the board of the Prime Valley Pastoral company, a business their family shares a partnership in. Tania’s involvement in the Foundation began when her twin sister Tracey lost her battle with bowel cancer in 2014. In 2015 she raised over \$50,000 as a part of the JLF Trek and continues to support the Foundation as a passionate Community Ambassador.



NICK LEE – FOUNDER & CEO

Nick and Jodi were together for 14 years and have two children, Jack and Arabella. Nick was a director at Unilever before establishing the Foundation in 2010. Since then he has successfully driven the growth of the Foundation, including securing a \$2.5 million Federal Government grant to run a national awareness campaign, and negotiating a major deal with the Australian Football League, using the sport’s high profile to further raise awareness.



DR ANDREW LUCK

As a colorectal surgeon at the Lyell McEwin Hospital in Adelaide’s north, Andrew brings to our Board extensive knowledge and passion for the early detection of bowel cancer through screening. He is a member of the Colorectal Surgical Society of Australia and New Zealand, previously holding the position of President. Andrew was involved in the formation of the National Bowel Cancer Screening Program as a member of the Program Advisory Group and the Quality Working Group for Colonoscopy.

FINANCIALS

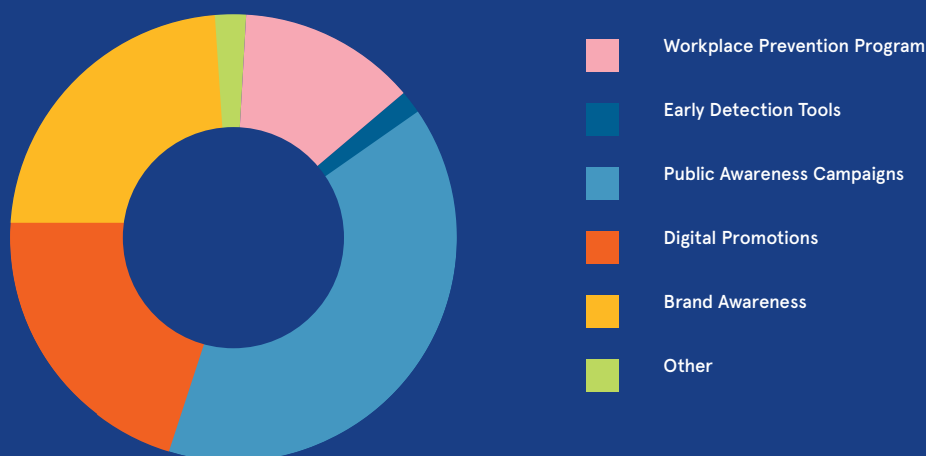
Throughout 2017 we have been overwhelmed by the support of our amazing event participants. The fundraising from these individuals and groups accounts for 64% of our income received.

We invested over \$514,000 into our awareness initiatives to raise the profile of bowel cancer in Australia. Our investment back into raising awareness nationally about bowel cancer and the steps you can take to prevent it, increased by 12% compared to last year.

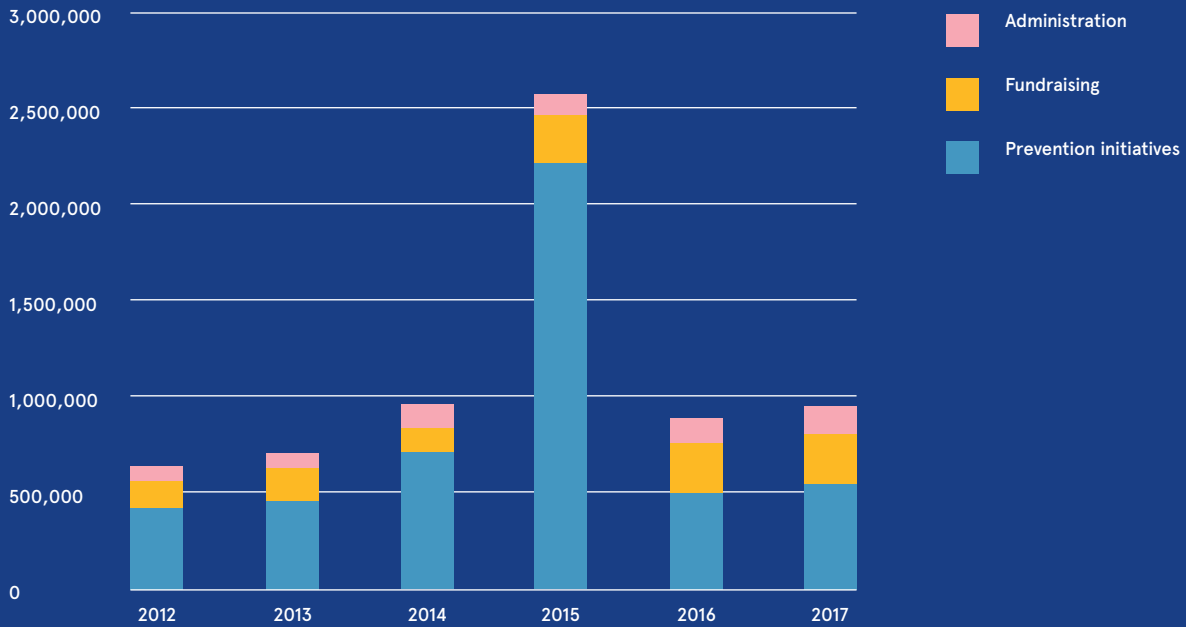
Our mission is to empower people with knowledge to take active steps to prevent bowel cancer and live healthy lives. Our messages reach millions of people each year across a variety of touchpoints throughout the country. We know we are saving lives. Our challenge is to save more.

“THE FUNDRAISING FROM THESE INDIVIDUALS AND GROUPS ACCOUNTS FOR 64% OF OUR INCOME RECEIVED.”

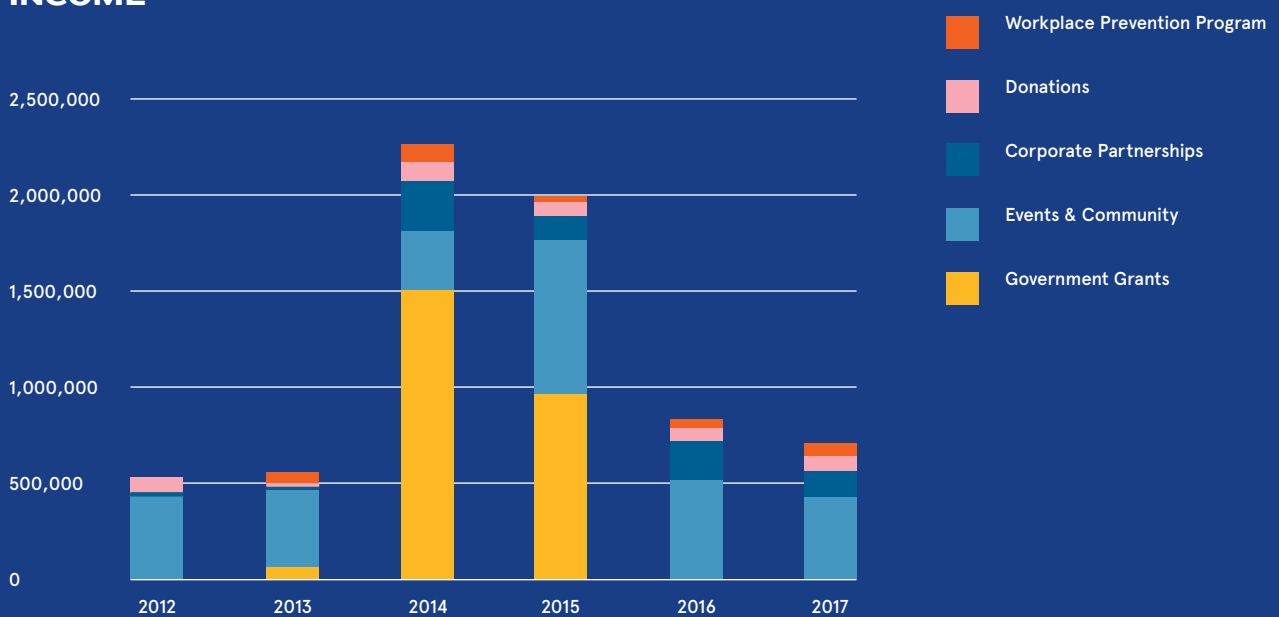
PREVENTION INITIATIVES



EXPENDITURE



INCOME



THANK YOU TO OUR VALUED FRIENDS

Abbey Bailey
Adrian Losciavo
Alan Morris
Alex Nicholls
Ali Slorach
Alice Colgrave
Alice McMahon
Alice Turnbull
Alison Webster
Alix Kelly
Allan Morichaud
Amanda Caulfield
Amanda Cochran
Amanda DaCosta
Amanda Hayes
Amanda Hutcheon
Amanda Mcpherson
Amanda Warden
Amy Dove
Amy Hand
Amy Jones
Amy Osborne
Andi Armytage
Andrea Blue
Andrea Perkins
Andrew Butcher
Andrew Cother
Angela Barker
Ann-Louise Breeding
Ann-Marie Sutherland
Anna Brook
Anna Hart
Anna Jackson
Anna Northeast
Anna Officer
Anna Pannell
Anna Ross
Annabel Wilkins
Anne Baker
Annette Bailey
Anoja Theivendradas
Anthea Gannon
Arabella Lee
Ari Setton
Ariel Ang
Atlanta Zwar
Bec White
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Bernadette Detsirapis
Bianca Fecycz
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Bridget Cave-Bigley
Bridget Pern
Bridgette Comley
Brinton Hatfield
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Jacqueline Carter
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Kate Schultz
Kate Smith
Kate Sutherland
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Katherine Pontifex
Kathryn Faggotter
Katie Bedford
Kaylie Burrows
Kellie Camm
Kellie-Mae Norton
Kelly Wright
Keri Ross
Kerrianne Carter
Kerry Scanlan
Kerryn Kaio
Kirsten Comer
Kirsty Mackirdy
Kristi Cox
Kristin Brimson
Kristy Shaffer
Kyla Daly
Kylie Paul
Kylie Shields
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Laura Hughes
Laura Taylor
Lauren Morrell
Laurienne Winbanks
Leah Gordon
Leah Reid
Leanne Keller
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Michelle Andrew
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Michelle Bosse
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Michelle Hamilton
Michelle Ovcharenko
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Naomi Hotton
Natalie Macdonald
Natalie McMahon
Natasha Howard
Nicci Coffey
Nick Porter
Nick Underwood
Nicky Orchard
Nicola Ingeborg Swadling
Nicole Andrews
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Nik Roussos
Nola Bellenger
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Paula Adam
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Scott McCardel
Scott White
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Shannon Neville
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Shona Simpson
Shylie Vowles
Sinead Wise
Siobhain McConville
Skye West
Sonia Hine
Sophie Pick
Sophie Sennar
Sophie Wilson
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Primary School
St Brigid's Catholic
School
St Edmund's College
St Leonards Primary
School
St Martins Lutheran
College
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Steve Cox
Steven Bennett
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Susan Morrison
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Tom O'Brien
Tonia Doody
Torie Hooper
Tracey Rees
Tracy Crisp
Tracy Wilkinson
Trent Marafioti
Trish Peier
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Vy Broadbridge
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Wendy Finlay
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