

A close-up portrait of Jodi Lee, a woman with short, wavy blonde hair, wearing a red top and gold hoop earrings. She is smiling slightly and looking directly at the camera.

JODI LEE
FOUNDATION

**ANNUAL
REVIEW
2018**

**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 and their two children were living in Vietnam. Happily married for 12 years and having the time of their lives, living and working overseas, bowel cancer was the furthest thing from 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 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.

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, the 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. We regularly hear stories of family, friends and work colleagues impacted by bowel cancer. We hear stories of delays in diagnosis, misunderstanding around screening tests and despair that the symptoms were not picked up early enough.

We also hear words of hope. Hope that by raising awareness around bowel cancer prevention we can empower people to be healthy and active, explore their family history, act quickly on symptoms or take a screening test.

And hope that by sharing Jodi's story we can save more lives.

A MESSAGE FROM OUR PATRON

I am delighted to announce my role as the patron of the Jodi Lee Foundation.

Bowel cancer is very close to my heart, which is why I am committing myself wholeheartedly to my new role as patron. My brother Will and one of my closest women friends both died from bowel cancer. I have seen first-hand the devastation and terrible waste of life this disease can cause.

Bowel cancer doesn't have the profile or funding of other cancers, and yet it is Australia's second biggest cancer killer for both men and women.

This is a shocking statistic and as patron I am on a personal mission to get bowel cancer on the radar for every Australian, to normalise conversations about poo and remove the mystery behind screening tests.

If caught early, up to 90 per cent of cases can be successfully treated. Unfortunately for my brother and my friend – like Jodi Lee herself – they didn't even know they had bowel cancer until it was too late.

Join me and help make a difference to the lives of the many people who have been impacted by bowel cancer. Please take the time to take the test. It might just save your life.

**- ITA BUTTROSE
AO OBE**





It has been 12 months since I commenced in my role as the CEO of the Jodi Lee Foundation. What a year it has been. We could not have achieved all that we have, without our many volunteers, supporters, fundraisers and, of course, the great team we have working at the Foundation - Nick, Sonia, Michelle, Tarsha, Cathy and Susan.

There have been many highlights and I wanted to touch on a few of them here.

Happy Chappy Motorbike Ride

David and Joy Woodroffe tragically lost both of their sons to cancer. Paul at the age of 20, to brain cancer in 2001 and Kym, aged 37 to bowel cancer in 2017. They left Owen, South Australia on their Harley Softail Deluxe for a three-month journey anticlockwise around Australia. They completed their adventure in July, raising a magnificent \$51,256. Joy and David are an inspiration to all of us, and it was certainly the highlight of my year getting the opportunity to meet them.

South Australian State Election Campaign

In January, we launched the Jodi Lee Foundation State Election Campaign, where we secured a pledge of \$5 million from the incoming Liberal government towards colonoscopy waitlists. We continue our negotiations with them to honour their pledge.

Patron Announcement

Ita Buttrose AO OBE was announced as the Jodi Lee Foundation Patron. Ita has been kept very busy promoting bowel cancer screening and awareness programs, while also spearheading our Degrees of Separation Campaign. The campaign brought together players and legends from a number Australian Football League clubs.

New Appointments to our Board

We welcome Dr Ginni Mansberg, Tiffany Young and Dr Dan Worthley to our Board.

Our Events and Initiatives

The JLF Trek, our signature fundraising event, ran in Victoria in September 2017 raising over \$124,000 and, in South Australia in May 2018, raising over \$247,000. Many thanks to our Trekkers and everyone who supported them, your donations have assisted us to continue our awareness campaigns to highlight bowel cancer in the community.

We continue to raise awareness and funds through endurance events that challenge the participant both mentally and physically. In November 2017, we sent a team to the Big Apple to run the iconic New York City Marathon. Our Chair took to the saddle once more, completing the Peaks Challenge in March 2018 with a team of cycling fanatics. Tania Carey, our Board member, ran the Adelaide Half Marathon in May 2018.

In April 2018, we held our Trust Your Gut event in Sydney. Social media influencers and journalists joined our expert health panel (led by Dr Ginni Mansberg) to raise awareness of gut issues and symptoms.

This year, we launched our first ever overseas trekking event with the Camino Challenge Spain, hiking the last 115km of the Camino. The team depart will in May 2019 for the trip of a lifetime while raising funds for the Jodi Lee Foundation.

Our Workplace Prevention Program was given a fresh new look in 2017 and continues to educate employees about bowel cancer prevention. Through the program we introduced BEAT – a checklist or action plan – that anyone can implement to help reduce their risk of bowel cancer.

I am reminded every day of how lucky I am to be involved in the Foundation and being part of keeping Jodi's legacy alive. I am touched by how many people the Foundation helps and the many lives that have been saved through our Founder's vision of increasing awareness about bowel cancer screening and educating people to lead healthy lives. It is such a privilege to be part of something that makes a positive impact on people's lives. I look forward to more exciting times ahead for the Jodi Lee Foundation

**- KATHRYN QUINTEL
CEO**

A MESSAGE FROM THE CHAIR



In my first year since transitioning from CEO to Chair of the Jodi Lee Foundation, I am pleased to bring you the 2018 Annual Review.

The last financial year has seen a number of new appointments and role changes at the Jodi Lee Foundation. We welcomed our CEO Kathryn Quintel who joined us from Alzheimer's SA in November 2017. Kathryn has vast experience in the not-for-profit sector and knows first-hand the devastating impact of bowel cancer, having lost her father to the disease and her mother is a survivor of bowel cancer. We welcomed newly appointed board member, Dr Dan Worthley to our Board. Dan is a Gastroenterologist and the Chair of the Beat Bowel Cancer Project, whose vision is to eliminate bowel cancer in South Australia by 2030. Dan took on Dr Andrew Luck's board position as Chief Medical Advisor.

I would like to thank Dr Andrew Luck for his contribution to the Foundation over the last few years. Andrew played a significant role in influencing the current National Bowel Cancer Screening Program (NBCSP) guidelines, encouraging education and awareness for Australians from the age of 45.

Each year, we hear so many stories of people we have impacted in a positive way. The reason we exist is to prevent bowel cancer, so most of the stories I have highlighted in the past are great early detection or prevention stories. This year, we are highlighting a story of an incredible young woman, Catherine Ross who has been impacted by bowel cancer. Catherine and her family have been able to use

the Jodi Lee Foundation to channel their prevention message to others, increasing awareness of bowel cancer and the devastating effects the disease has on people. This really resonated with me as it is the same way I felt back in 2010 when Tiffany Young and I established the Jodi Lee Foundation.

In 2019, we will continue to expand our reach nationally, with Patron Ita Buttrose AO OBE leading the fight against bowel cancer and reducing the stigma associated with the disease.

Thank you to all our supporters, you are the reason that we have the opportunity to impact the lives of so many Australians. We have a huge job ahead of us but we are making important steps. Thank you and please keep up your support. We won't get there without you!

**- NICK LEE
CHAIR**

OUR BOARD



NICK LEE
FOUNDER & CHAIR



TANIA CAREY
BOARD DIRECTOR



DR GINNI MANSBERG
BOARD DIRECTOR



TIFFANY YOUNG
CO-FOUNDER



DR DANIEL WORTHLEY
BOARD DIRECTOR

WHAT WE DO RAISING AWARENESS

Each year, we reach millions of Australians through a wide media mix across traditional press, TV, radio, online and social media. Raising awareness about bowel cancer prevention is what we do; these platforms are crucial for sharing our key messages with you.

IN THE MEDIA

Editorial support remained a strong element of our communication mix. In 2018, we averaged a media placement once a week with over 60 stories secured nationally and reaching over 2,200,000 people

LET'S GET SOCIAL

Our large and engaged social media community has been the driving force behind the success of our events, initiatives and sharing our prevention messages. Our fans and followers tag, share and comment on our posts creating a dialogue with their friends and family that amplifies our messages around being healthy and active, exploring family history, acting on symptoms and taking a screening test.

VISIT US AGAIN SOON

Our website continues to be the face of the Foundation and, received a major refresh at the end of 2017. We continue to improve functionality for our users while increasing information about bowel cancer prevention and providing more resources for visitors. Our "act on symptoms" page is the most visited after the homepage.

107,000

Website sessions/visits

70,233

User or unique visits to our website

64%

Of visitors were new users

42,338

SOCIAL MEDIA

Followers across Facebook, Instagram and Twitter

4,063,756

IMPRESSIONS

The number of times our posts were seen on Facebook

3,213,933

REACH

The number of unique people who saw our content on Facebook

29,944

ENGAGEMENT

The number of likes and comments on Instagram

13,694

ENGAGEMENT

The number of reactions, comments and shares on Facebook

TRUST YOUR GUT

A staggering 65% of us will experience uncomfortable gut symptoms – such as bloating, cramping, diarrhoea, constipation – in any three-month period, yet many of us will fail to do anything about it.

We created Trust Your Gut to start a conversation especially with people under 50 about the symptoms of bowel cancer. What's normal? What's not? And, what should you do?

A few of us will explain it away as being diet related or due to stress. Some will Google 'irritable bowel syndrome' and self-diagnose. Even fewer of us will ask our GP about our symptoms. We want people to notice unusual gut activity and go to their GP. And, we want to move more patients to early detection, because sometimes bowel cancer presents itself with bloating, cramping, diarrhoea or constipation.

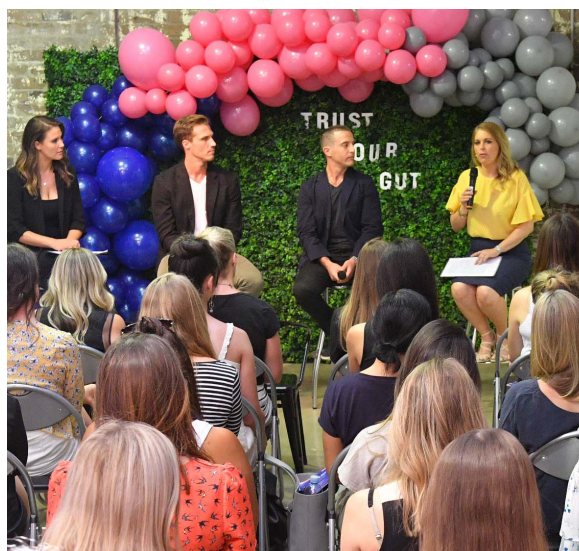
In April 2018, we launched Trust Your Gut with a breakfast event that featured an expert panel discussion with interactive event stations for guests to connect with our health experts to educate themselves about gut health.



Hosted by health journalist and TV presenter Casey Beros, our panellists included GP and women's health expert Dr Ginni Mansberg, naturopathic nutritionist Reece Carter and dietitian and chef Themis Chryssidis, who shared their expertise on gut health and nutrition, contributing vital information on gut health, bowel cancer prevention and advice for maintaining a healthy lifestyle.

The campaign secured 37 placements across traditional print and online media, as well as social media, reaching over 3,500,000 people. Key health and wellness magazines, such as Women's Health, WHIMN, LifestyleYOU, Woman's Day and Sporteluxe, covered important messages that were shared at the Trust Your Gut event, placing a spotlight on the Jodi Lee Foundation, the statistics and steps to prevent bowel cancer.

The content shared not only highlighted important messages and information from the Jodi Lee Foundation, but served as an awareness tool for Australians across the country, hopefully starting a much-needed, broader conversation around gut health and bowel cancer.



SOUTH AUSTRALIA STATE ELECTION CAMPAIGN

A MESSAGE TO SOUTH AUSTRALIA'S POLITICAL LEADERS FROM JODI LEE FOUNDATION

Australia has one of the highest rates of bowel cancer in the world. In 2017, it was estimated that 16,682 new cases of bowel cancer would be diagnosed.

By 2020, this number is expected to increase to almost 20,000 bowel cancer cases detected annually.

Bowel cancer is the second most common cause of cancer-related death in Australia, after lung cancer.

It is the most economically expensive cancer to treat, with total costs estimated at \$1.0 billion in 2013.

The good news, is that 90% of bowel cancers can be successfully treated if detected early.

In January 2018, the Jodi Lee Foundation called for all political parties to support the implementation of a Bowel Cancer Prevention Strategy that would assist in developing a strategic, collaborative and cost-effective response to the early detection of bowel cancer in South Australia.

As a first step, the Jodi Lee Foundation asked all political parties to commit to:

- \$1.5 million to provide education and awareness programs, promoting early detection to the general public
- \$1.5 million for the provision of screening kiosks to detect early signs and symptoms of bowel cancer
- \$1.0 million to provide education and awareness of the signs and symptoms of bowel cancer to Indigenous Australians

The Jodi Lee Foundation's election campaign outlined preventable measures that could be put in place to assist us to eliminate bowel cancer by 2030.

We were thrilled when the incoming Liberal Party pledged \$5 million towards index colonoscopy. We continue our negotiations with them to honour their pledge.

Throughout 2018, we were overwhelmed by the efforts from the many supporters who fundraise for the Jodi Lee Foundation.

The fundraising from these individuals and groups accounts for 56% of our income received.

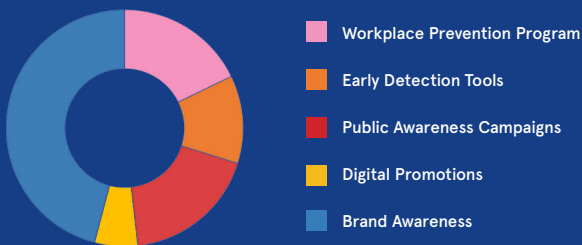
We invested over \$575,000 into our initiatives and campaigns to raise awareness nationally about bowel cancer prevention.

Our mission is to empower people with the knowledge they need to take active steps to prevent bowel cancer and live healthy lives. By raising awareness of this disease we know we are saving lives.

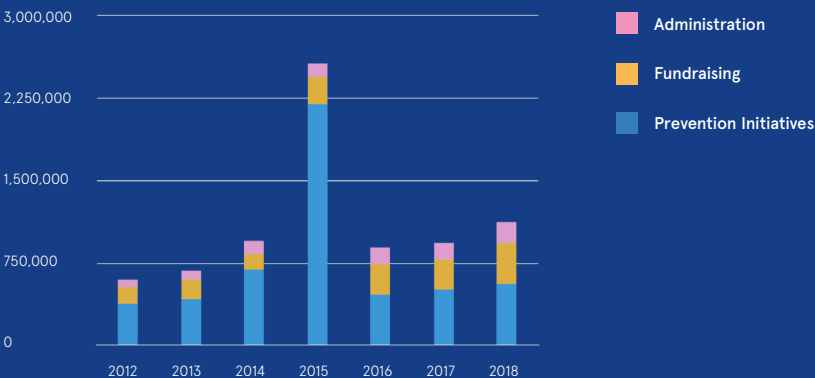
Our challenge now is to save more.

“THE FUNDRAISING FROM THESE INDIVIDUALS AND GROUPS ACCOUNTS FOR 56% OF OUR RECEIVED INCOME.”

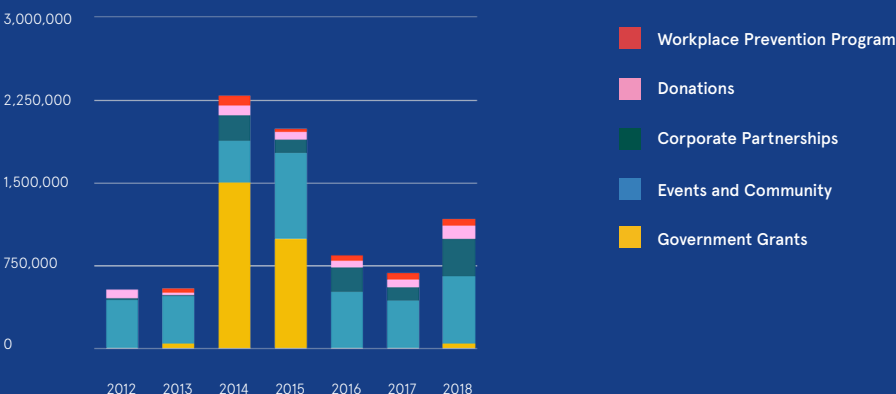
PREVENTION INITIATIVES



EXPENDITURE



INCOME



WORKPLACE PREVENTION PROGRAM

Our Workplace Prevention Program gives employers across Australia and New Zealand, 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 2017/18, was due largely to the amount of businesses incorporating the Workplace Prevention Program 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. 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, 2018/19 will see the launch of new presentation formats and materials that will increase our reach to more workplaces and all of their employees.

A selection of companies who participated in the Workplace Prevention Program are listed below:

- Electrolux Home Products (New Zealand)
- Linfox Australia
- Bank SA
- QBE Insurance
- Beyond Bank Australia
- Coopers Brewery
- Gallagher Bassett
- Select Encompass Credit Union
- Nexia Edwards Marshall
- Scholle IPN
- Lendlease Engineering
- CBHS Health Fund
- Linfox Logistics





GET INVOLVED OUR EVENTS



THE JLF TREK OUR NATIONAL SIGNATURE EVENT

The JLF Trek is the Foundation's major fundraising events and sees hundreds of people walking in the name of bowel cancer prevention.

At each JLF Trek we invite women and men to come together with family, friends and colleagues to take part in an active and memorable weekend getaway. Raising awareness and funds, whilst enjoying the camaraderie and experiencing an adventure in the great outdoors, makes our events truly special.

The treks ends with a celebration party at the finish line. Here trekkers get to celebrate and enjoy their inspiring achievements together with a meal, drinks, music... and dancing!

In 2018, The JLF Trek raised \$372,713.

In 2019, we look forward to expanding our signature event to Queensland and Tasmania.

The JLF Trek VIC 2017

\$124,870

The JLF Trek SA 2018

\$247,843

NYC Marathon 2017

\$31,314

Happy Chappy
Motorbike Ride 2018

\$51,106

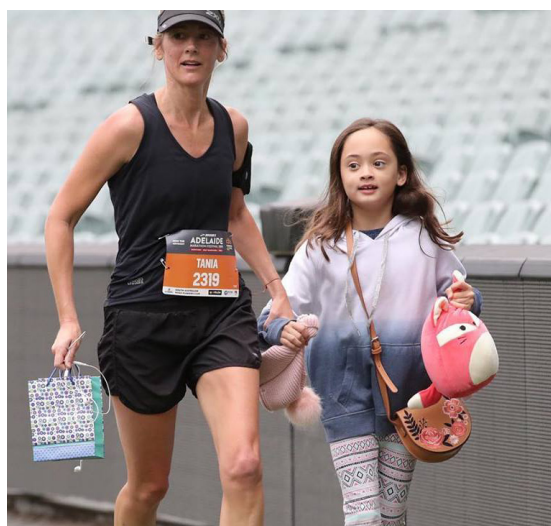
Peaks Challenge 2018

\$25,940

Tania Carey Half
Marathon 2018

\$2,455

In 2018, we had a number of incredible individual fundraisers who challenged themselves mentally and physically. We also had some fantastic supporter events, together raising a total of \$110,815, an amazing achievement.



**GET INVOLVED
SUPPORTER EVENTS**



**“THANK YOU TO ALL OUR
VALUED FRIENDS, SUPPORTERS,
DONORS, FUNDRAISERS,
EVENT PARTICIPANTS,
VOLUNTEERS AND MORE!
WE CAN'T DO THIS
WITHOUT YOU.”**

PREVENTING BOWEL ~~CANCER~~

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