

# ANNUAL REVIEW

## 2019





**YOUTH AMBASSADORS**  
**HUGO AND DAHLIA**



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**TAKE ACTIVE STEPS TO  
PREVENT BOWEL CANCER**



# JODI'S STORY

Jodi and her husband Nick were living in Vietnam in 2008 where Nick was working. Happily together for 12 years, they were having the time of their lives with their two young children.

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

After emergency surgery to remove the cancer Jodi and Nick received the worst news possible – the cancer had spread to Jodi's lymph and liver. At best, she only had two years to live.

One of the hardest things was telling their children, Jack and Arabella their mum was going to die. Jodi passed away on 16 January 2010, a few days before her 41st birthday.

Before Jodi's diagnosis she was fit and healthy. She had no family history and no symptoms whatsoever, which is typical of bowel cancer.

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

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



# A MESSAGE FROM OUR BOARD



Nick Lee  
FOUNDER & CHAIR



Tiffany Young  
CO-FOUNDER  
& BOARD DIRECTOR



Dr Dan Worthley  
BOARD DIRECTOR



Tania Carey  
BOARD DIRECTOR



Dr Ginni Mansberg  
BOARD DIRECTOR

We are as committed today as we were in 2010 to arm Australians with the knowledge they need to prevent bowel cancer and to motivate them to be proactive about their health.

We are also as impatient for more conversations around bowel cancer to take place, more people to participate in screening from age 50 and more early diagnosis. We know this saves lives and yet Australia has the highest rate of bowel cancer in the world.

During 2019, we continued to invest in communications to reach as many people as we possibly can with our messages. We also established the structure for a future Bowel Cancer Research Centre to facilitate funding for research into the early detection of bowel cancer and expanded our event offerings to attract more participants across Australia.

The sustainability of the Jodi Lee Foundation is an ongoing discussion for the Board and we recognise the need for reliable funding sources as well as efficient and innovative operations. On average, 12 cents in every dollar covers administration costs and another 27 cents goes towards continued fundraising including our ever popular JLF Trek series.

We take this opportunity to congratulate the JLF team who, led by Kathryn Quintel, continue to go above and beyond to meet the strategic objectives set by the Board. Their passion is infectious.

We look forward to continuing to deliver on our mission to prevent bowel cancer in 2020. Together we can make a difference to the lives of so many Australian families, maybe even yours.

## The JLF Board

# A MESSAGE FROM OUR CEO

The Australia wide footprint of the Jodi Lee Foundation allows our bowel cancer prevention messages to reach millions of people year. Our message is simple – screen from age 50, act quickly on symptoms, know your family history and be healthy.

This year we launched a national television campaign featuring Ita Buttrose and several AFL players with a connection with bowel cancer, advocated for support of a Bowel Cancer Prevention Strategy at Parliament House in Canberra and commenced a Youth Ambassador program through which we collaborate with incredible young people diagnosed with bowel cancer to raise awareness of the disease.

It takes an army of talented and passionate people to deliver the numerous initiatives and events the Jodi Lee Foundation does each year. Thank you to our valued staff,

volunteers, corporate partners, committee members and ambassadors who work tirelessly to raise awareness of bowel cancer and the importance of early detection. We also thank our energetic event participants and generous donors, without whom we would not exist. The financial support of ordinary people, whether they have been impacted by bowel cancer or not, never ceases to amaze us.

Finally, it has been a privilege to working with our board of dedicated and experienced individuals who volunteer their time to govern and direct the Foundation.

Next year marks the 10th anniversary of the Jodi Lee Foundation and I am sure there are exciting times ahead.

**Kathryn Quintel**



# TOGETHER

## WE CAN CHANGE STATISTICS

Bowel cancer is still the second biggest cause of cancer related death in Australia. But it doesn't have to be. Over 99% of cases could be successfully treated if detected early. Unfortunately, encouraging people to screen for bowel cancer every two years from age 50 remains our biggest challenge as a country, and as an organisation.

The Jodi Lee Foundation has been raising awareness about bowel cancer for nine years now. The needle is moving very slowly. The latest National Bowel Cancer Screening Program Monitoring Report for the two years ended December 2017 shows only 41 per cent of people invited to participate are completing the test, no change from the prior year and up from 39% the year before.

The lowest participation in the program is by those aged 50 to 54 with only 29.8% of people completing the test. We continue to target this particular age group with our screening messages. Statistics show that once people have participated in the National Bowel Cancer Screening Program, 78% of them re-participate next time they receive a test. If we can encourage more people to screen from 50 years of age we can save thousands of lives.

The latest statistics available show that 1,414 people younger than 50 were diagnosed with bowel cancer in 2015. While representing only 9% of the total number of people diagnosed, for us this is especially devastating given Jodi's story. Another 6,019 people aged 75 and over were also diagnosed. Both age groups are outside of the recommended screening age. We continue to target this particular age group with our screening messages.

We know the early detection of bowel cancer saves lives. What we don't understand yet is why people don't take the test.

### LATEST STATISTICS

# 15,604

**PEOPLE DIAGNOSED WITH BOWEL CANCER (2015)**

# 5,375

**LIVES LOST TO BOWEL CANCER (2016)**

# 88,316

**AUSTRALIANS ALIVE WHO HAD BEEN DIAGNOSED WITH BOWEL CANCER (2014)**

## OUR IMPACT

# \$1,579,283

**INVESTED IN INITIATIVES THAT EMPOWER PEOPLE TO TAKE ACTIVE STEPS TO PREVENT BOWEL CANCER AND LEAD HEALTHY LIVES**



# OUR IMPACT IN THE WORKPLACE

**'THE POWER OF THIS PROGRAM TO MAKE A DIFFERENCE IS ENORMOUS.'**

**JOCK DUNCAN - HOOD SWEENEY**

Our Workplace Prevention Program is designed to educate employees about bowel cancer facts and risks, the importance of screening from age 50, symptoms to watch out for and diet and lifestyle strategies for the prevention of bowel cancer.

Employers have an opportunity to provide screening tests to employees not covered by the National Bowel Cancer Screening Program, but we strongly recommend people with a free screening test provided through this program go home and complete it.

One employee attending our workplace program did just that this year. After attending our presentation at her workplace she completed the test she had at home which had been sitting in a drawer for some time. The result was positive so she arranged a follow up colonoscopy to investigate the cause. During the procedure, polyps were discovered and removed to prevent any risk of them developing into bowel cancer. Knowing that a family history of polyps may increase your risk of bowel cancer, her daughters are now being guided by their GPs about screening appropriate for them.

A survey of attendees consistently rates the program highly, with 99% of people stating they would recommend it to others. We regularly receive feedback such as this:

*"Thank you for sharing Jodi's story. I had no idea this could happen. This is an eye-opener for me and especially for my family." (Anonymous)*

## 980

**TESTS DISTRIBUTED THROUGH THE PROGRAM**

## 15

**PEOPLE REFERRED FOR COLONOSCOPY**





# OUR IMPACT

## YOUTH AMBASSADORS

Hugo and Dahlia were appointed as our Youth Ambassadors this year and actively act as spokespeople for the Jodi Lee Foundation online, through our Workplace Prevention Program and in the media. Both are engaging speakers and together host Hugo's 25StayAlive podcast.

25StayAlive is a global movement established by Hugo to educate and inspire younger people to be proactive with their health. Early detection saved Hugo and Dahlia and they now encourage people to 'know your body, know yourself ... it might just save your life'.

We are thrilled to have them onboard to engage especially with people under age 50. Hugo and Dahlia work with us to encourage young people to act quickly by visiting their GP if they experience symptoms for more than two weeks.



Dahlia Matkovic is on a mission to connect with fellow young bowel cancer patients around the world. Dahlia wants to encourage people, no matter their age, to look out for symptoms and if there is something not quite right to seek medical help.



Hugo Toovey is a Captain in the Australian Army and our first Youth Ambassador. Hugo was diagnosed with testicular cancer in 2013. After fighting (and beating) testicular cancer, Hugo was diagnosed with bowel cancer. He is inspiring, real and raw. If it wasn't for early detection, Hugo's chance of survival would have been very different.

# OUR IMPACT

# DEGREES OF SEPARATION CAMPAIGN

Often it's only one or two degrees of separation between us and someone we know or love who have been impacted by or lost to bowel cancer. In partnership with the Australian Government Department of Health and The Hospital research Foundation, we created the Degrees of Separation campaign urging everyone from age of 50 to take their free screening test when it arrives in the mail.

Spearheaded by legendary media trailblazer and our Patron Ita Buttrose, the campaign featured players from Sydney Swans, Carlton FC men's and women's team, Port Power, Brisbane Lions and North Melbourne FC – united by their connection to bowel cancer – to highlight how close their degrees of separation are, on and off the field. The message was simple.

## TAKE THE TIME, TAKE THE TEST. IT MIGHT JUST SAVE YOUR LIFE.

Airing on television and video platforms across Australia, the campaign was designed to start conversations around bowel screening and break down the stigma associated with bowel cancer.

A staggering eighty per cent of people reported they were extremely or quite likely to complete the National Bowel Cancer Screening Program test as a result of seeing the Degrees of Separation video.

# 4,552,000

TELEVISION REACH

# 3,557,000

ONLINE REACH





# OUR IMPACT

## ONLINE AND IN THE MEDIA

Year round, our bowel cancer prevention messages are delivered on our website and social media channels as well as through print and radio media. We continue to share Jodi's story as a way of motivating people to be proactive about preventing bowel cancer and are fortunate to have the support of a number of people who each year step up to share their own stories. In 2019, this activity generated 99 stories across Australia, reaching many thousands of people.

Our website is home to information about bowel cancer and the steps people can take to detect bowel cancer early and reduce risk. Visitors are most interested in stories, symptoms, facts and The JLF Treks.

Social media is an important tool for raising awareness and engaging with the community. The Jodi Lee Foundation has over 40,000 followers across Facebook, Instagram, LinkedIn and Twitter with up to 9% of them liking, clicking and commenting on our posts each year, well above average across each platform. We have an extremely active social media strategy, as every post has the power to lead to a life-saving diagnosis.

# 58,141

WEBSITE VISITORS

# 182,159

UNIQUE PAGE VIEWS

# 28,446

VIEWED BOWEL CANCER INFORMATION

# 882,889

ORGANIC SOCIAL MEDIA REACH

# \$821,542

MEDIA VALUE



# OUR IMPACT

## EARLY DETECTION TOOLS

### SYMPTOM CHECKER

Based on research conducted in partnership with Curtin University, our Symptom Checker is designed to help people work out when to investigate symptoms further by visiting their GP. The questionnaire is simple enough to be completed at home or with a pharmacist. If the Symptom Checker recommends follow up with a doctor, the completed form should be taken along as much of the relevant information will have been captured.

# 478

DOWNLOADS FROM OUR WEBSITE

### KNOW YOUR RISK

The majority of people who develop bowel cancer do not have a family history of the disease. However, people with a history of bowel cancer in their family may be at increased risk. Know Your Risk is a simple and interactive website that guides people through a series of steps to build a family tree of close relatives whose history may impact their risk of bowel cancer. If a person's risk is elevated, the website provides a record of relevant family history to discuss with their doctor.

[WWW.KNOWYOURRISK.ORG.AU](http://WWW.KNOWYOURRISK.ORG.AU)

# 117

PEOPLE STARTED A FAMILY TREE

# 8%

HAD A FAMILY HISTORY THAT  
INCREASED THEIR BOWEL  
CANCER RISK





# OUR IMPACT

## ADVOCACY

In the lead up to the Federal Election in May 2019 we hosted a breakfast at Parliament House in Canberra which was well attended by Federal Ministers and MPs from the major parties. Led by our Patron Ita Buttrose, we advocated for support of a Bowel Cancer Prevention Strategy to address a strategic, collaborative and cost effective response to the early detection of bowel cancer in Australia.

We asked everyone present to champion for continued funding of public health campaigns that undoubtedly have a positive impact on the early detection of bowel cancer and as a consequence, will significantly reduce the cost of bowel cancer to the Australian health system.

We called on politicians and the various organisations working in the bowel cancer space to stand together and present a united and consistent approach to the prevention of bowel cancer. We also highlighted the importance of work closely with general practitioners across Australia who interact with the community on a daily basis. A GP engagement strategy can only increase the uptake of screening.

Finally, we implored them to ensure the Australian health system is able to provide access to timely and cost effective colonoscopies of high quality for the increasing number of people requiring them as a result of the full roll-out of the National Bowel Cancer Screening Program by 2020.







# GET INVOLVED

# THE JLF TREKS



The JLF Trek is our signature event. Taking place in South Australia and Victoria, over 500 people trekked with us this year and helped raise awareness and vital funding for our bowel cancer prevention initiatives.

The Victorian JLF Trek explored the magic of the Great Ocean Walk between Ryans Den and Apollo Bay. These amazing participants raised \$113,419, with a special mention to Catherine 'Riney' Ross and the Reseachr4Riney team who together raised \$42,236. In January 2019, Riney sadly lost her four year battle with bowel cancer after being diagnosed at age 28. She was a part of our JLF family and is greatly missed.



In South Australia we again explored the stunning and ever popular Fleurieu Peninsula coast and inland countryside around Victor Harbor, raising \$254,562 through the event. We trekked in memory of Sherie Hagger who sadly passed away on 19 February 2019 at just 37 years of age after a 5 year battle with bowel cancer. Sherie was a huge advocate for the early detection of bowel cancer and a great supporter of the Jodi Lee Foundation. Sherie's family and friends raised \$4,599.

## \$367,981

**FUNDS RAISED FROM THE JLF TREKS**







**\$96,675**

**FUNDS RAISED BY OUR COMMUNITY**



# GET INVOLVED

## COMMUNITY FUNDRAISING



Every year we hear from amazing people who want to support the Foundation by taking part in an event of their own. This year people ran marathons, cycled up the Falls Creek peaks, hiked the Camino in Spain and played bowls – all of them spreading the word about the steps people can take to prevent bowel cancer along the way.

Camino Challenge

**\$31,865**

NYC Marathon

**\$33,735**

Peaks Challenge

**\$27,155**

Easter Island Marathon

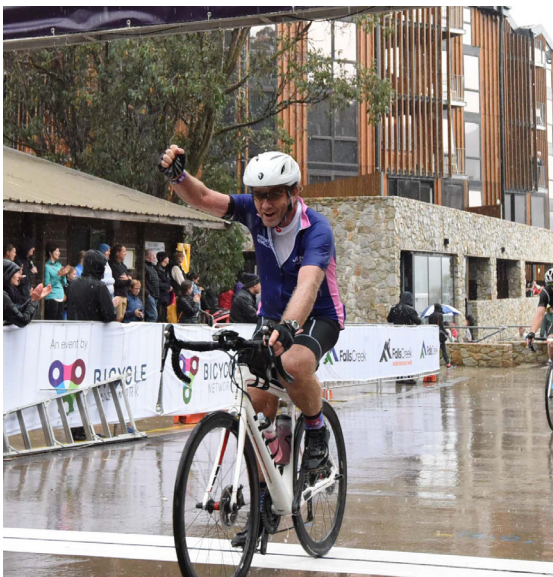
**\$275**

Riding For Bowel Cancer

**\$2,645**

Bowling For Bowel Cancer

**\$1,000**









# GET INVOLVED

## CORPORATE PARTNERS



the hospital  
research foundation  
finding cures improving care



TOWARDS A BETTER FUTURE  
FOUNDATION

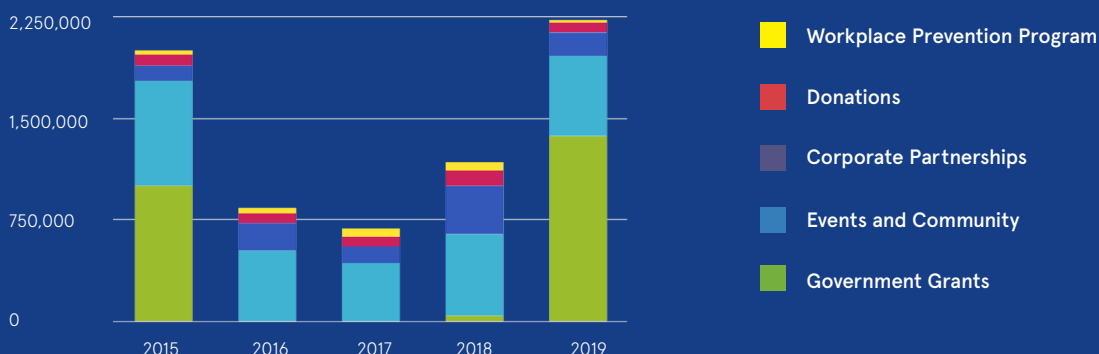


## THE JLF TREK SPONSORS

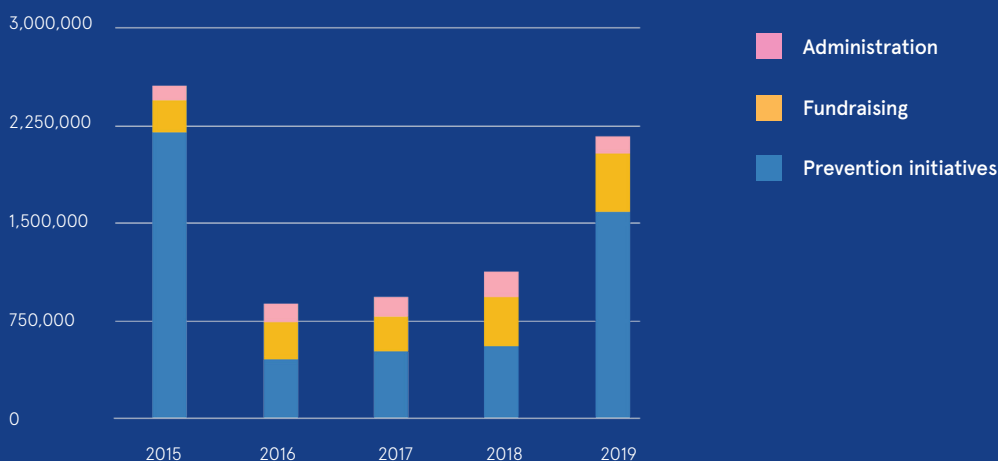


# FINANCIALS

## INCOME



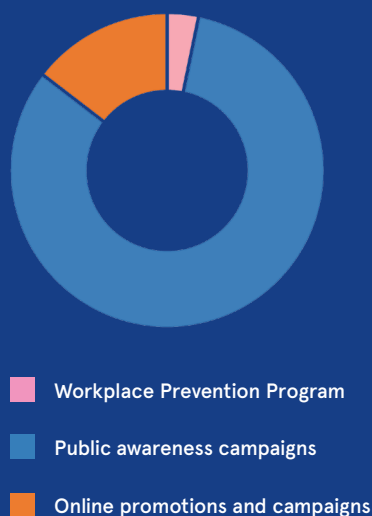
## EXPENDITURE



Donations and sponsorships from our supportive event participants and corporate partners amounted to \$832,000 this year, a considerable amount which allows us to continue to invest in our bowel cancer initiatives. The Foundation also received grant funding of over \$1.36 million from the Australian Government to fund a specific public awareness campaign encouraging participation in the National Bowel Cancer Screening Program.

In total, \$1.58 million was spent this year on national campaigns and programs to educate people about the steps they can take to prevent bowel cancer, representing 71 per cent of income received. Operating costs accounted for only 6 percent of income received during the year and fundraising expenses amounted to 20 percent, including the cost of our events which play an important part in raising awareness and promoting healthy lifestyles to reduce bowel cancer risk.

## PREVENTION INITIATIVES



*Note: Amounts are based on cash flow calculations*



# FINANCIALS

## INCOME STATEMENT

	2019	2018
<b>INCOME</b>		
Donations and sponsorship	723,364	907,209
Workplace Prevention Program	16,703	41,490
Government grants	1,413,636	
Other income	114,522	127,201
<b>TOTAL INCOME</b>	<b>2,268,225</b>	<b>1,075,900</b>
<b>EXPENSES</b>		
Prevention initiatives	1,581,844	575,991
Fundraising and events	454,889	368,956
Operating costs	165,101	204,235
<b>TOTAL EXPENSES</b>	<b>2,201,834</b>	<b>1,149,182</b>
<b>NET SURPLUS/SHORTFALL</b>	<b>66,391</b>	<b>(73,282)</b>

## STATEMENT OF FINANCIAL POSITION

	2019	2018
<b>ASSETS</b>		
Current assets	670,431	707,551
Non-current assets	38,090	34,230
<b>TOTAL ASSETS</b>	<b>708,521</b>	<b>741,781</b>
<b>LIABILITIES</b>		
Current liabilities	129,654	236,358
Non-current liabilities	19,726	12,673
<b>TOTAL LIABILITIES</b>	<b>149,380</b>	<b>249,031</b>
<b>NET ASSETS</b>	<b>559,141</b>	<b>492,750</b>
<b>EQUITY</b>		
Opening accumulated funds	492,750	566,032
Net surplus/shortfall for the year	66,391	(73,282)
<b>TOTAL EQUITY</b>	<b>559,141</b>	<b>492,750</b>

Full financial statements are available on our website





**THANK YOU TO OUR  
VALUED FRIENDS,  
SUPPORTERS, DONORS,  
FUNDRAISERS, EVENT  
PARTICIPANTS AND  
VOLUNTEERS.  
TOGETHER WE CAN  
PREVENT BOWEL CANCER.**

# PREVENTING BOWEL ~~CANCER~~

## ADDRESS

Jodi Lee Foundation  
4 Grenfell Street  
Kent Town, SA 5067

## CONTACT

08 8363 1920  
[hello@jodileefoundation.org.com](mailto:hello@jodileefoundation.org.com)

ABN 23 315 584 765