



JODI LEE
FOUNDATION

**10 YEAR ANNIVERSARY
2010-2020**



10 YEARS SAVING LIVES

JODI LEE
FOUNDATION

**PREVENTING
BOWEL ~~CANCER~~**



Jack, Jodi and Bella Lee

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 nodes and liver. At best, she had only two years to live.

One of the hardest things was telling their children, Jack and Arabella, that their mum was going to die. Jodi passed away on 16 January 2010, a few days before her 42nd birthday.

Before Jodi's diagnosis she was fit and healthy. She had no family history and no symptoms whatsoever.

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 on 10 August 2010.



FOUNDERS



NICK LEE



TIFFANY YOUNG

IN JODI'S MEMORY, OUR OBJECTIVES FROM THE OUTSET HAVE BEEN:

- To raise awareness about bowel cancer and the importance of early detection
- To make screening more readily available to Australians at risk
- To fund research to improve the screening, early detection and diagnosis 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.”

Nick Lee, Founder & CEO

PREFACE



The Jodi Lee Foundation was born from a deep and painful loss. A loss that may have been spared if Jodi's cancer was detected early. With this our driving force, the Jodi Lee Foundation is as committed today as we were in 2010 to arm Australians with the knowledge they need to prevent bowel cancer and the motivation to be proactive about their health.

We are on a mission to fight bowel cancer, one screening test at a time. Through our awareness programs, we are urging more Australians aged 50-74 to participate in the free National Bowel Cancer Screening Program when their screening kit arrives in the mail every two years. We know that early detection saves lives and that screening is the most effective tool for early detection. Despite this, only 42 per cent of Australians who are sent the test actually complete it. With many Australians ignoring this life-saving test, Australia continues to have one of the highest rates of bowel cancer in the world.

We started with Jodi's story. Since then we have had the opportunity to hear and share the stories of others impacted by bowel cancer. For those who have lost loved ones, it has provided the opportunity to channel their grief and energy into something positive and give others the courage to act on symptoms, look into their family history and take a screening test.

Over the past ten years we have brought people together to rally behind a cause that truly makes a difference. We have received support from identities like Ita Buttrose AC OBE, Olympian Jessica Trengove, John Longmire and Isaac Heeney from the Sydney Swans, to organisations like the AFL, the

Federal Government, our corporate supporters, volunteers, National Advisory Board members, and ambassadors. Looking back to where we started ten years ago, we could never have imagined that our reach and impact in spreading this important message around bowel cancer prevention and early detection could be so powerful.

We've encountered many others who, like Jodi, have been cut down in the prime of their life by this ravaging disease. This is another area where the Foundation is channelling its efforts. The Federal Government focus their education and screening efforts on the 50+ age group. That's often too late. We are passionate about educating younger people to trust their gut and follow up on symptoms, so that we can turn this terrible statistic around.

With COVID-19 impacting many of our fundraising events in 2020, we became even more focused on our messages reaching as many Australians as possible, particularly through the vehicle of social media and pivoting our Jodi Lee Foundation Workplace Programs to online delivery. We know that by sharing stories of those impacted by bowel cancer, raising awareness about bowel cancer symptoms and opening up conversations surrounding bowel screening, we have encouraged others to take action.

Across the following pages, we reflect on our achievements over the past ten years.

Thank you for being part of our journey.

Together we have saved lives.



Little Black Dress Classic Ride

Jodi loved a little black dress. In 2009, her friends in Vietnam threw a Little Black Dress party to raise money for her care. For many years, our event participants all wore little black tutus in Jodi's honour. The little black dress fast became the iconic symbol of the Jodi Lee Foundation. For example, teams participating in the New York Marathon and the Little Black Dress Classic Ride did so wearing black tutus in Jodi's honour.

NOVEMBER 2010

NEW YORK MARATHON

Six bold runners from all over the world met up to complete the 2010 New York Marathon, our first official event. Jodi Lee Foundation has been represented at every New York Marathon since, raising over \$780,000.

For some it has been their first ever marathon, for others a lifetime dream, but all have pushed themselves to the limit and raised money for a cause that is extremely close to their hearts.



JANUARY 2011

LITTLE BLACK DRESS CLASSIC RIDE

Fourteen men, many of them Jodi's friends, swapped their business suits for black tutus and peddled more than 1,200km from Melbourne to Adelaide for the inaugural ride for the Little Black Dress.

Raising an astounding \$141,000, the riders were welcomed and cheered as they passed through towns along the route, raising awareness and money as they went. Riders came from overseas and interstate to participate, with many sticking a small picture of Jodi on their handlebars to urge them on when times got a little tough.

This was the first of what was to become an annual event, later known as the Little Black Dress Classic. The cyclists taking part raised a total of \$664,000 in the five years the event ran.

The Little Black Dress Classic became synonymous with grit, guts and determination – and of course the little black tutu.



JANUARY 2011

LITTLE BLACK DRESS PARTY

On 25 January 2011, Jodi would have turned 42 years old. To celebrate her life, we threw a Little Black Dress party at Glen Ewin Estate which over 350 people attended.

Since 2011, the Little Black Dress parties have been held by Jodi Lee Foundation and our supporters in Adelaide, Sydney, Melbourne, Brisbane, Singapore and Ho Chi Minh to raise awareness of bowel cancer and funds to support our life-saving initiatives.



ANNA'S STORY

'If I hadn't heard about the Jodi Lee Foundation who knows how much longer I would have waited before my bowel cancer was diagnosed. Things hadn't been right for a while, but at 39 years of age, and being pregnant with my fourth child, my GP put my symptoms down to pregnancy-related issues.'



AJ'S STORY

Late in 2010, AJ had been feeling a little discomfort, but like many others, she put it down to being busy. Hearing Jodi's story through our Little Black Dress Classic event motivated AJ to arrange a colonoscopy. Tests revealed the discomfort was due to a very large polyp in her bowel which the doctors were able to remove before it became cancerous. AJ was advised that had any more time passed, the outcome would have been far more sinister.

MARCH 2011

GOBI DESERT MARCH



When Jodi passed away, Alistair Cavill pledged he would do something in her honour. True to his word, Alistair completed the Gobi March – a gruelling seven-day, 250km self-supported run across the Gobi Desert in China.

Raising more than \$33,000, Alistair battled high altitude, temperatures in excess of 58 degrees celsius, blisters and camel spiders to finish 37th out of 150 race starters – with just 100 people completing the race.



JOHN'S STORY

After receiving an email about the Jodi Lee Foundation from one of our 2010 New York Marathon team participants, John decided to speak to his doctor about having a colonoscopy. John didn't have any symptoms but being over 50, and with a family history of bowel cancer, he was in a higher risk category. The surgeon removed two large tumours, followed by six months of chemotherapy.

MAY 2011

CORPORATE BOWEL SCREENING PROGRAM



‘THE POWER OF THIS PROGRAM TO MAKE A DIFFERENCE IS ENORMOUS’

JOCK DUNCAN, HOOD SWEENEY

Less than twelve months after the Jodi Lee Foundation was founded, we launched an Australian-first corporate bowel screening program to educate employees about the importance of screening to detect bowel cancer early.

Now known as our Workplace Program, today we have presented to thousands of workplaces across Australia to educate employees about the steps they can take to protect themselves from this highly preventable disease.



Almost 5000 Australians will die of bowel cancer this year.

THE
JODI LEE FOUNDATION

THE EARLY DETECTION OF BOWEL CANCER SAVES LIVES

jodileefoundation.org.au



JULY 2011

AMBASSADORS

We welcomed Graeme Goodings as our first Ambassador in July 2011. Graeme survived bowel cancer in 2004 and is passionate about raising awareness of the disease.

Graeme is a veteran Australian television journalist, earning number 1 ratings for his news bulletins for many years. Supporting our events and initiatives since 2011, Graeme most recently attended a forum held with Rebekha Sharkie MP in 2019 to discuss bowel cancer and prevention with her constituents.

OCTOBER 2011

PORCELAIN DOLL CAMPAIGN

Our first campaign, the Porcelain Doll advertisement appeared in The Weekend Australian Magazine, WISH Magazine and the Canberra Times. The campaign raised awareness about the high rates of bowel cancer in Australia and provided the solution - early detection. Our thanks to Showpony for these award-winning ads.





Tom Hedditch

NOVEMBER 2011

‘THANK YOU FOR SAVING MY LIFE’

In 2011, an incredible team of 21 runners hit the pavements of New York to run the New York City Marathon, raising \$230,000 between them.

Tom Hedditch was a member of this team, completing the marathon in 4 hrs 28 mins. Before heading to New York, Tom completed a home bowel screening test. Fit and healthy at age 28, he was surprised when the results showed blood had been detected in his stool. His doctor assured him it was unlikely the cause was serious, and an appointment was set for a colonoscopy after the marathon.

During the colonoscopy, up to 100 polyps were found in Tom’s lower bowel, some of which were uncommon and likely to develop into bowel cancer in an accelerated manner. Tom was advised that the only course of action was to remove some of his lower bowel. A second opinion confirmed it was almost certain that the polyps would have developed into bowel cancer during Tom’s early 30s.

Sharing his story is Tom’s way of saying ‘thank you’ for saving his life.

Watch Tom’s story [here](#)



JOHN'S STORY

We met John in 2011. He lost his mother to bowel cancer and credits her for saving his life. “Without her pestering me to have a bowel screening test, I wouldn’t be here today to tell my story.”

John had a colonoscopy detecting a tumour, followed by six months of chemotherapy.

John also won our inaugural Volunteer of the Year Award in 2021.

“People are pushing themselves further, trying things they never dreamt would be possible and reaching new heights all in the name of the Jodi Lee Foundation. Their individual stories have become an inspiration in themselves and we thank everyone who has ticked something off their bucket list while supporting our initiatives. To positively influence people’s lives in this way is something the Foundation is very proud of.”

Nick Lee, Founder & CEO

Excerpt from 2011 Jodi Lee Foundation Annual Review; Nick Lee is now Chair of the Jodi Lee Foundation

DECEMBER 2011

JODI LEE FOUNDATION PHD RESEARCH FELLOWSHIP



Many people approach their pharmacist with symptoms such as diarrhoea, rectal bleeding and constipation, and unfortunately in many cases these complaints are not recognised as symptoms of bowel cancer. In fact, 19 per cent of people have lower bowel symptoms and yet only one in three will consult their doctor.

We partnered with Curtin University to fund a three-year Jodi Lee Foundation PhD Research Fellowship to investigate the role of the pharmacist in the early detection of bowel cancer. The fellowship was awarded to Deepa Sriram, now a senior researcher at Griffith University.

Through this project, we developed a clinical decision-making tool for screening bowel symptoms in pharmacies to promote medical consultation by patients seeking pharmacist treatment for significant and ongoing symptoms.

The research concluded the tool has a high sensitivity for identifying patients experiencing potentially life-limiting bowel symptoms and encouraged consultation with a GP. It is also likely to identify patients with symptoms of relatively benign disease who would benefit from medical advice.

DECEMBER 2012

BEHAVIOURAL RESEARCH

Research conducted in 2012 gave insight into the drivers and barriers to participating in home bowel screening programs in people aged 45 to 55. The project was funded through a grant of \$50,000 awarded to us by the Federal Government.

The results showed that while bowel screening is widely recognised as being highly important, it is generally not top of mind and therefore becomes a low priority. The challenge is to make bowel

screening top of mind. This could be achieved by increased GP referrals and continued government endorsement through the National Bowel Cancer Screening Program, as well as through a national awareness campaign that sparks a conversation around bowel cancer and the screening test.

**JANUARY 2013
FUNDRAISING
REACHED**

\$1,000,000

"Our message is simple – screen regularly, act quickly on symptoms, know your family history and make healthy life choices. Bowel cancer should be respected, not feared, and you have the power to make a difference."

MARCH 2013

WHAT SH-TS YOU?

Frankly, it gives us the sh-ts that more people don't take the simple bowel screening test to prevent bowel cancer. With an estimated 17,000 Australians diagnosed in 2013, we couldn't understand why everyone wasn't doing it.

So we launched a cheeky Facebook campaign called 'What Sh-ts You?'. We asked people to unload their frustrations in life about the funny things that annoy them, and they did! From junk mail and school car parks to family stickers and pets at weddings – we heard it all.

What Sh-ts You? was a light-hearted, tongue-in-cheek campaign with a serious agenda to raise awareness about bowel cancer and encourage people to take a screening test every year or two.





MAY 2013

KNOW YOUR RISK

People with a history of bowel cancer in their family may have a higher risk of developing the disease than the average person. As a result, the screening recommendations for these people are tailored to their particular circumstances and may likely commence before 50 years of age.

We partnered with Cancer Council SA, CSIRO Preventative Health Flagship and Flinders University to develop Know Your Risk, an online family history tool.

Know Your Risk was developed as a simple and interactive website that helped people understand their risk of developing bowel cancer. Users are guided through a series of steps to build a family tree of close relatives whose bowel cancer history could impact their bowel cancer risk.

After working through the website, users are provided with a general but personalised risk assessment, which they are encouraged to discuss with their doctor.

Over 1,000 risk assessments have been completed since the launch of Know Your Risk and a planned upgrade to make the tool mobile friendly will result in many more.



know your risk

THE JODI LEE FOUNDATION
THE EARLY DETECTION OF BOWEL CANCER SAVES LIVES

Cancer Council SA

An interactive website that helps your patients to understand their risk of developing bowel cancer based on family history

"KNOW YOUR RISK IS A USEFUL TOOL FOR PATIENTS AND GPs WHEN DISCUSSING BOWEL CANCER AND FAMILY HISTORY."

GRAEME P YOUNG MB BS MD FRACP FTSE AGAF

www.knowyourrisk.org.au



JUNE 2013

THE JLF TREK

The JLF Trek is an endurance event designed to challenge participants mentally and physically. Whether participants complete the full two-day event or a shorter distance, the weekend leaves everyone inspired and ready to take on the world.

The event began in 2013 as the SA Hiking Challenge with 20 people trekking South Australia's iconic Heysen Trail from its start near Blinman to past Wilpena Pound – 80kms over two days – and they said it couldn't be done!

Since then we have trekked much of the Heysen Trail through to the southern end at Cape Jervis, in some years hosting over 400 participants. In 2016 we took The JLF Trek across the border to trek the Goldfields Track out of Daylesford. This magnificent trail weaves its way through open country, beautiful forests and past old mining relics as it crosses the Great Dividing Range. The JLF Trek Victoria now takes place in September each year. The JLF Trek has also ventured to Brisbane and we hope to get back there again soon.

Each year, with the help of our trek partner Event Managers Australia, we scope the 80km distance along these world class but tough hiking trails. To celebrate everyone's achievement the event ends with delicious food, a few drinks and live music. We have held a dinner in Burra's famous open cut mine, pitched marquees on picturesque hilltops and danced at the foot of The Bluff, Victor Harbor. It's a fun way to say 'thank you' for the enormous effort participants put in to preparing for The JLF Trek, fundraising and not least of all, trekking 80 kilometres.

The JLF Trek has gone on to raise over \$2.1 million and has become our signature event, with over 2,617 participants over the years. As well as raising a significant amount of money to fund our initiatives, The JLF Trek gets people moving – a preventative step to reduce bowel cancer risk. A dual purpose of the event is to raise awareness about the prevention and early detection of bowel cancer. Each year The JLF Treks generate media stories across print, radio and television, thousands

of donors visit our website to support their friends and family taking part in the event, and our messages reach the regional towns we visit. We know awareness saves lives, and The JLF Trek plays an important role in our communications strategy.

We are proud that The JLF Trek was recognised at the 2015 Australian Event Awards as Best Regional Event (SA), and was a National Finalist and State Winner in the Best Charity Event Category. Our thanks and gratitude go to Event Managers Australia for supporting the event for so many years.

One unexpected outcome of The JLF Trek is the vehicle it provides for people impacted by bowel cancer to channel their hope, grief and energy into something positive. Every year we meet people taking part to help us raise awareness because of someone they know with bowel cancer, usually someone young.

In 2015, we met the Carey family who tragically lost their daughter and sister, Tracey Lee Diamond to bowel cancer in February 2014 aged just 41. Together with the Spartan Electrical team and the other 302 participants taking part that year, this one event raised \$408,000.

The JLF Trek 2016 had special meaning as we trekked in memory of Tracey Lee Diamond. The Carey family remain committed to helping us raise awareness about bowel cancer, as major sponsor of the event for two consecutive years, and in 2017 we welcomed Tania Carey, Tracey's sister, to our Board.

The following year we met Catherine 'Riney' Ross and her family and friends who all took part in The JLF Trek in Victoria. Riney was diagnosed with stage III bowel cancer at only 28 years of age. Knowing there was no cure, she started a fundraising group called Research4Riney to raise much needed awareness about bowel cancer, and also raise funds for vital research towards new treatments and, hopefully one day, a cure.

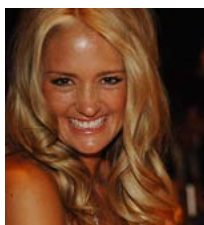
A group of hikers is seen from behind, walking along a dirt trail in a lush, green forest. The hikers are wearing backpacks and hats. In the foreground, a wire fence runs across the frame. Large, gnarled tree branches frame the top and right sides of the image. The overall scene is peaceful and scenic.

**FUNDRAISING
FROM TREKS
HAS REACHED**

\$2,100,000

In January 2019 Catherine passed away from bowel cancer. That same year, The JLF Trek in Victoria was dedicated to Riney. Research4Riney teams have taken part in the event each year in Victoria, South Australia and Queensland, to date raising over \$230,000.

Another long-time supporter of the Jodi Lee Foundation was Sherie Hagggar whom we met early in 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 ours. Her strength and courage were an inspiration to all of us at the Foundation. We were proud to remember Sherie at The JLF Trek 2019 in South Australia.



Tracey Lee Diamond



Catherine Ross



Sherie Hagggar

THE JLF TREK SA

- 2013 Flinders Ranges | Blinman | Wilpena Pound
- 2014 Victor Harbor | Cape Jervis | Inman Valley
- 2015 Burra | Peter's Hill | Worlds End
- 2016 Pt Augusta | Wirrabara Forest | Beautiful Valley
- 2017 Victor Harbor | Myponga | Encounter Bay | Tunkalilla
- 2018 Barossa Valley | Marrabel | Mount Crawford | Bethany
- 2019 Victor Harbor | Myponga | Encounter Bay | Tunkalilla
- 2020 Kuitpo Forest | Jupiter Creek | Mount Compass

THE JLF TREK VIC

- 2016 Daylesford | Mollongghip | Fryerstown
- 2017 Castlemaine | Hepburn | Harcourt North
- 2018 Apollo Bay | Ryans Den | Apollo Bay
- 2019 Daylesford | Mollongghip | Fryerstown

THE JLF TREK QLD

- 2019 Brisbane | Lake Manchester | Mount Glorious



"The saying, 'pray for the dead and fight like hell for the living' resonates strongly with me. Every day, the stories we hear inspire us to continue this fight and make a difference in the lives of so many Australian families."

– Nick Lee, Founder & CEO

MAKING A DIFFERENCE

Excerpt from 2013 Jodi Lee Foundation Annual Review

Bowel cancer is often considered the poor cousin of other types of cancer, with reports of people diagnosed feeling like they have 'the wrong cancer' due to the stigma attached to the bowel.

As a national bowel cancer prevention charity, the Jodi Lee Foundation is bucking this trend by making some noise about the disease and we have received phenomenal support from the community, the media and several high profile organisations.

Bowel cancer shouldn't be pushed under the carpet in fear of an awkward conversation. It claims a life every two hours, or more than 4,000 people every year, and that figure is on the rise. In fact, every week bowel cancer kills around the same number of people as do breast, cervical and ovarian cancer combined.

In an age where people are more health conscious than ever before, it's staggering how little is known about this deadly but highly preventable disease.

Our message is clear – you can prevent bowel cancer by being proactive about your health, screen regularly, act quickly on symptoms, know your family history and make healthy lifestyle choices.

The most common symptom of bowel cancer is often no symptoms at all, which is why screening is so important and should be on your health checklist from the age of 50 – even earlier in some cases. It's a simple at home test available from your local chemist or through the National Bowel Cancer Screening Program and should be completed at least every two years.

Bowel cancer mainly affects people over the age of 50, but it does affect younger people too. New research shows bowel cancer rates for Australians aged in their 20s have doubled, and risen 35 per cent among people in their 30s. Even though young adults have a relatively low risk of bowel cancer, we advocate for a considered screening recommendation for those adults not covered

under the current Australian bowel cancer guidelines.

Bowel cancer doesn't have to be a death sentence, but you do have to catch it when it can be easily treated. It's one of the most preventable cancers and it's frustrating that people continue to die needlessly.



THE

JODIE
LEE

FOUNDATION



THE
EARLY
DETECTION
OF
BOWEL

#iknow
some1



AUGUST 2013

#iknowsome1

An estimated 17,000 people will be diagnosed with bowel cancer each year. We think that's too many for a cancer that can be prevented. So we teamed up with the AFL to launch our #iknowsome1 campaign to show Australia how common bowel cancer is and start a conversation about this serious health issue.

At a Carlton v Western Bulldogs match, we asked people who knew someone with bowel cancer to put their hand up and say 'I know someone'. All it took was a post or tweet using the hashtag #iknowsome1. Hundreds of people got involved, joining AFL greats such as Stephen Kernahan, Marc Murphy, Ken Hunter, Craig Bradley, Andy McKay, Gavin Wanganeen and Dermott Brereton.



Pictured left David Ellard, above Nick Lee

AFL chiefs Andrew Demetriou and Gillon McLachlan supported the #iknowsome1 campaign, appearing in two separate Channel 9 News stories, and media identity James Brayshaw was a strong supporter, promoting the campaign on The Footy Show and Triple M Rush Hour.

On Twitter alone our bowel cancer awareness messages were seen 567,000 times and our hashtag and brand were trending topics in Melbourne and Adelaide. Overall the campaign reached 2.5 million Australians.

Following the successful launch of #iknowsome1, the campaign continued for four years with our partner clubs Carlton Football Club, Sydney Swans, Brisbane Lions and the Adelaide Crows. We are especially proud to have worked with Carlton for a number of years as its charity partner. We continue as charity partner of the Sydney Swans today.

Over the years the campaign has attracted significant media coverage including an in-depth story on Melbourne's Channel 9 News where AFL CEO Gillon McLachlan spoke about the loss of his grandmother to bowel cancer, and Channel 7 News told the story of Swans' Head Coach John Longmire's personal connection to the disease.

Watch the 2013 #Iknowsome1 video [here](#)

JUNE 2014

OFFSPRING

Bowel cancer was a hot topic in an episode of Network Ten's top rating series *Offspring*, when Nina talked about the importance of screening and shared a link from the Jodi Lee Foundation's Facebook page.

In the opening scene, Billie and Ange were looking at Nina's Facebook page to find out what her current love interest would be able to view, only to discover Nina's only post was a link shared from the Jodi Lee Foundation Facebook page encouraging screening for the early detection of bowel cancer.

There was an entire dialogue around Nina's Facebook profile, where Nina defended her post by saying, "Bowel cancer is a really important issue as it's Australia's second biggest cancer killer, and the test saves lives".

The plug created an immediate buzz on social media and provided another opportunity to talk about bowel cancer in a positive and meaningful way.



JULY 2014

BEACH ENERGY PARTNERSHIP

We were thrilled to announce a three-year partnership with Beach Energy, allowing us to extend our Workplace Program nationally. In the 2013, 2014 and 2015 financial years we received \$50k in each year, totalling \$150k.



Beach Energy had run our program for the previous two years as one of its health and wellbeing initiatives, learning first-hand how valuable it was in promoting the early detection of bowel cancer.



LUCY'S STORY

Lucy was fit and healthy and had no symptoms whatsoever when she screened through our Workplace Program. She had taken screening tests before, always returning negative results, so was shocked when her test came back positive. Further investigation confirmed she had bowel cancer.

Fortunately, Lucy's bowel cancer was detected early enough to be successfully treated. We are so grateful to Lucy for sharing her story. She is living testament to the importance of screening for the early detection of bowel cancer.



Tiffany Young, co-founder

AUGUST 2014

MAKE BOWEL CANCER DISAPPEAR

Our vision to eliminate bowel cancer in Australia is no small task. So to raise awareness for such a big challenge, we did something big. We created a symbolic statement in Martin Place, in the heart of Sydney's busy CBD, building the words 'bowel cancer' out of 5,000 boxes, each representing a bowel screening test.

Throughout the day passers-by were invited to take a test from the installation. As each one was taken the words BOWEL CANCER slowly disappeared, signifying the link between screening and bowel cancer prevention.

The symbolic message this conveyed was simple – the more people who take a bowel screening test, the less we'll see of bowel cancer.

The event was filmed for a national TV commercial to educate people on the importance of screening for the early detection of bowel cancer and inspire them to take action.

View television commercial [here](#)



Larry Emdur and Kylie Gillies, co-hosts of Channel Seven's The Morning Show pictured with Nick Lee



It'll take years off you.

Bowel cancer is the second biggest cancer killer in Australia. While most of those affected are over 50, it can sometimes occur in younger adults too. Fortunately, up to 90 per cent of cases can be successfully treated when detected early. All it takes is one simple screening test that you can do

at home, which takes no longer than putting on your make-up. To find out more about screening, please visit jodileefoundation.org.au. After all, it doesn't matter what you do to look younger; if you don't get screened for bowel cancer, you may not have to worry about growing old at all.

— THE —
JODI LEE
FOUNDATION



SEPTEMBER 2014

NATIONAL BOWEL CANCER AWARENESS CAMPAIGN

The Make Bowel Cancer Disappear campaign was Australia's first multifaceted national bowel cancer awareness campaign, funded by a grant of \$2.5 million awarded by the Australian Government. The objective was to raise awareness of bowel cancer and encourage people to participate in screening for the early detection of bowel cancer.

Together with our creative partners AJF Partnership and The Glue Society, we are proud to have delivered a campaign valued in excess of \$4.0 million due to the value added by our public relations activity and pro bono work of our supporters.

An extensive PR campaign around the installation of bowel screening tests in Martin Place, Sydney, and the commercial resulted in national media coverage, including Seven's Morning Show and Daily Edition, Ten's Eyewitness News and Studio 10 and ABC News.

The campaign also featured these attention grabbing print ads which were seen by thousands of Australians in The Age, Herald Sun, Weekend Australian Magazine, various metropolitan and regional publications and the AFL Record.

View television commercial [here](#)

**80 Australians will die from
bowel cancer this week.
72 might have survived if
they'd done one simple thing.**

Every week, bowel cancer kills as many Australians as breast cancer, ovarian cancer and cervical cancer combined.

But the real tragedy for many people is that up to 90 per cent of cases could have been successfully treated if found early. Because bowel cancer has no visible symptoms, the best chance at early detection is a simple, non-invasive screening test that you can do at home.

So please, visit jodileefoundation.org.au to find out how to get one, because the more tests that are taken, the less we'll see of bowel cancer.

— THE —
JODI LEE
FOUNDATION




OCTOBER 2014

KENNETT BUILDERS 100 NOT OUT GALA

The centenary of Kennett Builders was celebrated in style with the 100 Not Out Gala event for more than 700 people at the Adelaide Oval raising more than \$100,000 on the night.

Our partnership with Kennett Builders was formed due to their close connection with bowel cancer. Managing Director John Kennett's mother Jean lost her life to the disease at the age of 58. Keen to promote early detection, John introduced our Workplace Program to his 45 employees in 2013.



James Kennett, Brenton Ragless and Nick Lee

As a result, an otherwise healthy 38-year-old employee discovered a concerning polyp which was removed. He now has a plan in place to monitor and manage his health.

An ambassador since 2014, Brenton Ragless was MC for the night and interviewed Nick Lee and Olympian and Jodi Lee ambassador, Jessica Trengove - discussing bowel cancer and the importance of early detection and healthy lifestyles to protect against the disease.



**PEAKS
CHALLENGE**
FALLS CREEK

MARCH 2015

PEAKS CHALLENGE



The Peaks Challenge is one of the top 10 toughest one-day cycling events in the world. Between 2015 and 2019, Jodi Lee Foundation teams tackled the 235km course through some of the world's most picturesque and toughest terrain – including over 4,000 metres of vertical climbing in a 13-hour deadline. Together these incredible cyclists have raised over \$130,000.

**JUNE 2015
FUNDRAISING
REACHED**

\$5,745,000

"Bowel cancer should be respected not feared, and you have the power to make a difference."

SEPTEMBER 2015

COAST TO COAST FOR A CAUSE

Bowel cancer crusader Paul Grant crossed the continent on his road bike, cycling more than 3,500km on an epic 21-day journey from Perth to Melbourne, raising more than \$43,000 to help fund our bowel cancer prevention initiatives. What an inspiration!



KIERAN'S STORY

For Kieran, taking part in our Workplace Program changed his life. He was 34 years old when he attended our presentation. That proved to be a life-saving decision. He took the screening test offered through the program, and it came back positive.

A follow-up colonoscopy uncovered multiple growths in Kieran's bowel, which he had removed during several procedures. His surgeon said in no uncertain terms the test saved his life.

Kieran was told his immediate family should also be checked out – a piece of advice that saw his younger sister having growths removed too. She was 32 years old and was told she would not have made it to 40 if she hadn't screened.



OCTOBER 2015

KAY-A-DAY

In Australia, nine out of ten young people don't get enough exercise each day, which isn't great because physical activity is really important for overall health and reduces the risk of developing certain diseases later in life – including bowel cancer.



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.

As well as health benefits, there are social, emotional and intellectual benefits associated with being physically active and limiting sedentary behaviour – physical activity helps kids do better at school.

This health initiative ran for three years with 33 schools and 8,600 Australian kids taking part. The campaign messages reached millions of Australians through television, print and social media.

Our thanks to Kay-A-Day ambassadors Tom Jonas, Rebecca Morse, Scott Thompson and Jess Trengove for visiting schools to run a 'kay' with students and talk about the importance of physical activity.





BEHIND!

#BEHINDMATTER

BEHIND!

BEHIND!

#BEHINDMATTER

JUNE 2016

BEHINDS MATTER

'Every behind matters in the fight against bowel cancer'



In football, every goal is celebrated on the road to victory, but when it comes to bowel cancer prevention it's behinds that matter most. So we created 'Behinds Matter', a campaign to raise awareness of bowel cancer at the footy.

The Brisbane Lions launched the campaign at their 2016 game against the West Coast Eagles. Footy fans were asked to show their support every time a behind was scored by holding up campaign signs, reinforcing the message that behinds matter in football and in the fight against bowel cancer. With the continued support of players Dayne and Claye Beams, our prevention messaging reached over 1.5 million Australians.

The Behinds Matter campaign featured again in June 2017 at a Sydney Swans match 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.

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. A video recorded by Heeney was shared on the club channels and also before the match to a crowd of 34,575 people.

**ONE IN TEN NEW CASES
OF BOWEL CANCER NOW
OCCURS IN AUSTRALIANS
UNDER 50.**

JULY 2016

SYMPTOM CHECKER

Excerpt from 2016 Jodi Lee Foundation Annual Review



We often hear of people whose diagnosis of bowel cancer has been delayed because they didn't think to visit 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.

So we developed 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.

With more than 15,000 people diagnosed with bowel cancer each year, the need for awareness and action is stronger than ever. Our challenge always is to find relevant ways to talk to people about the facts and risks.

These critical conversations convey our life-saving messages about screening regularly, knowing your family history, acting quickly on symptoms and maintaining a healthy lifestyle.

In many ways we are storytellers, fortunate to have the support and trust of individuals impacted by bowel cancer. Sharing their stories ignites a mental shift, which in turn influences behaviour. These stories are powerful tools.

Jodi's story continues to resonate with people nation-wide. She's the human face of tragedy that bowel cancer can bestow – of what can happen when the disease isn't prevented.



FEBRUARY 2017

TRUST YOUR GUT



A staggering 65 per cent of us will experience uncomfortable gut symptoms in any three-month period – such as bloating, cramping, gas or unexplained tiredness – 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.

Statistically it's unlikely you will have bowel cancer, especially if you are under 50 years of age. The critical thing with bowel cancer is to catch it early. Acting quickly when you first notice symptoms is the key to successful treatment.

Most bowel symptoms are caused by less serious conditions, with 40 per cent of gastroenterologist consultations being due to irritable bowel syndrome and many simply diet related. Identifying the underlying cause and treating it will improve your overall wellbeing. For many people, simple dietary modifications can alleviate symptoms within a few short weeks.

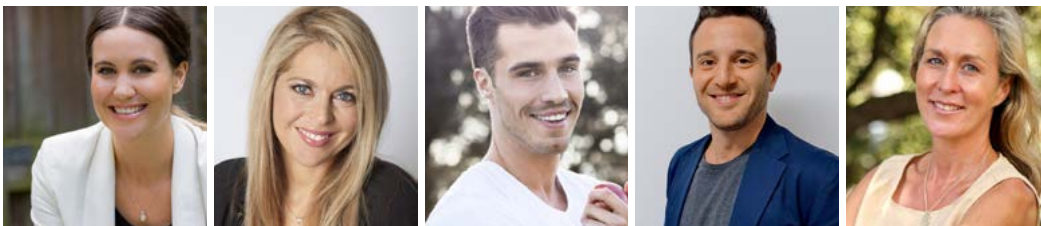
We brought together some of Australia's leading health and wellbeing experts to raise awareness about unhealthy bowel symptoms, when to act on them, and the steps you can take to lead a healthier life.

**IF YOU ARE IN ANY DOUBT,
PLEASE SEE YOUR GP AND
CHECK IT OUT!**



Our expert panel included Channel 7 Sunrise GP – Ginni Mansberg, dietitian Themis Chryssidis and leading nutritionist Sally Joseph who discussed gut-related issues at a series of live roadshow events travelling to Sydney, Brisbane, Melbourne and Adelaide. Supporting articles and advice from our panel, as well as leading colorectal surgeon Andrew Luck and Terry White Pharmacies, were published on our website.

Australian research found that over a third of bowel cancer patients had taken more than three months from developing symptoms to seeing a specialist, which may in part reflect poor community symptom awareness. Now an annual campaign reaching millions of Australians, Trust Your Gut started an important conversation about bowel symptoms and encouraging people to act quickly by speaking to their GP.



Casey Beros HEALTH JOURNALIST AND TV PRESENTER	Dr Ginni Mansberg WOMEN'S HEALTH EXPERT	Reece Carter NATUROPATHIC NUTRITIONIST	Themis Chryssidis DIETITIAN AND CHEF	Sally Joseph NUTRITIONIST
--	---	--	--	-------------------------------------

You know your body better than anyone, and everyone is different. If you think something's not right, trust your gut and speak to your GP. It might just save your life.

#trustyourgut
#ifindoubtcheckitout

ATTENDING OUR WORKPLACE PROGRAM SAVED ANDRE'S LIFE



"My story begins a short time before turning 30. I attended the Jodi Lee Foundation's Workplace Program and Jodi's story hit me hard as my brother-in-law (in his 40s with three children) was 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 the Jodi Lee Foundation. 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 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 the Jodi Lee Foundation 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

JULY 2017

HAPPY CHAPPY MOTORBIKE RIDE



David and Joy Woodroffe tragically lost both their sons to cancer : Paul at the age of 20 to brain cancer in 2001 and Kym aged 37 to bowel cancer in 2017. Leaving Owen in South Australia on their Harley Softail Deluxe, the pair set out on the Happy Chappy Motorbike Ride, a three-month journey anticlockwise around Australia.

They completed their adventure in July, raising a magnificent \$51,256 for the Jodi Lee Foundation. Joy and David were an inspiration to all of us and meeting them was a highlight of our year.

THE HOSPITAL RESEARCH FOUNDATION

We were thrilled to announce a five-year partnership with The Hospital Research Foundation (THRF) worth \$500,000.

THRF was established in 1965 and has been supporting medical research at the Queen Elizabeth Hospital and Basil Hetzel Institute for Translational Health for over 50 years. More recently it has expanded its support to the Royal Adelaide Hospital, the Lyell McEwin Hospital and the Centre for Cancer Biology.

THRF is passionate about supporting world-class medical research to find cures and improve care for families in Australia and around the world.

This exciting new partnership will help us develop a new education toolkit for our Workplace Program to increase our reach and impact nationally in the workplace. The funding will also help us air our television commercial, allowing our important screening message to reach many thousands of Australians.



the hospital
research foundation
finding cures improving care



Ita Buttrose AC OBE – Patron

JULY 2017

ITA BUTTROSE AC OBE – PATRON

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, 99 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.



Australian Government

**NATIO
BOWE**

SCREENI

Home Test Kit

PATHOLOGY SERVICES



**SONIC
HEALTHCARE**

Quality is in our DNA

MARCH 2018

DEGREES OF SEPARATION CAMPAIGN

Often it's only one or two degrees of separation between us and someone we know or love who has 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 the 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 Football Club men's and women's team, Port Power, Brisbane Lions and North Melbourne Football Club. United by their connection to bowel cancer, the campaign highlighted 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.

Watch television commercial [here](#)

MAY 2019

CAMINO CHALLENGE SPAIN

We partnered with Huma Charity Challenge and went on a remarkable journey to Spain to experience the last 115km of the Camino de Santiago.

The Jodi Lee Foundation team raised \$31,864.



**JUNE 2019
FUNDRAISING
REACHED**

\$10,658,000

JUNE 2019

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 Program and in the media. Both are engaging speakers and together host Hugo's 25StayAlive podcast, a movement established by Hugo to educate and inspire younger people to be proactive with their health.



Hugo Toovey and Dahlia Matkovic

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 unusual bowel symptoms for longer than two weeks.

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 want 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.

Bowel cancer is still the second biggest cause of cancer-related death in Australia. But it doesn't have to be. Detected early, 99 per cent of cases could be successfully treated.

Unfortunately, encouraging people to screen for bowel cancer every two years from age 50 remains our biggest challenge. We have been raising awareness about bowel cancer for nine years – the needle is moving very slowly.

The latest National Bowel Cancer Screening Program Monitoring Report, for the two years ending December 2017, shows only 41 per cent of people invited to participate completed the test – no change from the prior year and up from 39 per cent the year before. The lowest participation in the program is by those aged 50 to 54 with only 29.8 per cent 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 per cent 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 per cent 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 the recommended screening age and we continue to deliver our screening messages to them.

– Excerpt from 2019 Jodi Lee Foundation Annual Review



OCTOBER 2020

THE JLF 300K STEP CHALLENGE



Catherine 'Riney' Ross and her husband Jamie Bell

The JLF 300K Step Challenge was created in honour of Catherine 'Riney' Ross who was sadly diagnosed with stage III bowel cancer at age 28. Riney passed away four years later. She was a part of our family here at the Jodi Lee Foundation and is greatly missed.

Catherine Ross and her Research4Riney team have been incredible supporters of the Jodi Lee Foundation, raising over \$230,000 through The JLF Treks and other events.

Disappointed The JLF Trek VIC could not take place due to COVID-19 restrictions, we held The JLF 300K Step Challenge in its place, challenging participants to take 300,000 steps in a month to raise awareness about the steps you can take to prevent bowel cancer.

Read Catherine's full story [here](#)



Nick Lee Co-Founder and Chair and Tiffany Young Co-Founder

MAY 2021

10-YEAR ANNIVERSARY GALA

On Saturday 22 May, we celebrated the journey and achievements of the Foundation and honoured the life of Jodi Lee at our 10-Year Anniversary Gala at the Adelaide Entertainment Centre.



This night to remember was shared with 660 long-time supporters, sponsors, donors, survivors, heroes and supporting community to give thanks for their continued commitment and support.

Our thanks to the generosity of all who attended and dug deep to support the evening's fundraising elements. The evening raised over \$150,000.

The Foundation would not be where it is today without the support of those who have been affected by bowel cancer and the kindness of people wanting to raise awareness. Thank you to all who have supported us over the past ten years. Together we have saved lives.



Board members Dr Dan Worthley, Nick Lee, Tania Carey and Dr Ian Olver AM

JODI LEE FOUNDATION

BOARD MEMBERS

We have been privileged to work with a number of very experienced and well-respected members of the medical and corporate worlds. Their guidance and advice over the years has been invaluable.

Nick Lee

Founder and CEO, July 2010 - December 2017

Founder and Chair, January 2018 - present

Tiffany Young

Founder and Director, July 2010 - November 2013, September 2018 - August 2020

Alistair Cavill

Director, July 2010 - May 2017

Christopher Lee

Director, July 2010 - October 2012

Andrew Luck

Director, April 2012 - March 2018

Mark Butcher

Director, October 2012 - December 2017

Felicity Harley

Director, November 2013 - July 2017

Tania Carey

Director, January 2017 - present

Dr Ginni Mansberg

Director, September 2017 - present

Dr Daniel Worthley

Director, March 2018 - present

Ian Olver AM

Director, August 2019 - present

MEDICAL ADVISORY COMMITTEE

Professor Graeme Young

MBBS, MD, FRACP, FTSE, AGAF, is Matthew Flinders Distinguished Professor and Professor of Global GI Health, Department of Gastroenterology, Flinders University, Adelaide, South Australia

Professor Paul McMurrick

Fröhlich West Chair and Head, Cabrini Monash University Department of Surgery

Professor Moyez Jiwa

Associate Dean, Melbourne Clinical School and Professor Health Innovation, Notre Dame University

**“I FEEL LIKE THIS IS
RECOGNITION OF SO MUCH
HARD WORK BY SO MANY.”**

– Nick Lee OAM, Founder and Chair

MAY 2022

NICK LEE AWARDED THE MEDAL OF THE ORDER OF AUSTRALIA



Jodi Lee Foundation Founder and Chair, Nick Lee, was named in the Australia Day Honours on 26 January 2022 as the recipient of the Medal of the Order of Australia. He was officially awarded the Medal of the Order of Australia in May 2022 at a ceremony at Government House by the Governor of South Australia, Her Excellency the Honourable Frances Adamson AC.

Nick Lee OAM received this recognition for his service to the community through the not-for-profit sector and commitment to raising awareness for the prevention and early detection of bowel cancer.

"Being awarded this medal came as a complete surprise. I feel like this is recognition of so much hard work by so many. More importantly, it is the recognition of the impact we have had on the lives of Australians over the last 12 years. We have achieved a lot but there is so much more to do.

The fact that bowel cancer is the leading



cancer killer in 25 to 34 year-old Australians is unacceptable. Too many people like Jodi are being impacted by this preventable disease. We must change these statistics – there are too many lives at stake. We will continue to fight hard to make this happen."

– Nick Lee OAM. Founder and Chair

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



JODI LEE
FOUNDATION

**PREVENTING
BOWEL ~~CANCER~~**