

# ANNUAL REVIEW 2021



**JODI LEE**  
FOUNDATION





# 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 only had 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.



Nick Lee  
**FOUNDER & CHAIR**



Dr Dan Worthley  
**BOARD DIRECTOR**



Tania Carey  
**BOARD DIRECTOR**



Prof Ian Olver AM  
**BOARD DIRECTOR**



Dr Ginni Mansberg  
**BOARD DIRECTOR**



# A MESSAGE FROM OUR BOARD

The Jodi Lee Foundation was established from a deep and painful loss – the loss of a beautiful wife, mother, daughter and friend, Jodi Lee, to bowel cancer. It's a loss that may have been spared if Jodi's bowel cancer had been detected early. The Jodi Lee Foundation is built on a need to make a difference, to turn that pain into a mission to fight bowel cancer, one screening test at a time, one awareness campaign at a time, one story at a time.

Jodi was 39 when she received her diagnosis and she passed away from bowel cancer at age 41. Not only is bowel cancer the second leading cancer killer in Australia, it sadly claims the lives of more 25–34 year-old Australians than any other cancer. The Jodi Lee Foundation is passionate about educating younger people to trust their gut and follow-up on symptoms, so this terrible statistic can be turned around.

Like Jodi, many people do not experience any bowel cancer symptoms until the cancer has become more advanced or spreads to other parts of the body. In fact, bowel cancer can be present for many years before showing any symptoms. This is why the Jodi Lee Foundation also focuses on raising awareness of the importance of screening and knowing your family history.

Early detection saves lives, and screening is the most effective tool for the early detection of bowel cancer. The Australian Department of Health focus their education and screening efforts on the 50–74 age group, sending bowel screening kits through the National Bowel Cancer Screening Program to this demographic every two years. However only 44% of Australians who receive the test complete it. Through awareness campaigns and programs, the Jodi Lee Foundation is urging more Australians to complete their test when it arrives in the mail.

Throughout 2020–2021, COVID-19 impacted a number of Jodi Lee Foundation's fundraising events. Lockdowns and border restrictions impacted The JLF Trek VIC in October 2020, requiring the event to unfortunately be cancelled. The Jodi Lee Foundation pivoted and in its place, ran a 300k Step Challenge which raised over \$55,000.

Fortunately, The JLF Ride (March 2021) and The JLF Trek SA (May 2021) were able to go ahead, raising over \$60,000 and \$201,000 respectively.

The Jodi Lee Foundation was the host charity and major beneficiary of the ANZ Community Ball. The original March 2020 event was postponed due to the pandemic and was instead held in March 2021, raising much needed funds for the Jodi Lee Foundation and 10 other local charities.

2020 marked ten years since the Jodi Lee Foundation was established. With official ten-year anniversary celebrations planned for 2020 needing to be postponed due to COVID-19, the Jodi Lee Foundation instead celebrated its achievements and honoured the life of Jodi Lee on 22 May 2021 at the Jodi Lee Foundation 10-Year Anniversary Gala. Held at the Adelaide Entertainment Centre, the night was shared with 660 long-time supporters, sponsors, donors, survivors, heroes and supporting community to give thanks for their continued commitment and support. The event raised over \$150,000.

With a number of our fundraising events impacted by COVID-19, we continued to utilise our social media platforms to amplify the messages around bowel cancer prevention and early detection and expand our national reach.

The Jodi Lee Foundation would not be where it is today without the support of those who have been affected by bowel cancer, the courage of those wanting to share their story and the generosity and commitment of our valued supporters, sponsors, partners, donors, fundraisers, event participants and volunteers in allowing us to continue to do our important work.

Thank you for being part of our journey.

Together we have saved lives.





# HIGHLIGHTS

# THE JLF TREK SA

This year, our signature event and major fundraiser, The JLF Trek, was only able to be run in South Australia. In fact, we ended up running our South Australian trek twice in the 2020 – 2021 financial year. Due to COVID-19 we postponed The JLF Trek SA originally scheduled for May 2020, holding it instead in August 2020. We then ran The JLF Trek SA in May 2021 as planned.

This endurance-based event sees hundreds of people walking to raise much needed funds and awareness for the prevention and early detection of bowel cancer.

## **AUGUST 2020**

The JLF Trek SA 2020 moved from May to August, due to COVID-19 related restrictions. It was without a doubt our most challenging event to date. We navigated our way through rescheduling, several rounds of COVID-19 restrictions, cancellation of the finish line celebration and the coldest Adelaide day on record, but we still delivered our favourite event of the year.

The event also aligned with the 10 year anniversary of the Jodi Lee Foundation. The event raised over \$65,000. Our thanks to every participant who reached out to family, friends and colleagues for donations, contributed to their own fundraising, held an event or raised money in other creative ways – especially during the tough times experienced this year.

The JLF Trek would not be possible without our major event partner, Event Managers Australia. We thank our ongoing sponsors Budget Rental, Arnott's Biscuits and St John Ambulance for their support once again. This year we welcomed Fox Gordon, Bickford's Cordial, ioMerino, Fleurieu Milk Co, Carman's Kitchen, Mount Compass Caravan Park, Mase Agency, Deja Brew, Northline and Indulgence Food Design. These companies supported us with everything from food and beverages to trek gear and facilities. Lastly, thank you to our amazing volunteers, most of whom return each year to keep our participants safe and well fed along the way.

**143 trekkers participated in this event**

**\$69,863 raised in donations**

**70.5km walked over two days**







# HIGHLIGHTS

# THE JLF TREK SA

## MAY 2021

The JLF Trek SA 2021 took place from 13 – 14 May 2021 in the iconic Barossa Valley on the Heysen Trail, trekking through Kapunda, Pewsey Valley and Mount Crawford. Even with restrictions in place, community support was greater than we expected with many of our corporate teams raising more than previous years.

Thank you to all who participated and supported the event. Your fundraising efforts helped us surpass our fundraising goal of \$200,000.

Congratulations to Anna Rousso's corporate team the 'Happy Seekers', who raised an amazing \$47,896 and our two community teams, 'The League' and 'Robbo's Ramblers', who raised a combined total of \$55,394.

Thank you to those who helped make The JLF Trek so successful:

- Jodi, Elle and Lou from Event Managers Australia for all their hard work in planning and running The JLF Trek
- To our amazing volunteers
- Our supporting partners: Forestry SA, Seppeltsfield, UTONIC, Arnott's Biscuits, Bickfords, Carman's Kitchen, The Happy Snack Company, Mount Lofty Natural Spring Water, Villis Bakery, St John Ambulance, Budget SA, MediaNest and Northline

In 2021 we welcomed a new team, The League – a group of 12 mothers, each with their own impact story, walking together in the name of bowel cancer. The League boosted their fundraising by hosting a quiz night to encourage their community to donate to this worthy cause. The community didn't disappoint, with over 300 people attending their quiz night and raising an outstanding \$30,000.

Thank you to The League for their enthusiasm and support of the Jodi Lee Foundation.

Not only is The JLF Trek a great challenge to raise funds and increase physical and mental fitness, but it is also an opportunity to spread the message far and wide about bowel cancer early detection and prevention.

**221 trekkers participated in this event**

**\$201,687 raised in donations**

**74km walked over two days**





# HIGHLIGHTS

# THE JLF RIDE

## **MARCH 2021**

In March 2021, 18 cyclists rode for four days through some of South Australia's most iconic landscapes to raise awareness and funds for bowel cancer prevention and early detection.

Covering 547km over four days, with an estimated elevation of 6,765 metres, it was the ultimate endurance event. This exclusive event saw participants ride through the scenic Adelaide CBD, Barossa Valley, Mount Lofty and McLaren Vale.

We couldn't have delivered this wonderful fundraising event without the amazing work of the team at Event Managers Australia, who ensured the event ran safely and smoothly.

**\$60,815 raised in donations**

**547km total distance**

**6765m total elevation**



# HIGHLIGHTS

# THE JLF MOTHER'S DAY BRUNCH

## MAY 2021

For the first time, we encouraged people across the country to host their own Jodi Lee Foundation Mother's Day Brunch to honour the mothers at the table and in their hearts and raise important funds and awareness for bowel cancer prevention and early detection. Brunches held during May 2021 raised a total of \$2,384.

Thank you to Mazzucchelli's Jewellers for donating a diamond pendant which was raffled to hosts who raised over \$300.





# HIGHLIGHTS

# JODI LEE FOUNDATION

# 10 YEAR

# ANNIVERSARY

# GALA

**MAY 2021**

We celebrated the journey and achievements of the Jodi Lee Foundation and honoured the life of Jodi Lee at our 10 Year Anniversary Gala at the Adelaide Entertainment Centre on Saturday 22 May. Thanks to the generosity of all 660 people who attended and dug deep, we raised over \$150,000.

A night like no other, Jessica Adamson emceed the evening, which also included speeches from Nick Lee, the Honourable Steven Marshall MP, Premier of South Australia and Mr Peter Malinauskas MP, Leader of the Opposition. During the evening we surprised our long-term supporter and volunteer, John Clements, by announcing him as our inaugural Volunteer of the Year.

Fundraising elements included six major 'money can't buy' auction items, a silent auction, Hugo Wines wine wall, Mazzuchellis Jewellers 'win a diamond' champagne bar and the Fever Tree gin bar. Guests were entertained by live performances by Gospo Collective and The Cast band.

A special thank you to our major sponsor, Jamie and Louisa McClurg of Commercial & General, who very generously donated \$100,000 to support the night. Thanks also to all our event sponsors, Food Processing Equipment (FPE), CavPower, Kennett Builders, Mazzucchelli's Jewellers, Lang Foundation, KX Pilates, Hugo Wines, Woodstock Winery, Fox Gordon, Coopers Brewery and Fever Tree.

Of course, the evening wouldn't have been as successful without the support of our volunteers at the Helping Hand Group who ran the silent auction, Bronte Manuel from Toop&Toop for being the auctioneer for the live auction, and to the fantastic work of Jennie Bell Ink who managed the event.







# HIGHLIGHTS

# THE JLF 300K STEP CHALLENGE

## OCTOBER 2020

This year was the first time we encouraged our community to take part in a virtual activity, The JLF 300K Step Challenge. Due to COVID-19 and government restrictions on travel and isolation orders, we needed to postpone our much-loved annual event, The JLF Trek VIC and instead put in place a virtual challenge.

The JLF 300K Step Challenge encouraged participants to walk an average of 10,000 steps every day during the month of October to help raise much needed funds and awareness for the prevention and early detection of bowel cancer.

Participant William Devilee took part in this event with a little extra challenge. Dedicating his efforts in honour of Catherine 'Riney' Ross and his godmother Kate Calvert, William decided to take part in The JLF 300K Step Challenge by running the event with an added 20kg weight vest to inspire generous donations.

William was the highest fundraiser of The JLF 300K Step Challenge, raising a total of \$10,695.

We thank William for his passion and support.

The JLF 300K Step Challenge was held in honour of our longtime supporter Catherine 'Riney' Ross. Catherine's team, 'Research for Riney' was a major supporter of the event, with her family, friends and local community joining together to complete the challenge in honour of Catherine, who sadly lost her life to bowel cancer at age 32.

**169 participants**

**\$55,870 raised in donations**



Dr Michela Sorensen  
GP



James Trenerry  
ENTREPRENEUR



Tory Toogood  
PHYSIO AND  
MARATHON RUNNER



Max Burford  
SPORTS PRESENTER

# NEW AMBASSADORS

We welcomed the following new Jodi Lee Foundation Ambassadors:

## **DR MICHELA SORENSEN - GP**

Dr Michela Sorensen is a Sydney-based General Practitioner who specialises in women's and children's health and mental health. Her approach to healthcare focuses on sharing knowledge and, in doing so, empowering individuals and communities to enhance their overall wellbeing.

Michela has been directly affected by gastrointestinal cancer on several levels. Her mother passed away from stomach cancer at the age of 50, when Michela was in her second year of medical school. Additionally, her mother's very close friend was diagnosed with bowel cancer at age 39. Thankfully, 21 years later, this friend is fighting fit and continues to be like a second mother to Michela.

Michela is not only focused on educating people about prevention and early detection of bowel cancer, she is also passionate about supporting families, like her own, who have been affected by cancer.

## **JAMES TRENERRY- ENTREPRENEUR**

Dedicated to supporting small local businesses, James takes an active interest in projects and ventures relating to the Adelaide-based fitness community. Passionately philanthropic, James utilises his networks to raise funds for local charities, causes and appeals.

With a strong sense of discipline in his own training, James is heavily engaged in a lifestyle abundant with physical pursuits. From casual running, 4x Marathons, 3x 100km Oxfam Trailwalker, Half Ironman... the list goes on.

Witnessing the hardship caused by cancer with his own family and friends, James is passionate about improving the reach of the Jodi Lee Foundation, and spreading the word about cancer awareness within the local community.

## **TORY TOOGOOD - PHYSIO AND MARATHON RUNNER**

Tory is an Adelaide-based women's, men's and pelvic health physiotherapist, working with people to improve their quality of life at every age. Tory shares her knowledge of bowel health, continence, exercise and self-management with her patients.

Tory has been involved with the Foundation for almost a decade now, since the first Little Black Dress party in January 2011.

While training to run the NYC Marathon with the Jodi Lee Foundation in 2011, Tory formulated her bucket list goal to run a marathon on each of the seven continents. Tory achieved this feat in 2019, while also setting a Boston Qualifying time in Amsterdam in 2013 and winning the Antarctica marathon in 2014. Tory is now working towards running all six of the 'World Major' marathons. She's completed the NYC, Boston, Chicago and Berlin marathons, and Tokyo (cancelled in 2020) and London will complete the set.

## **MAX BURFORD- SPORTS PRESENTER**

Max was born, raised and educated in Adelaide. He's now a sports presenter, producer and reporter for 10 News First Adelaide, Nova's Ben and Liam Breakfast Show and Nova's Jodie Oddy Show on Saturday mornings.

"My father, Stuart, has had surgery to remove bowel cancer tumours twice. As a man's man, regular health check-ups weren't part of his routine and we were lucky that a nasty bout of appendicitis alerted us to a tumour in his bowel that was promptly removed. Since then, he has been on top of his early screening, and regular visits to the GP. This increased awareness helped us to recognise the signs and deal with a second tumour accordingly. The tests exist, they work and the more people that know about them, the better. That's where the Jodi Lee Foundation do such great work raising awareness."





# AWARENESS CAMPAIGNS MAKE BOWEL CANCER DISAPPEAR

In 2014 we created our first Federal Government supported television commercial, Make Bowel Cancer Disappear.

Filmed in Sydney's Martin Place, this campaign saw passers-by invited to take a test from a giant installation of the words BOWEL CANCER made from over 5,000 screening kits. As each kit was taken, the words disappeared, signifying the link between screening and bowel cancer prevention. The more tests that are taken, the less we will see of bowel cancer.

This year, we updated this important and emotive message to support the latest bowel cancer stats – including that over 15,500 people are diagnosed each year, but if detected early, up to 99% of bowel cancers can be successfully treated.

The campaign ran for six months across multiple national television networks and radio stations.



# AWARENESS CAMPAIGNS

## TRUST YOUR GUT

Big plans for our new 'Trust Your Gut' awareness campaign were put on hold due to the pandemic. This campaign raises awareness of some of the common bowel cancer symptoms and urges Australians to have a conversation with their GP if they experience any symptoms, regardless of their age. These messages were instead conveyed through our social media.





Australian Government

**NATIONAL  
BOWLING**

SCREENING

# Home Test Kit

PATHOLOGY SERVICES



**SONIC  
HEALTHCARE**

Quality is in our DNA

# AWARENESS CAMPAIGNS DEGREES OF SEPARATION

Together with the Sydney Swans, we urged Australians to take the time to take their free, life-saving bowel cancer screening test when it arrives in the mail, through a national television commercial.

We partnered with the Sydney Swans to recreate our Degrees of Separation awareness campaign. Jodi Lee Foundation ambassadors John Longmire coach of the Sydney Swans, and star player Isaac Heeney shared their story on how bowel cancer has impacted their life. Swans CEO Tom Harley and players Will Hayward and Oliver Florent banded together, united by their connection to bowel cancer, to highlight how close their degrees of separation are, on and off the field with one simple message: 'Take the time, take the test, it might just save your life'.

We launched the campaign at the Sydney Cricket Ground (SCG) on 11 June in front of a crowd of 43,000. The campaign also featured on the Friday Night Countdown on 7Plus, with Hamish McLachlan speaking about the campaign and work of the Jodi Lee Foundation to an audience of 410,000 people.

In partnership with the Department of Health, we also ran a pre and post game activation outside the SCG to encourage people aged 50-74 to order a bowel screening kits through scanning a QR code. People outside the 50-74 age bracket could also scan a code to purchase a kit.

We were also fortunate to have our campaign shown on the screens at the Port Power v Sydney Swans game at Adelaide Oval later that month in front of a crowd of more than 29,000







# COMMUNITY EVENTS



Rey's Run for Dahlia

**\$6,259**

Morgan Stanley Golf Day

**\$3,800**



Studio Pilates - 24 hour  
Pilates Marathon

**\$3,450**

Orange Theory Fitness  
JLF Donation day

**\$1,000**



In 2020/2021, 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 \$50,000, an amazing achievement.



# COMMUNITY EVENTS

## ANZ COMMUNITY BALL

The Jodi Lee Foundation was the host charity and major beneficiary of the ANZ Community Ball in March 2021. This event was postponed from March 2020 due to COVID-19.

With COVID-19 impacting the fundraising efforts and events of so many local charities last year, the ANZ Community Ball was such an important event for the Jodi Lee Foundation and the 11 other local charities, including major charity partners LifeChanger Foundation, Backpacks 4 SA Kids, Royal Flying Doctor Service of Australia, Hutt St Centre and United Way SA.

A total of \$335,000 was raised on the evening and through online fundraising activities, which was distributed amongst the 12 charities. As the major charity partner, we received \$61,000.

A big thank you to ANZ, all the sponsors and supporters and the many volunteers behind the scenes.







# JODI LEE FOUNDATION WORKPLACE PROGRAM

*"It isn't often that a business decision has the opportunity to save someone's life, but when you implement bowel screening in your organisation, that's precisely what you have a chance to do"*

- Nick Lee

The Jodi Lee Foundation Workplace Program gives employers the opportunity to educate their staff about the steps everyone can take to prevent bowel cancer and lead healthy lives.

This year we focused on encouraging workplaces to support this initiative during Bowel Cancer Awareness Month in June. Workplaces with existing wellbeing programs used our Workplace Program to complement their calendars.

## 22

**BUSINESSES HELD A WORKPLACE PROGRAM**

## 857

**EMPLOYEES ATTENDED THE PRESENTATION**

## 1349

**TESTS DISTRIBUTED THROUGH THE PROGRAM**

## 30

**POSITIVE TEST RESULTS\***

## 21

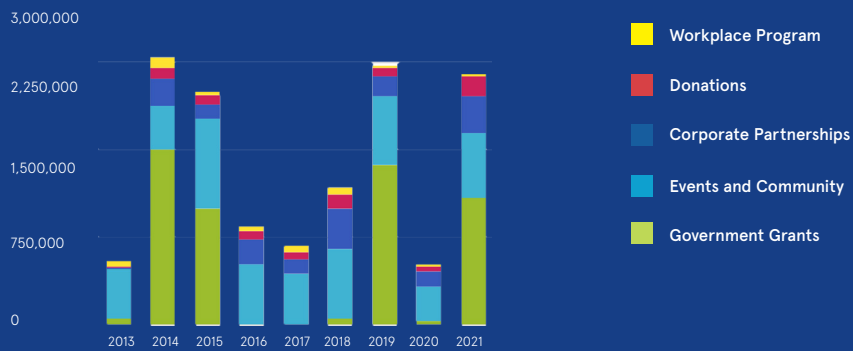
**RECEIVING A POSITIVE RESULT UNDER THE AGE OF 50**

\*important to note this statistic is based on participation rate of 19% and a positive result does not mean the participant has been diagnosed with bowel cancer.

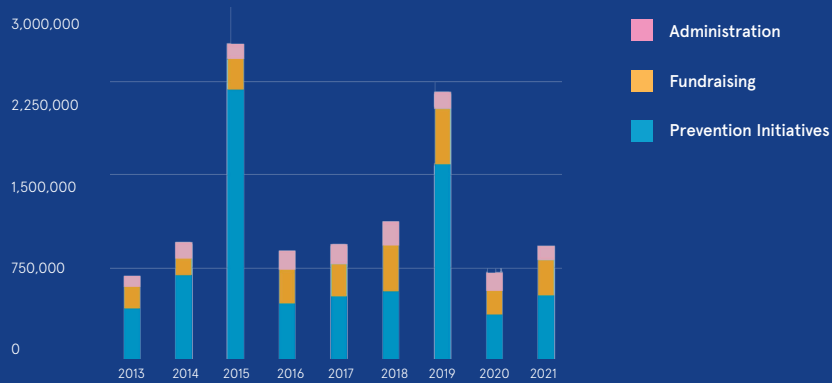


# FINANCIALS

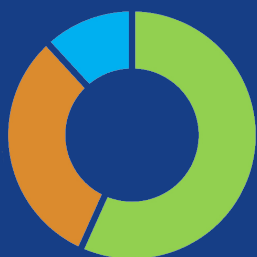
## INCOME



## EXPENDITURE



## EVERY DOLLAR DONATED



- 57 cents went into spreading awareness about bowel cancer and early detection, including our workplace program
- 31 cents went into raising additional funds
- 12 cents went into administration and overheads

# FINANCIALS

## INCOME STATEMENT

	2021	2020
<b>INCOME</b>		
Donations and sponsorship	729,433	467,594
Workplace Program	24,648	23,899
Government grants	71,250	54,250
Other income	334,236	32,229
<b>TOTAL INCOME</b>	<b>1,159,567</b>	<b>577,972</b>
<b>EXPENSES</b>		
Prevention initiatives	513,438	368,294
Fundraising and events	291,511	194,890
Operating costs	110,06	157,820
<b>TOTAL EXPENSES</b>	<b>915,035</b>	<b>721,004</b>
<b>NET SURPLUS/SHORTFALL</b>	<b>244,532</b>	<b>(143,032)</b>

## STATEMENT OF FINANCIAL POSITION

	2020	2020
<b>ASSETS</b>		
Current assets	1,834,383	550,288
Non-current assets	6,930	17,504
<b>TOTAL ASSETS</b>	<b>1,841,313</b>	<b>567,792</b>
<b>LIABILITIES</b>		
Current liabilities	1,169,163	137,000
Non-current liabilities	11,509	14,683
<b>TOTAL LIABILITIES</b>	<b>1,180,672</b>	<b>151,683</b>
<b>NET ASSETS</b>	<b>660,641</b>	<b>416,109</b>
<b>EQUITY</b>		
Opening accumulated funds	416,109	559,141
Net surplus/shortfall for the year	244,532	(143,032)
<b>TOTAL EQUITY</b>	<b>660,641</b>	<b>416,109</b>

Full financial statements are available on our website



**“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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