

ANNUAL REVIEW 2022



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.

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

A MESSAGE FROM OUR BOARD



Nick Lee OAM
FOUNDER & CHAIR



Dr Dan Worthley
BOARD DIRECTOR



Tania Carey
BOARD DIRECTOR



Prof Ian Olver AM
BOARD DIRECTOR



Dr Ginni Mansberg
BOARD DIRECTOR

The Jodi Lee Foundation is committed to arming Australians with the knowledge they need to prevent bowel cancer and the motivation to be proactive about their health.

Australia has one of the highest rates of bowel cancer in the world. Sadly, bowel cancer is the second leading cause of cancer-related death in Australia and alarmingly the leading cancer killer in 25–34-year-olds. We are passionate about educating Australians to follow up on symptoms, investigate their family history, participate in bowel screening and lead healthy lives so that we can turn these terrible statistics around.

We know that early detection saves lives, and that screening is the most effective tool for early detection. 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 (NBCSP) to this demographic every two years. However only 44% of Australians who receive the test are completing it. This year to promote the importance of the NBCSP we have partnered with the Australian Government to deliver a new awareness campaign: Talking Sh!t. The campaign features Merv Hughes, Gavin Wanganeen, Richard Wilkins, Wendy Harmer and Dr Ginni Mansberg in an online Talking Sh!t show that was broadcast through media and social media, predominately to regional and remote Australians aged 50–74.

We ran our annual Trust Your Gut campaign this year with model Yvonne Tozzi and her two daughters as the faces of the campaign for 2022. This campaign encourages Australians to act on symptoms, speak

to their GP and trust their gut if they feel like something is not right.

The JLF Trek SA was a huge success with 160 participants raising over \$130,000 while walking 72km of the Walk the Yorke trail in Yorke Peninsula. We also held the JLF 300k Step Challenge which encouraged participants to walk 300,000 steps in October 2021.

Other fantastic events included Melbourne Cup at Fishbank Restaurant, movie nights, Burnside Village Christmas wrapping and several supporter events.

We wish to congratulate our Founder & Chair, Nick Lee, on his incredible contribution in the not-for-profit sector which was recognised in the Australia Day Honours when Nick was presented with a Medal of the Order of Australia. The JLF board and staff sincerely thank you for all your incredible work Nick, this Award is well deserved.

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.

Jodi Lee Foundation Board

MEET OUR NEW AMBASSADORS

WELCOME OUR NEW AMBASSADORS



Yvonne Tozzi – Model

“I’m on a mission to let everyone know to go get checked as soon as you think something isn’t normal. Be vigilant!”

Trust Your Gut – it just might save your life.”



Max Burford – Sports Presenter

“My father, Stuart, has had surgery to remove bowel cancer tumours twice.

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.”



Oliver Florent – Sydney Swans player

Ollie is part of our Sydney Swans x Jodi Lee Foundation ‘Degrees of Separation’ awareness campaign, which was re-launched in June 2021. We are excited that he has now officially come on board as a Jodi Lee Foundation Ambassador.



AWARENESS CAMPAIGNS

TRUST YOUR GUT

‘Trust Your Gut’ is our annual awareness campaign that raises awareness of bowel cancer symptoms, what they are and when to act. We are encouraging you to trust your ‘gut feeling’ when something doesn’t feel right by acting on your symptoms and talking to your GP.

Many of us will experience uncomfortable gut symptoms at one time or another, such as bloating, cramping, gas or unexplained tiredness or weight loss but most of us won’t do anything about it.

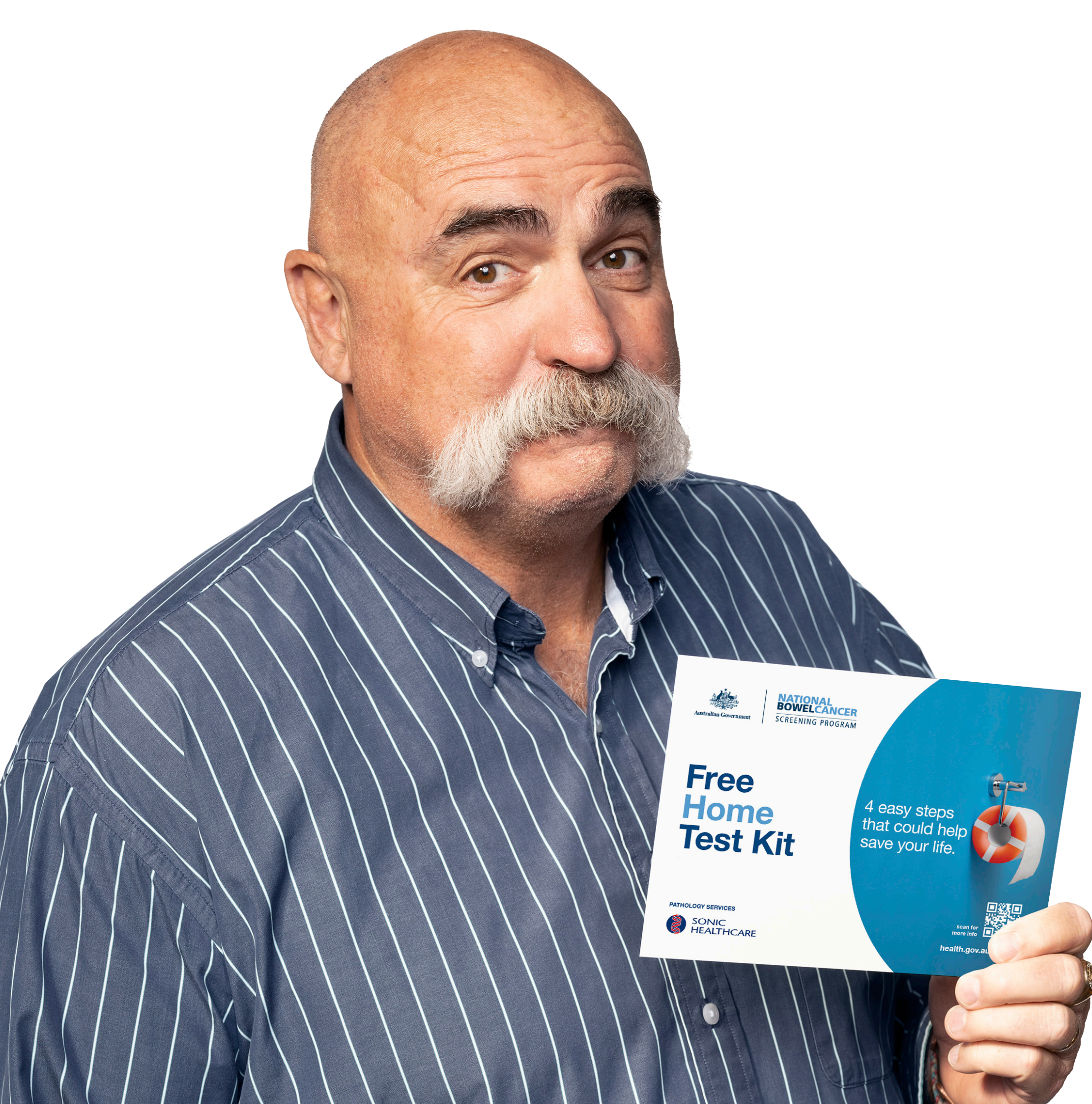
You might explain it away as being diet related or stress. Some will even Google their symptoms or put it down to not being as young or as fit as they used to be.

Even fewer of us will ask our doctor about our symptoms.

However, it’s that ‘gut feeling’ telling you something is not right which is worth trusting.

Statistically it’s unlikely you will have bowel cancer, especially if you are under 50 years of age. However, the critical thing with bowel cancer is to catch it early.

Acting quickly when you first notice symptoms is the key because if detected early, 99% of bowel cancer cases can be successfully treated. In fact, bowel cancer can be present for many years before showing any symptoms. In some cases, people may not experience any bowel cancer symptoms until the cancer has become more advanced or spreads to other parts of the body. It’s important to know what’s normal for your body and when to talk to your GP.



AWARENESS CAMPAIGNS TALKING SH!T

After much planning and pivoting from the original concept thanks to COVID, we launched the Talking Sh!t campaign in partnership with the Australian Government Department of Health on 20 June 2022.

Talking Sh!t is a national awareness campaign led by the Jodi Lee Foundation to increase participation in the National Bowel Cancer Screening Program.

Featuring iconic Australian celebrities Merv Hughes, Richard Wilkins, Gavin Wanganeen, Wendy Harmer and GP Dr Ginni Mansberg, the campaign focuses on Australians aged 50-74 years and Aboriginal and Torres Strait Islander people aged 40 years and over, living in regional and remote Australia.

To get our message across, we created the Talking Sh!t Show and ran digital campaigns across social media to encourage Australians to complete their free National Bowel Cancer Screening Test when it arrives in the mail.

We ran webinars with national GP training organisation GPEx, to educate GPs and health professionals on how they can support and encourage their patients to complete the test.

Posters, brochures and other materials were also delivered to GP practices in regional Australia to be displayed in patient waiting rooms.

To launch the Talking Sh!t Show we held events in Adelaide and Sydney with some of our key media partners, supporters, Ambassadors and the Minister for Health.

We sincerely thank the Department of Health for their support, and to our agency KWPx for their work in delivering this successful campaign.



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 again for 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'.

The television commercial was shown at Adelaide Oval during an AFL match, and social media.



AWARENESS CAMPAIGNS WORKPLACE PROGRAM

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.

Every year our Workplace Programs reach hundreds of employees across the country. We encourage employers to purchase bowel screening tests for their employees as part of the program, so they can take active steps to preventing bowel cancer straight away.

- 19**
Businesses held a workplace program
- 700**
employees attended the presentation (approx)
- 1116**
tests distributed through the program
- 33**
positive test results (based on a 30% return rate)
- 24**
receiving a positive result under the age of 49

GUT HEALTH AND PREVENTING BOWEL CANCER WORKSHOPS

We joined with Themis Chryssidis, Dietician and Co-Founder of Sprout, to offer our exciting new ‘Gut Health and Preventing Bowel Cancer Workshops’. The workshops explored the relationship between a healthy diet, lifestyle and preventing bowel cancer.



HIGHLIGHTS NICK LEE OAM

Founder and Chair of the Jodi Lee Foundation, Nick Lee, was awarded The Medal of the Order of Australia for service to the community through the not-for-profit sector and his work in raising awareness for the early detection and prevention of bowel cancer as part of the Australia Day Honours in 2022.

"Being awarded this medal is a huge thrill. It came as a complete surprise. I feel like this is recognition of so much hard work by so many. More importantly, it is 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



WESTFIELD, LOCAL HEROES

Thanks to community votes, Nick Lee OAM was named a 2021 Local Hero for Westfield Marion in October 2021.

As part of Nick's recognition, we secured a \$10,000 grant to help support the Foundation's work in the local community. The Jodi Lee Foundation team visited Westfield Marion in June to hand out bowel screening kits to those who are ineligible for the free bowel screening kit from the Australian Government (people outside the 50-74 age group).

The team also assisted those aged 50-74 to re-order kits if they'd lost theirs. Through our activation at Marion and by the centre communicating key messages around the importance of early detection to their shoppers and database, we were able to spread our important messages and make a difference to the community.



HIGHLIGHTS

11 @ ELEVEN

16 November 2021

We celebrated our 11th birthday at the newly opened eleven restaurant with a beautiful, intimate four-course dinner while also raising funds to support our work in bowel cancer prevention and early detection.

Thank you to eleven co-owners Callum Hann and Jodi Lee Foundation Ambassador Themis Chryssidis and the team at eleven for their wonderful hospitality and amazing food.

Thanks to our wonderful supporters who attended the event and celebrated with us.



2022

FINANCIAL YEAR

\$217,403

TOTAL RAISED

1,200

PARTICIPANTS IN EVENTS



FUNDRAISING THE JLF TREK SA

13 - 14 May 2022

For the first time, we held The JLF Trek SA on the Yorke Peninsula, where we walked 72km over two days on the Walk the Yorke trail. We were treated to the most breathtaking sunrise as we set off on day one and amazing views of the sea and diverse coastline over the two-day event.

Thank you to our major partner Event Managers Australia for their amazing work on what is our major fundraiser each year. A big thank you to the incredible volunteers as well as the businesses and suppliers who supported the event.

181
trekkers participated in this event

\$148,565
raised in donations

72km
walked over two days



FUNDRAISING THE JLF TREK SA

TEAM EMILY

A young mother of two, Emily was experiencing frequent gas and bloating, which GPs said was most likely due to her recent C-section or irritable bowel syndrome (IBS). Twelve months after her symptoms first began, Emily experienced a few bouts of stomach cramps and vomiting over a period of several weeks. After CT scans and a colonoscopy, Emily was diagnosed with Stage IV bowel cancer. In 2017 Emily sadly lost her life at just 35 years old.

'Team Emily' participated in The JLF Trek SA for the fifth time to celebrate Emily's life and to raise awareness for early detection of bowel cancer in young adults.

"Team Emily will be back for our 5th trek, celebrating what would be Emily's 40th birthday. Taken too young. We will continue to take part in The JLF Trek as long as we are able to; helping raise awareness of a cause that is very close to our hearts." - Alison from Team Emily.

Our thoughts are with Emily's family and friends, and we thank Team Emily for their commitment and support in helping us raise important funds and awareness.



FUNDRAISING
THE JLF 300K CHALLENGE

October 2021

The JLF 300K Step Challenge was created in honour of Catherine 'Riney' Ross who was diagnosed with stage III bowel cancer at the age of 28. Sadly, Catherine 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.

The event challenged participants to take 300,000 steps in the month of October to help us raise awareness about the steps you can take to prevent bowel cancer.

97
participated in this event
\$20,386
raised in donations



FUNDRAISING **FISHBANK RESTAURANT** **MELBOURNE CUP LUNCH**

2 November 2021

We were proud to partner with Fishbank Restaurant to host an intimate Melbourne Cup Luncheon.

The fabulous 3 course meal was curated by executive chef Tony Carroll. Attendees were treated to a Taittinger champagne on arrival, 3-hour beverage package, sweeps, raffles and of course all the action of the Melbourne Cup race on the screens.

Part proceeds went to support our work in bowel cancer prevention and early detection.



FUNDRAISING MOVIE NIGHT NO TIME TO DIE

25 November 2021

Capri Theatre

To celebrate the screening of the latest James Bond film, No Time to Die, we hosted a private screening for friends and family to come together and honour those who have been impacted by bowel cancer.

Raffle tickets and prizes were available on the night to help raise much needed funds for the prevention and early detection of bowel cancer.



FUNDRAISING MOVIE NIGHT TOP GUN:MAVERICK

28 May 2022

Capri Theatre

We hosted a special screening of the Top Gun: Maverick movie.

The event was held in honour of Sara-Jayne who was diagnosed with bowel cancer in 2020. Growing up, Top Gun was the movie that Sara-Jayne watched over and over and over again with her Dad. It was always their plan to watch the new movie together, sound up full bore, but sadly Sara-Jayne lost her father to cancer several years ago.

We encouraged attendees to dress up for the night in Top Gun inspired attire, and we had some incredible outfits on display.

Thanks to everyone that attended and also to those that purchased raffle tickets.





FUNDRAISING **BURNSIDE VILLAGE** **CHRISTMAS WRAPPING** **STATION**

December 2021

Jodi Lee Foundation were proud to be chosen as the Charity Partner of the Burnside Village Christmas Wrapping Station.

Gifts are wrapped by our staff, friends, volunteers and supporters for a gold coin donation per gift over the course of the 10 days prior to Christmas Day.

A big thank you to our volunteers who helped us make this happen, we wouldn't have been able to do it without you.

Sincere thank you to Burnside Village for choosing us as their Charity Partner, and for adding in an extra donation to support us.



FUNDRAISING **MERCHANDISE**

The Jodi Lee Foundation is leading the charge in preventing bowel cancer, by raising awareness and empowering Australians to take active steps towards the prevention and early detection of the disease.

We have joined with ortc Clothing Co. to produce premium garments for sale including jumpers, hats, polos and more.

The full proceeds from the sales of our merchandise help assist the Jodi Lee Foundation to continue to deliver awareness programs across Australia.

VOLUNTEER OF THE YEAR RHONDA VINCENT



As part of National Volunteer Week, we recognised Rhonda Vincent as the Jodi Lee Foundation Volunteer of the Year for 2022.

Rhonda has been volunteering for The JLF Trek since 2011 and has become a well-known face and helping hand within our Trek community.

Sadly Rhonda relocated to New Zealand, so the JLF Trek SA 2021 was Rhonda's last, but her incredible support and input will not be forgotten anytime soon.

Thank you Rhonda, we are so grateful!

FUNDRAISING SUPPORTER EVENTS

Did you know you can hold your own event to fundraise for us? In 2022 our incredible supporter events raised \$6,058.

KX PILATES UNLEY CHARITY DAY

October 2021

KX Pilates Unley

Thank you to KX Pilates Unley and studio owner Elissa Downey, as well as the KX Pilates Unley clients, for the tremendous support of the Jodi Lee Foundation in-studio charity day.

With studio owner Elissa Downey generously donating proceeds from class bookings, combined with amazing support from her clients by way of personal donations, this event was a great success.

\$4,258

SOCCER CONSTRUCTION CUP

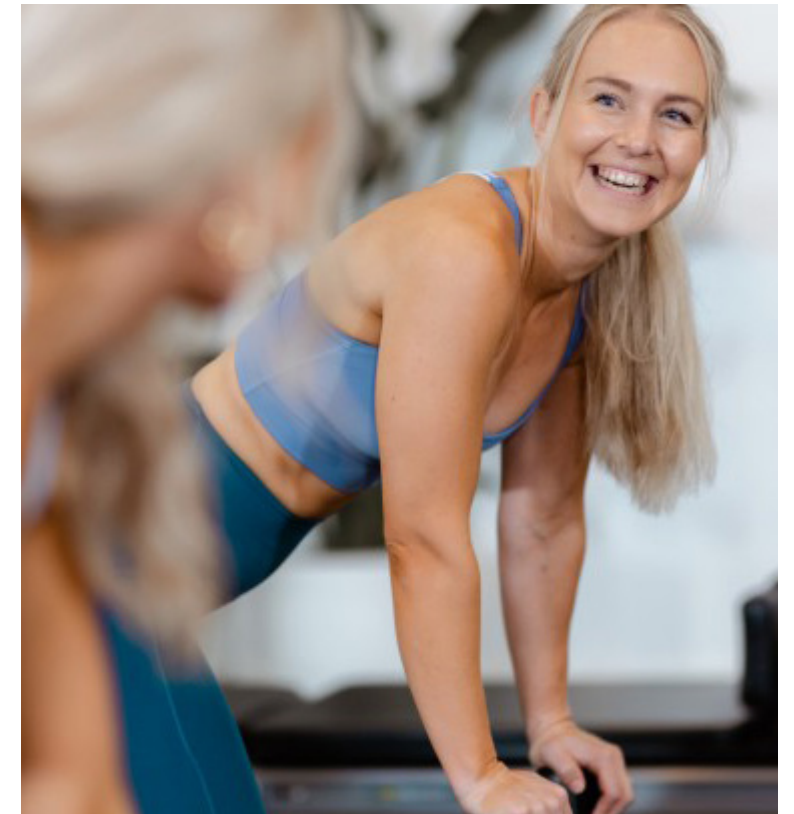
October 2021

RLB hosted the Soccer Construction Cup 2021 on 15 October at the Adelaide Comets Football Club, and all Soccer Construction Cup participants made donations to the Jodi Lee Foundation as part of their registration.

We are extremely grateful for the support of those who participated, including the businesses RLB, Bestec, Hansen Yuncken and WGA.

Funds raised will contribute to our campaigns and activities to raise awareness for the prevention and early detection of bowel cancer.

\$1,800



KEY PARTNERS



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RLB



CELEBRATING
80 YEARS

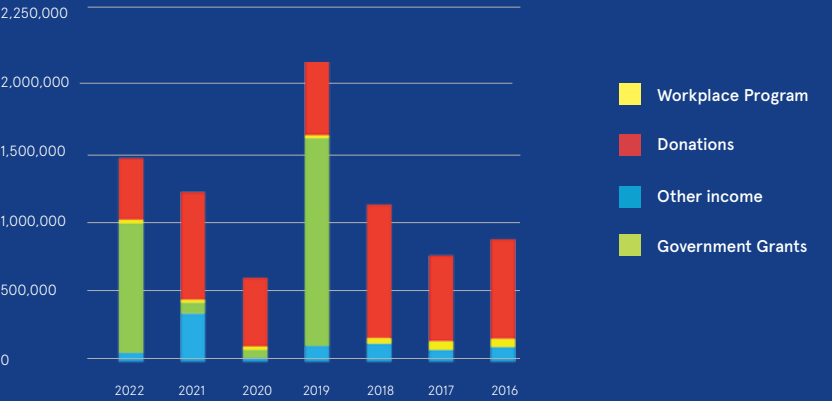


Yorke
Peninsula

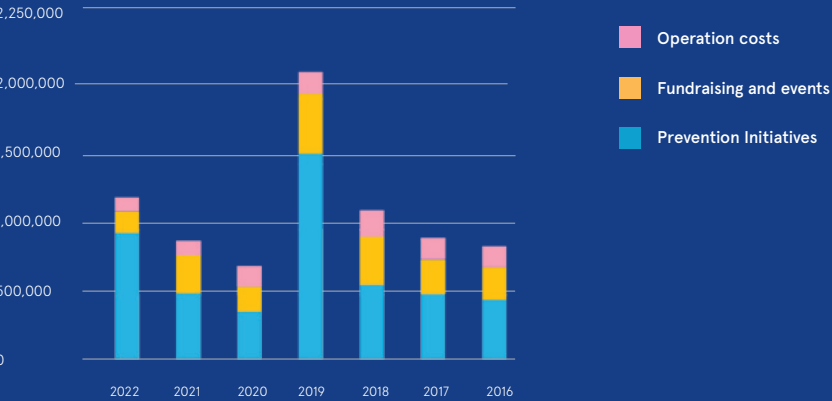
FINANCIALS

2022

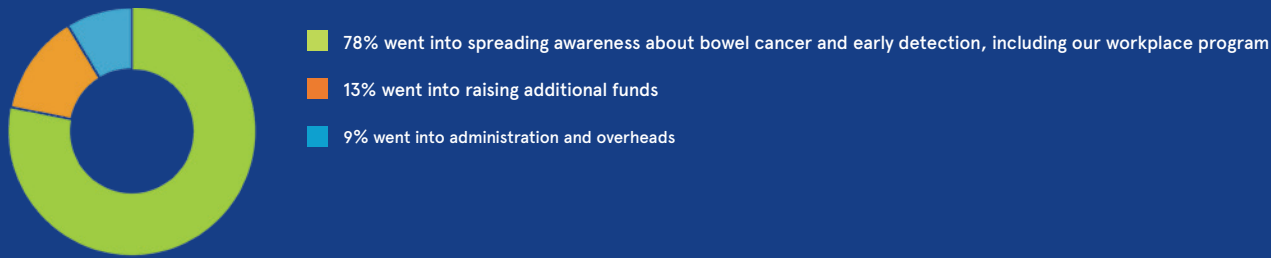
INCOME



EXPENDITURE



WHERE THE MONEY IS SPENT



FINANCIALS

2022

INCOME STATEMENT

INCOME	2022	2021
Donations and sponsorship	417,593	729,433
Workplace Program	27,921	24,648
Government Grants	879,242	71,250
Other income	65,868	334,236
TOTAL INCOME	1,390,624	1,159,567
EXPENSES	2022	2021
Prevention initiatives	972,606	513,438
Fundraising and events	163,888	291,511
Operating cost	108,311	110,086
TOTAL EXPENSES	1,244,805	915,035
NET SURPLUS/(SHORTFALL)	145,819	244,532

STATEMENT OF FINANCIAL POSITION

ASSETS	2022	2021
Current assets	1,279,723	1,834,383
Non-current assets	10,176	6,930
TOTAL ASSETS	1,289,899	1,841,313
LIABILITIES		
Current liabilities	483,439	1,169,163
Non-current liabilities	-	11,509
TOTAL LIABILITIES	483,439	1,180,672
NET ASSETS	806,460	660,641
EQUITY		
Opening accumulated funds	660,641	416,109
Net surplus/(shortfall for the year)	145,819	244,532
TOTAL EQUITY	806,460	660,641

Full financial statements are available on our website



WE SINCERELY THANK ALL OUR VALUED SUPPORTERS, DONORS, CORPORATE PARTNERS, FUNDRAISERS, EVENT PARTICIPANTS, VOLUNTEERS AND MORE, FOR HELPING US IN OUR FIGHT TO PREVENT BOWEL CANCER.

WE CAN'T DO THIS WITHOUT YOU AND TOGETHER WE HAVE SAVED LIVES.

PREVENTING BOWEL ~~CANCER~~

ADDRESS

Jodi Lee Foundation
206A Hutt Street
Adelaide SA 5000

CONTACT

08 8363 1920
hello@jodileefoundation.org.com

ABN 23 315 584 765