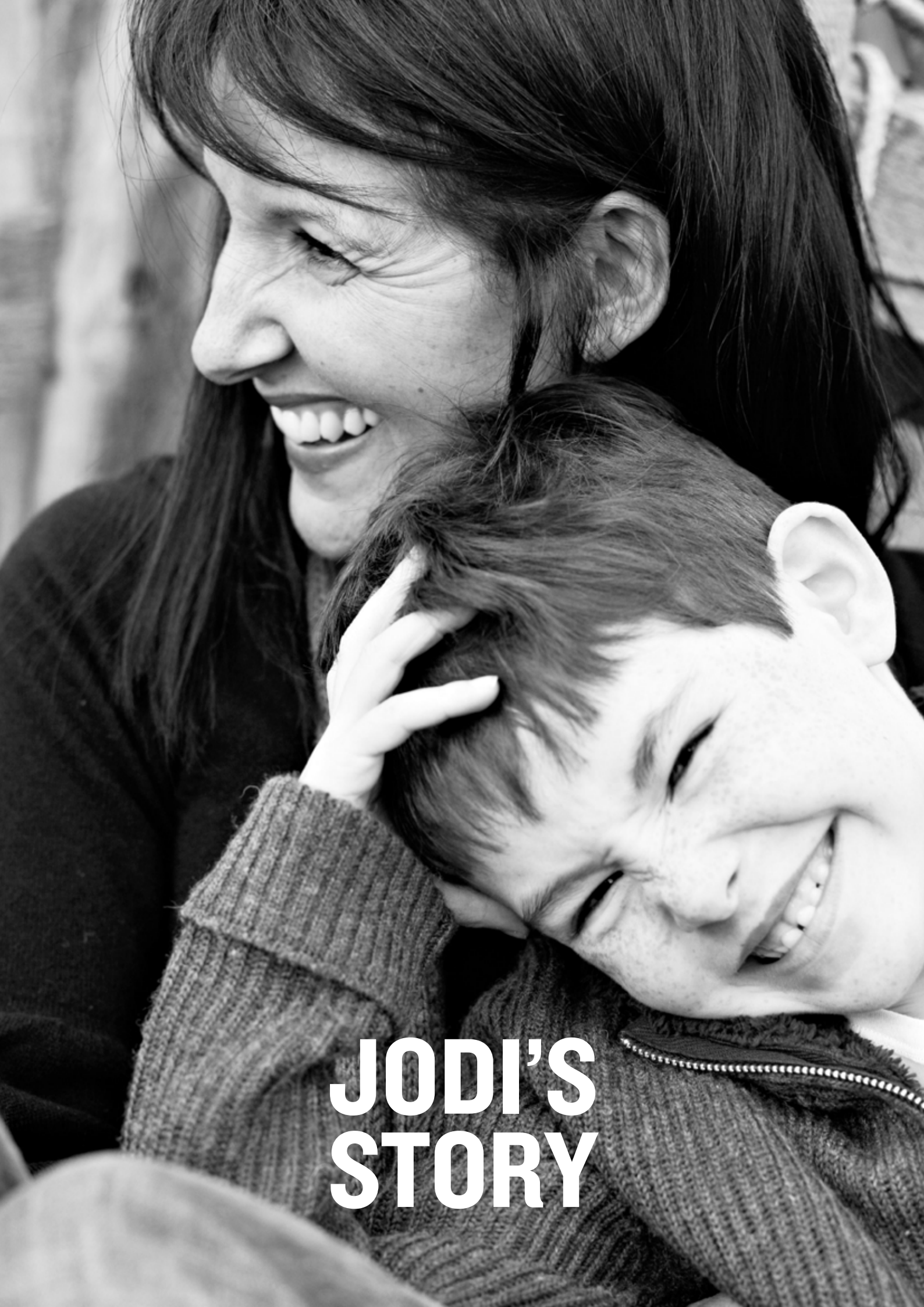


**JODI LEE**  
FOUNDATION

## ANNUAL REVIEW 2023



**PREVENTING  
BOWEL ~~CANCER~~**



# JODI'S STORY

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

Nick was away when Jodi rang complaining of constipation, abdominal pain and some bloating.

Her doctor quickly recognised an obstruction in her bowel and ordered scans. Jodi had cancer and the tumour had all but blocked her bowel. She was only 39 years old.

After emergency surgery to remove the cancer, Jodi and Nick received the worst news possible –the cancer had spread to Jodi's lymph 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.



# A MESSAGE FROM OUR BOARD

*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.*



Nick Lee  
FOUNDER & CHAIR



Tania Carey  
BOARD DIRECTOR



Dr Ginni Mansberg  
BOARD DIRECTOR



Professor Timothy Price  
BOARD DIRECTOR



David O'Loughlin  
BOARD DIRECTOR

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 25-44 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 41% 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 the Talking Sh!t campaign once again. This year we focused on educating regional and remote communities about bowel screening by visiting towns across Australia with our Ambassadors Merv Hughes and Gavin Wanganeen. We held community events and workplace presentations in each town to discuss the importance of doing the test. To complement this, we ran social media advertising and advertorials on The Morning Show with Dr. Ginni Mansberg.

This year our annual Trust Your Gut campaign featured Kellie Finlayson, wife of Port Adelaide Football key forward Jeremy Finlayson, as the face of the campaign. Trust Your Gut encourages Australians to act on symptoms, speak to their GP and trust their gut if they feel like something is not right. We developed a free

online Symptom Checker tool for users to check their symptoms, which was launched through a broadcast across Australia during an AFL game on Channel 7.

The JLF Trek SA was a huge success with nearly 280 participants raising over \$216,000 while walking 73km through Kuitpo Forest. We also held a Little Black Dress Ball at the Adelaide Convention Centre in June 2023 which saw over 300 people enjoy a night of food, wine, entertainment and fundraising activities. Other fantastic events included Melbourne Cup at Sean's Kitchen, movie nights, Burnside Village Christmas wrapping, Adelaide Polo Classic and several supporter events.

We'd like to formally welcome two new board members: Professor Timothy Price, Head of Clinical Oncology Research at The Queen Elizabeth Hospital, and David O'Loughlin, CEO of creative advertising agency KWPx. We look forward to hearing your insights and having you on board.

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.

Thank you for being part of our journey. Together we have saved lives.

## **Jodi Lee Foundation Board**

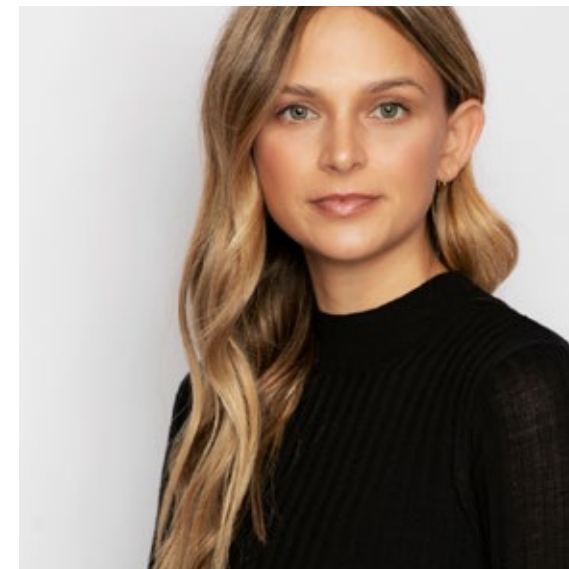
# MEET OUR NEW AMBASSADORS



## **Kelly Golding** Radio and Television Presenter

Kelly Golding has been a friendly face on Channel 7 for 18 years as a travel and lifestyle presenter. She can also be heard regularly on Smooth FM.

Kelly worked with the Jodi Lee Foundation to launch the Talking Sh!t Campaign in 2022. She has also personally received a positive bowel screening test and had pre-cancerous polyps removed, so Kelly is a true advocate for bowel screening tests and also acting on symptoms.



## **Kellie Finlayson** Podcaster and Influencer

Kellie Finlayson, wife of Port Adelaide Football Club key forward Jeremy Finlayson, was diagnosed with Stage IV bowel cancer at 25 years old, just three months after giving birth to their daughter Sophia.

Kellie joined the Jodi Lee Foundation as an Ambassador to raise awareness for the early detection and prevention of bowel cancer, hoping no one else has to go through what she is going through. Kellie uses her platforms to urge everyone to trust their gut and see a GP if something is not right.



## **Michelle Beltrame** Fashion Stylist

Michelle Beltrame is an Adelaide-based fashion stylist and has more than 20 years' experience in communications and media, including in the area of bowel cancer and health. Michelle is passionate about raising awareness for bowel cancer prevention and early detection.

Michelle's grandmother Elly was diagnosed with bowel cancer in 2018, after complaining of being unusually tired and initial tests showing that she was extremely low in iron. Sadly, Elly passed away in late 2022.

# MEET OUR TALKING SH!T AMBASSADORS



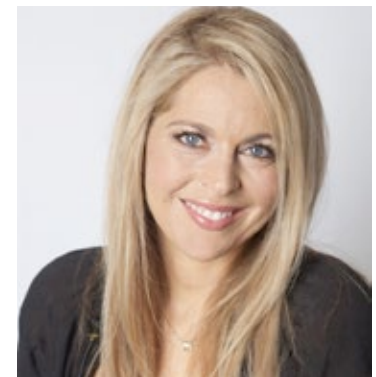
**Merv Hughes**  
**Media Personality and Former Test Cricketer**

The world-famous cricketer with the legendary moustache: Merv Hughes. One of Merv's close friends was diagnosed with bowel cancer at the age of 45, and sadly succumbed to the disease seven years later. Jodi's bowel cancer diagnosis and passing at age 41 resonated with Merv after losing his mate so Merv joined the Jodi Lee Foundation as an Ambassador for the Talking Sh!t campaign in both 2022 and 2023.



**Gavin Wanganeen**  
**Indigenous Artist and Former AFL Player**

Former AFL star Gavin Wanganeen describes how much of an eye opener it was for him learning about the bowel cancer statistics at a Jodi Lee Foundation function. Coming from an Indigenous background, Gavin is concerned about the Aboriginal and Torres Strait Islander statistics of bowel cancer. This is the driving force behind becoming involved in the Talking Sh!t campaign in both 2022 and 2023.



**Dr. Ginni Mansberg**  
**GP, TV Presenter & Journalist**

Dr. Ginni Mansberg is a General Practitioner in Sydney as well as the resident health expert on Channel 7's Sunrise and The Morning Show. As a GP, Ginni understands the importance of early detection of bowel cancer and was proud to join the Jodi Lee Foundation Talking Sh!t campaign in both 2022 and 2023 to promote bowel cancer screening.



**Wendy Harmer**  
**Author and Comedian**

Former radio announcer at 2Day FM and ABC Sydney, author and comedian extraordinaire, Wendy Harmer is, beyond doubt, a self-proclaimed fabulous 'sh!t talker'.

Wendy was proud to be involved in the Talking Sh!t campaign for 2022 to raise awareness for bowel cancer screening and the early detection of bowel cancer.



**Richard Wilkins**  
**Entertainment Guru**

Richard Wilkins is Australia's undisputed entertainment guru. He's the Entertainment Editor for the Nine Network and a Smooth FM announcer. Richard confesses that as we get older, we start thinking about two important things: our health and our superannuation. He is on top of his skin checks and has a colonoscopy and endoscopy every two years. Richard joined the Talking Sh!t campaign in 2022 to encourage Australians to make their health a priority and do their bowel screening test.





## AWARENESS CAMPAIGNS TALKING SH!T

In 2022 the Jodi Lee Foundation partnered with the Australian Government on a new national awareness campaign, Talking Sh!t, to increase participation in the National Bowel Cancer Screening Program.

This digital campaign comprised of YouTube and social media advertising encouraged viewers to do their bowel screening test, and drove them to the Talking Sh!t website page to reorder a bowel screening test kit.

The campaign used humour and aimed to deliver the key messages differently, to engage with the target audience and encourage behavioural change through a conversational tone. The campaign wrapped up in August 2022.

### Reach and Impact of the 2022 Campaign

- The campaign had 7.6 million impressions, 1.6 million completed video views and a total reach of 2.5 million.
- The Talking Sh!t website page had 28,000 visits, of which 72% were new users.
- There were 678 reorders of the test kit via the Talking Sh!t website page.



# AWARENESS CAMPAIGNS

## TALKING SH!T



*We were proud to partner with the Australian Government again in 2023 for Talking Sh!t, a national awareness campaign led by the Jodi Lee Foundation to increase participation in the National Bowel Cancer Screening Program (NBCSP).*

This time the focus was on engaging under-screened communities across regional and remote Australia as well as educating GPs and Health Care Providers on bowel cancer and the importance of early detection through participating in the NBCSP.

Four locations across Australia with screening rates under the national average were targeted for this year's campaign. Together with the Jodi Lee Foundation, Ambassadors Merv Hughes and Gavin Wanganeen visited Moree in New South Wales, Port Augusta in South Australia, Mount Isa in Queensland and Darwin in the Northern Territory between May and August 2023 to engage with the community and promote the NBCSP.

Main community events were held in each town, as well as presentations to workplaces and community groups across a number of days, with overall aim to reduce the stigma around bowel cancer screening and normalise doing the test. We visited GPs, Pharmacies, Aboriginal Health Services, cafés, local businesses, sporting clubs and Councils.

To further our messaging, we ran digital campaigns across social media to encourage Australians to complete their free National Bowel Cancer Screening Test when it arrives in the mail.

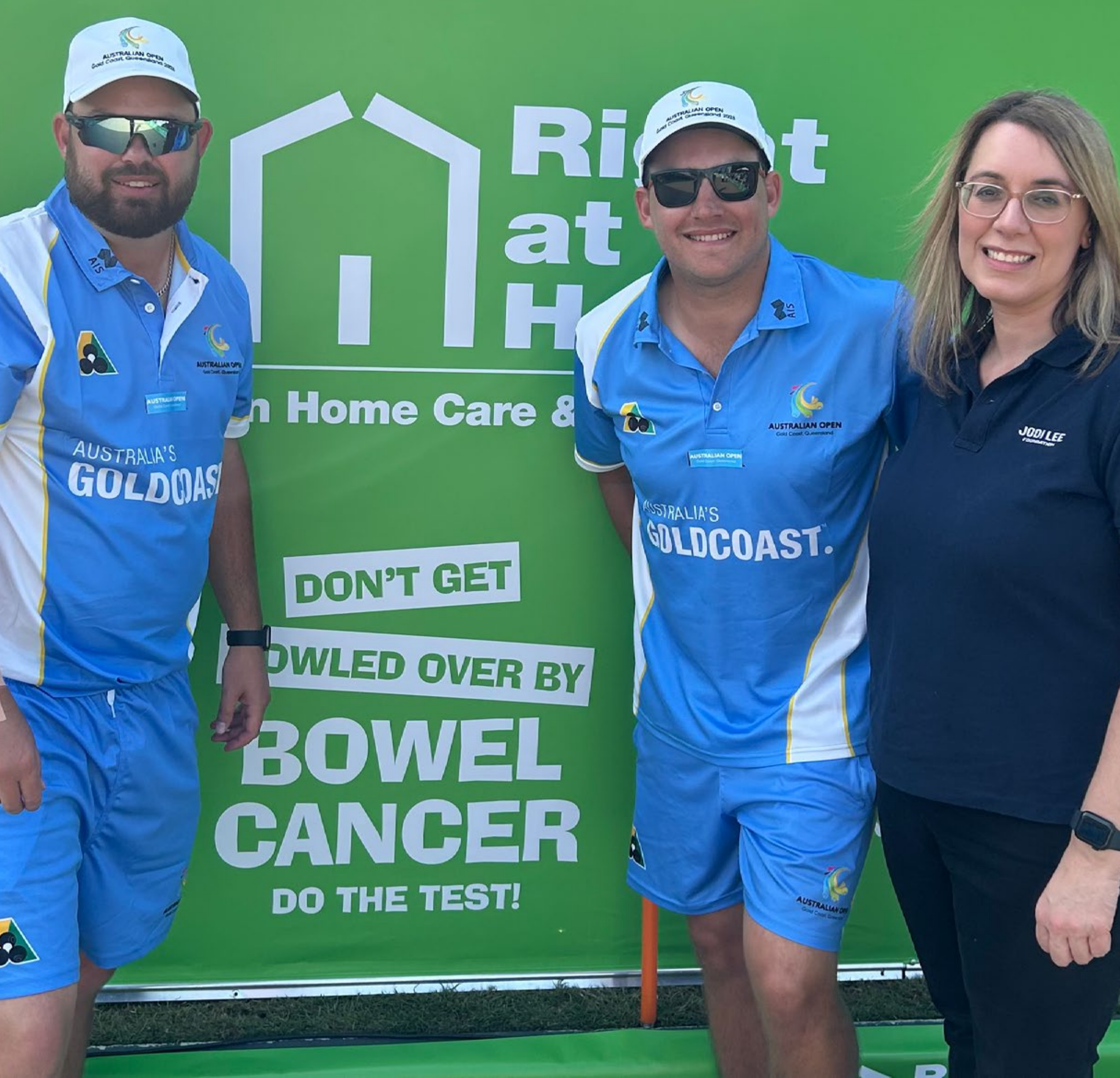
To educate GPs and Health Care Professionals on how they can support and encourage their patients to complete the test, we ran webinars with national GP training organisation GPEx. We also created a digital Learning Hub platform to house all the information, which was free to access for all health professionals. Posters, brochures and other materials were also delivered to GP practices in regional Australia to be displayed in patient waiting rooms.



The final part of the campaign saw the Jodi Lee Foundation partner with Bowls Australia for their Australian Open in June 2023 in the Gold Coast. We promoted the importance of bowel cancer screening through the tagline "Don't Get Bowled Over by Bowel Cancer".

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





## AWARENESS CAMPAIGNS DON'T GET BOWLED OVER BY BOWEL CANCER

As part of the Talking Sh!t campaign for 2023, we worked with Bowls Australia to support the Australian Open on the Gold Coast in June 2023.

Bowls Australia is the national sporting organisation responsible for the leadership, development and management of lawn bowls in Australia. Its members are the eight state and territory bowls associations which means Bowls Australia covers 1,800 clubs and over 600,000 participants nationwide each year. Many of those participants are in the 50–74 age bracket which is why the partnership with Bowls Australia was formed, to reach as many Australians in this age bracket as we could to promote the importance of bowel cancer screening.

To maximise the opportunities of the partnership, we created a new tagline for this campaign:

### **Don't Get Bowled Over by Bowel Cancer**

This partnership included the following:

- Branding on all collateral around the bowling rink
- In person interview with the Jodi Lee Foundation General Manager, Rachel McKay, during an Australian Open match, which went live on Kayo, 7mate and FOX Sports
- Presence in the Health and Wellbeing Expo
- Engagement with VIPs, players and attendees of the Australian Open
- Video segment with the Jodi Lee Foundation Founder and Chair, Nick Lee OAM, televised on Kayo, 7mate and FOX Sports
- Radio advertising package with SEN.

We'd like to thank Bowls Australia for their support.





## AWARENESS CAMPAIGNS BEHIND MATTERS

The Jodi Lee Foundation partnered with Wellbeing SA and RAA to deliver a Behinds Matter campaign in the regional area of Mount Gambier, South Australia.

We enlisted the help of our Ambassador, AFL legend Gavin Wanganeen, to deliver two days of educational and awareness sessions across the Mount Gambier and Nangwarry communities.

Gavin and the Jodi Lee Foundation team visited Star Discount Chemist, Mount Gambier Central Shopping Centre, Nangwarry Football and Netball Club, Pangula Mannamurna Aboriginal Corporation and the local RAA store to speak about bowel cancer and how Australians can take active steps to prevent the disease.

Gavin is a great advocate for living a healthy, active lifestyle and encouraged all attendees to look after their health. In particular he highlighted the importance of completing the free National Bowel Cancer Screening Kit that all 50-74 year olds receive in the mail every two years from the Australian Government.

Thank you to RAA and Wellbeing SA for supporting this initiative, and for all the venues and people that assisted the Jodi Lee Foundation in making these events happen.





## AWARENESS CAMPAIGNS VIEW YOUR POO

In September 2022 we partnered with TerryWhite Chemmart and Metamucil on a new awareness campaign, View Your Poo.

This campaign urged consumers to 'View Your Poo' because it could save your life. In particular, it educated Australians on the different types of poo using the Bristol Stool Chart and reminded them that blood in your poo is not normal and can be a sign of bowel cancer.

Recognising bowel cancer symptoms, such as blood in your poo, and acting quickly is important for early detection. Regardless of your age, speak with your GP immediately if you notice blood in your poo, even if only occasionally.

The View Your Poo campaign also helped to raise awareness of bowel cancer symptoms and urged consumers to see their GP if they notice a change in your bowel habits for longer than two weeks, such as:

- going to the toilet more frequently
- constipation
- loose or watery bowel movements
- feeling that the bowel does not completely empty, or
- bowel movements that are narrower than usual.

The face of the View Your Poo campaign for 2022 was Sam Hakendorf, who was diagnosed with bowel cancer at just 29 years old after looking in the toilet bowl and seeing blood several times.

Sam underwent surgery and chemotherapy and has thankfully had the all clear since November 2020.

We were proud to partner with TerryWhite Chemmart, Metamucil and Sam to help amplify these important messages and raise awareness of young-onset bowel cancer and the signs and symptoms.





## 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. Acting quickly when you first notice symptoms is the key because if detected early, up to 99% of bowel cancer cases can be successfully treated.

This year we partnered with Kellie Finlayson, wife of Port Adelaide Football Club key forward Jeremy Finlayson, for the Trust Your Gut campaign. Kellie was diagnosed with Stage IV bowel cancer at just 25 years old, three months after giving birth to their daughter Sophia.

Our creative agency KWPx created two new videos featuring Kellie, one for the Jodi Lee Foundation website and social media pages, and another for the Little Black Dress Ball where Kellie was a special guest speaker.

At the core of this year's Trust Your Gut campaign is a new interactive online Symptom Checker tool. The Symptom Checker guides the user through a series of questions to respond to, while providing helpful advice and information based on the answers provided. If the Symptom Checker recommends you make an appointment with the GP, we urge you to book that appointment. It might just save your life.

The Symptom Checker tool is housed on a new Trust Your Gut website: [www.trustyourgut.com.au](http://www.trustyourgut.com.au)

This website, the Symptom Checker and the Trust Your Gut campaign was launched on 15 June 2023 at the Port Adelaide vs Geelong AFL game during halftime on Channel 7. In the first 12 hours of launching, 3000 people used the Symptom Checker and 7000 visited the new Trust Your Gut website. Kellie's story and the Symptom Checker tool was featured in media articles and news stories across the country.

Thank you to KWPx for their fantastic work on the videos, to Shane Reid for his great photography work, to our website developer Enee for the Trust Your Gut website and Symptom Checker tool, and to Kellie and Jeremy Finlayson for all their hard work in delivering this incredible campaign.





## **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 prevent bowel cancer straight away.

**24**

Businesses held a workplace program

**1,763**

employees attended the presentation

**1349**

tests distributed through the program

**38**

positive test results (based on a 11% return rate)

**13**

receiving a positive result under the age of 49

## **QUIZ MEISTERS** **QUIZ WEEK**

The Jodi Lee Foundation teamed up with Quiz Meisters to help raise awareness and funds for the early detection and prevention of bowel cancer.

Over 200 pubs across Australia got involved in Quiz Week between the 26th and 30th June 2023 to host trivia nights. The quiz included questions about bowel cancer and even featured our Talking Sh!t Ambassador and cricket legend Merv Hughes and our Founder & Chair, Nick Lee OAM.

Thank you to Quiz Meisters for their support with this campaign.



# THIS YEAR'S HIGHLIGHTS



## STAR PHARMACY COMMUNITY GRANTS

Together with Star Pharmacy, we launched our new Community Grants program in August. The Program offers grants of up to \$500 to support community events or initiatives which raise awareness and/or funds for the prevention and early detection of bowel cancer.

We sincerely thank Star Pharmacy for their support with this initiative.



## ANZ COMMERCIAL CONNECT CONFERENCE SA/NT

In November 2022 our Founder and Chair Nick Lee OAM was proud to speak at an ANZ SA/NT Commercial Connect Conference at Adelaide Oval about the Foundation's work and the steps people can take to protect themselves against bowel cancer.

Nick was also joined by Jodi Lee Foundation Ambassador, Olympic Marathon runner and 2022 Commonwealth Games gold medallist, Jessica Stenson.

Sadly, Jessica never met her grandmother due to bowel cancer. Her grandmother passed away in her 40s, when Jessica's mother was only 14. Jessica is passionate about raising awareness to help prevent this from happening to other families.

Jessica spoke about her career journey, strategies for overcoming challenges, and inspired the audience to move more, which we know is one of the ways to help protect yourself from bowel cancer and other cancers and health issues.

Thank you to ANZ for having us and for continuously supporting the Jodi Lee Foundation.



## **JODI LEE FOUNDATION LUNCHEON WITH THE PREMIER**

In June 2023 we held a Luncheon with the Premier of South Australia to launch our revamped Corporate Partnership Program at The Lion Hotel in North Adelaide.

This exclusive event brought together some of South Australia's top business leaders to network and learn more about the Jodi Lee Foundation and the important work that we do to raise awareness for the early detection and prevention of bowel cancer.

The Premier of South Australia, The Honourable Peter Malinauskas MP, spoke about his experiences with the Jodi Lee Foundation whereby the Workplace Program he organised for his staff in a previous workplace ended up saving the life of one young staff member, Emily.

We sincerely thank the Premier for his time, and all the corporates that attended on the day, we hope you enjoyed it as much as we did.





**THE JLF TREK 2023  
OPTUS TEAM**

## **FUNDRAISING** **THE JLF TREK SA**

**19 - 20 MAY 2023**

The JLF Trek SA took place across the beautiful McLaren Flat and Kuitpo regions, taking in spectacular countryside, national parks and forests. Over two days, trekkers completed 73km through rain and sunshine, taking in the picturesque views.

The JLF Trek SA 2023 was dedicated to Sarah Black. Sarah was diagnosed with bowel cancer in 2017. Sarah was an inspiration to all who knew her. She was tough, courageous, outspoken, vibrant and funny. Sadly, Sarah passed away in 2022. Her story is a familiar one for many young people who are diagnosed with bowel cancer. Sarah was part of the Optus team and this year an incredible 80 Optus staff turned out to take part in The JLF Trek SA in Sarah's honour.

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.

The event finished at TreeClimb Kuitpo Forest where we held the Finish Line Celebration party, and trekkers were treated to paella, drinks and entertainment.

**275**  
**TREKKERS**

**\$216,921**  
**RAISED IN DONATIONS**

**73km**  
**TREKKED**





## FUNDRAISING THE JLF TREK VIC

**21 - 22 OCTOBER 2022**

This year The JLF Trek VIC set off from Castle Cove along the eastern section of the Great Ocean Walk in Apollo Bay. Participants trekked 55km over two days, or completed a shorter distance on the Saturday.

Trekkers were treated to amazing views of the rugged coastline and spectacular forests.

Thank you to our major partner Event Managers Australia for their amazing work on what is one of our major fundraisers each year.

A big thank you to the incredible volunteers as well as the businesses and suppliers who supported the event.

**106  
TREKKERS**

**\$66,474  
RAISED IN DONATIONS**

**55km  
TREKKED**





## FUNDRAISING THE LITTLE BLACK DRESS BALL

**2 JUNE 2023**

On Friday 2 June 2023 we held our Little Black Dress Ball at the Adelaide Convention Centre to raise funds and awareness for bowel cancer prevention and early detection.

The wonderful Jess Adamson was the MC for the evening, and throughout the night we heard from Nick Lee OAM and the Honourable Chris Picton MP, Minister for Health on the important work that the Jodi Lee Foundation does.

Our inspiring guest speaker Kellie Finlayson was interviewed onstage by Jess after we launched an exclusive extended video of her Trust Your Gut campaign.

Guests were treated to a three-course meal and beverages, along with entertainment throughout the night, including band The Cast who had the dance floor pumping.

There were a range of fundraising elements around the room including a Wine Wall, Diamond Bar, Year of Fine Dining Lottery, Silent Auction and Gin Bar.

Thank you to our partners for making this event happen and to all those that donated through the various fundraising elements, we greatly appreciate your support.

There were a range of fundraising elements around the room including the Metala Wine Wall, Mazzucchelli's Diamond Bar, Year of Fine Dining Lottery, Silent Auction and 23rd Street Distillery Gin Bar.

Thank you to our event partners FPE, Schiavello, TerryWhite Chemmart, KWPx and Mazzucchelli's for helping make this event happen and to all those that donated through the various fundraising elements, we greatly appreciate your support.





## **FUNDRAISING** **MELBOURNE CUP** **SEAN'S KITCHEN**

**NOVEMBER 2022**

We were proud to be the Charity Partner for the Sean's Kitchen Melbourne Cup Lunch. Hosted by Kelly Golding, Jodi Lee Foundation Ambassador and radio and television presenter, the event was a great opportunity to raise awareness for bowel cancer prevention and early detection.

Thanks to the generosity of all who purchased raffle tickets on the day and to the kindness of Sean's Kitchen, EOS and SkyCity in donating prizes.

Thank you to Sean's Kitchen and SkyCity for the support.

**\$2,350**





## FUNDRAISING BURNSIDE VILLAGE CHRISTMAS WRAPPING STATION

**DECEMBER 2022**

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.

**\$5,963**

## FUNDRAISING TWELVE DAYS OF CHRISTMAS RAFFLE

**DECEMBER 2022**

In December 2022 we held our first Twelve Days of Christmas Raffle, where for the first twelve days of December, we gave away a prize each day.

Jodi Lee Foundaton supporters kindly donated a range of prizes such as a year's supply of mixers, a skincare pack, a \$500 lighting voucher, \$1,000 cash, and more.

Thank you to all the businesses that supported the raffle and to those that purchased tickets.

**\$5,460**

### Christmas gift wrapping open hours

Have your Christmas gift wrapped here for a gold coin donation to the Jodi Lee Foundation.

THURSDAY 15 DECEMBER:	10AM-8PM
FRIDAY 16 DECEMBER:	10AM-5PM
SATURDAY 17 DECEMBER:	10AM-5PM
SUNDAY 18 DECEMBER:	10AM-5PM
MONDAY 19 DECEMBER:	10AM-5PM
TUESDAY 20 DECEMBER:	10AM-5PM
WEDNESDAY 21 DECEMBER:	10AM-5PM
THURSDAY 22 DECEMBER:	10AM-8PM
FRIDAY 23 DECEMBER:	10AM-5PM
SATURDAY 24 DECEMBER:	10AM-4PM

*Christmas*  
Gift Wrapping

FOR A GOLD COIN DONATION  
PER GIFT SUPPORTING

**JODI LEE  
FOUNDATION**





## FUNDRAISING JLF X CONTOUR RIDE

18 FEBRUARY 2023

The Jodi Lee Foundation and Contour teamed up for a 60km ride through the Adelaide Hills to raise awareness and funds for bowel cancer prevention.

Thank you to Contour for their support in helping us raise important awareness.

**\$5,950**





## **FUNDRAISING** **TIFF MANUELL X RIO** **COFFEE “TRUST YOUR** **INTUITION”**

**APRIL - JUNE 2023**

We partnered with local artist Tiff Manuell and local coffee roasters Rio Coffee for this exciting new awareness campaign and fundraiser.

Tiff Manuell created an amazing artwork piece “Trust Your Intuition” specifically for the Jodi Lee Foundation and kindly donated the original artwork as a part of a raffle.

Rio Coffee then developed unique coffee cups featuring Tiff Manuell’s designs as well as a QR code to the Jodi Lee Foundation website so that coffee drinkers could learn the symptoms of bowel cancer.

We were so proud of the results of this campaign which was featured in 47 cafes across South Australia, as well as an article in the Norwood Payneham St Peters Council magazine, The Advertiser and Cocktail Revolution.

**1,015,720 people reached (approx.)**

**100,000 coffee cups printed and sold**

**605 raffle tickets sold**

**\$13,686 raised**



# VOLUNTEER OF THE YEAR WILL HARRIS

As part of the National Volunteer Week, we recognised Will Harris as the Jodi Lee Foundation Volunteer of the Year for 2023.

Will started volunteering with the Jodi Lee Foundation team in the office in 2022 to help out with the Talking Sh!t campaign and various other activations. Not long later Will was offered part time employment with us to continue to support the team in a range of activities, but in particular helping to coordinate, plan and deliver the Talking Sh!t awareness campaign in 2023.

Thank you for all your fantastic work Will, we are so grateful!



## FUNDRAISING SUPPORTER EVENTS

*Did you know you can hold your own event to fundraise for us?  
In 2022/2023 our incredible supporter events raised \$22,690.*

### STUDIO 360 GIVE BACK RIDE

28 August 2022

Studio 360 Cycle Unley



Studio 360 Cycle Owner Sam Stanton hosted a Charity Day where clients, community members and businesses sponsored a bike for their chosen amount of time and money, to help raise much needed funds and awareness for Jodi Lee Foundation.

On the day, Sam led four rides for everyone to participate in and our partners Goodies and Grains and Moo Premium Foods put on a breakfast station for all attendees post-ride.

Thank you to Studio 360 Cycle Unley and all the event partners who helped make this happen, and to everyone who attended and raised funds.

**\$12,363 raised.**

### NIKE MELBOURNE MARATHON

2 October 2022

Several of our Ambassadors, including Jess Stenson and Dahlia Matkovic, and community supporters took part in the Nike Melbourne Marathon Festival to raise funds to support the work of the Jodi Lee Foundation in our national initiatives to fight bowel cancer.

Thank you so much to everyone who got involved and also to those that donated and supported.

**\$6,406 raised.**

### GLENN'S BIG RUN

3 March 2023

Glenn heard Nick's story at a Workplace Program and was inspired to take action. He challenged himself to complete the David Goggins run - 4 miles every 4 hours over 48 hours (4x4x48). This equates to 6.44km, 12 times over a 48-hour period completing a total of 77.28km: just shy of two marathons.

Thank you for your incredible efforts Glenn, we really appreciate it!

**\$2,585 raised.**

### ORANGETHEORY FITNESS JLF DONATION DAY

6 May 2023

Orangetheory Fitness hosted a 90 minute workout on Saturday 6th May to raise funds and awareness for bowel cancer prevention and the Jodi Lee Foundation.

Thanks to longtime JLF supporter Tania Carey for organising this event with Orangetheory.

**\$1,230 raised.**

### MELISSA'S STADIUM STOMP

18 June 2023

After watching her Aunty Billie battle bowel cancer, Melissa was motivated to become happier and healthier in herself, but also to help others do the same, so she began studying to be a Personal Trainer. Since that time, she has completed a number of marathons, half marathons and several Stadium Stomp competitions.

Thanks Melissa for your wonderful support.

**\$106 raised.**



# KEY PARTNERS



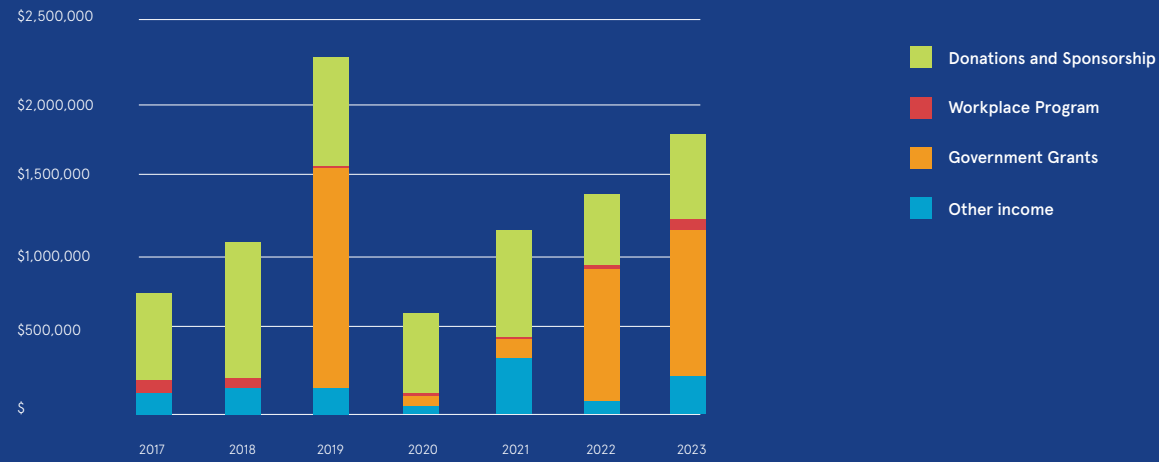
# SUPPORTING PARTNERS



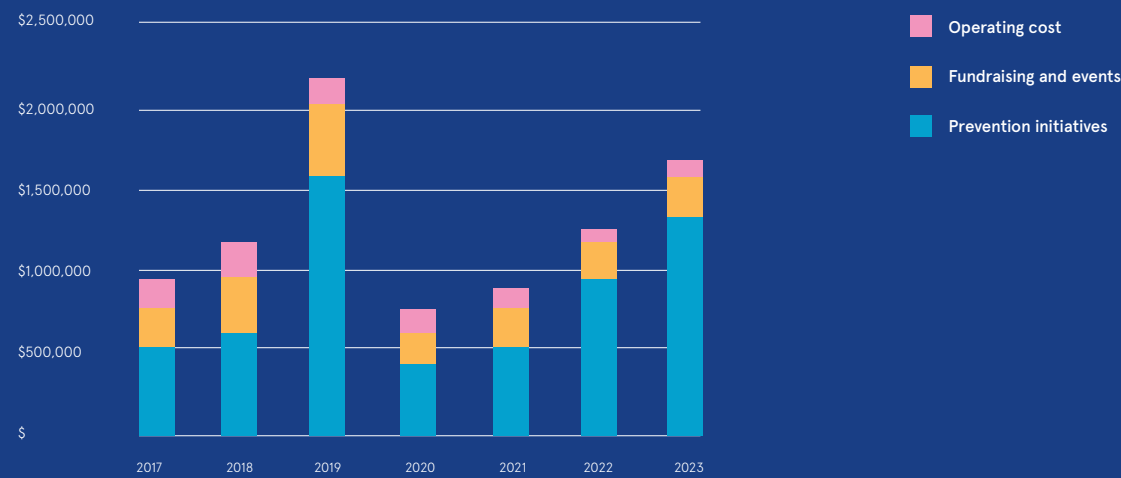


# FINANCIALS

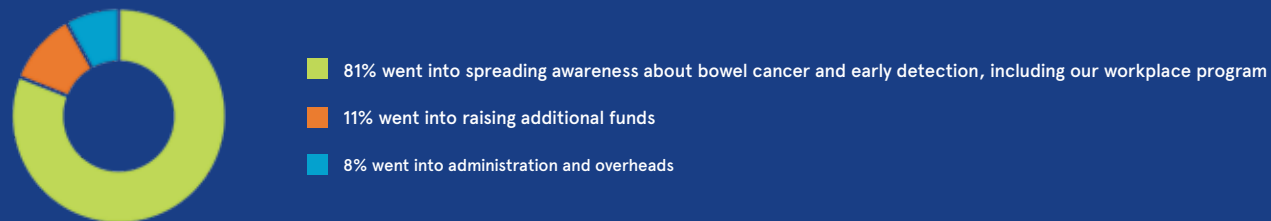
## INCOME



## EXPENDITURE



## WHERE THE MONEY IS SPENT



# FINANCIALS 2023

## INCOME STATEMENT

INCOME	2023	2022
Donations and sponsorship	531,128	417,593
Workplace Program	73,783	27,921
Government Grants	981,371	879,242
Other income	206,711	65,868
<b>TOTAL INCOME</b>	<b>1,792,993</b>	<b>1,390,624</b>
<b>EXPENSES</b>		
Prevention initiatives	1,372,603	972,606
Fundraising and events	184,348	163,888
Operating cost	138,053	108,311
<b>TOTAL EXPENSES</b>	<b>1,695,004</b>	<b>1,244,805</b>
<b>NET SURPLUS/(SHORTFALL)</b>	<b>97,989</b>	<b>145,819</b>

## STATEMENT OF FINANCIAL POSITION

	2023	2022
<b>ASSETS</b>		
Current assets	1,679,437	1,279,723
Non-current assets	5,196	10,176
<b>TOTAL ASSETS</b>	<b>1,684,633</b>	<b>1,289,899</b>
<b>LIABILITIES</b>		
Current liabilities	780,184	483,439
Non-current liabilities	-	-
<b>TOTAL LIABILITIES</b>	<b>780,184</b>	<b>483,439</b>
<b>NET ASSETS</b>	<b>904,449</b>	<b>806,460</b>
<b>EQUITY</b>		
Opening accumulated funds	806,460	660,641
Net surplus/(shortfall for the year)	97,989	145,819
<b>TOTAL EQUITY</b>	<b>904,449</b>	<b>806,460</b>

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 AGAINST BOWEL CANCER.  
WE COULD NOT DO THIS WITHOUT YOU.  
TOGETHER WE HAVE SAVED LIVES.**





# PREVENTING BOWEL ~~CANCER~~

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