

JODI LEE
FOUNDATION

ANNUAL REVIEW 2024



**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



Dr Ginni Mansberg
BOARD DIRECTOR



Professor Timothy Price
BOARD DIRECTOR



David O'Loughlin
BOARD DIRECTOR



Alexei Fey
BOARD DIRECTOR



Anna Roussos
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. We are thrilled that the Australian Government made the announcement in May 2024 to lower the eligibility age of the National Bowel Cancer Screening Program (NBCSP) to 45. This means that 45–49-year-olds can now opt in to receive the free life-saving bowel cancer screening test in the mail, from 1 July 2024. We know that this change will help to save more lives, and we are passionate about ensuring Australians take this simple test. The Jodi Lee Foundation has long advocated for the screening age to be lowered, so we are very pleased that the Australian Government has listened and made this change.

In late 2023 we wrapped up our Talking Sh!t campaign, which 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.

The JLF Trek SA was a huge success once again with more than 220 participants raising over \$205,000 while walking 71km through the Monarto and Murray Bridge

region. We also held our first International Women's Day Luncheon with special guest Jelena Dokic, which was an incredible day supported by the many women who help us in our fight against bowel cancer. More than 370 people enjoyed a long lunch at Adelaide Oval and were inspired by Jelena, and our other guest speakers Tania Carey, Anna Roussos and Rose Cocchiaro.

Other fantastic events included Melbourne Cup at Sean's Kitchen, Burnside Village Christmas wrapping, Adelaide Polo Classic, Gather Round Lunches, Girls Movie Night, and many successful supporter events.

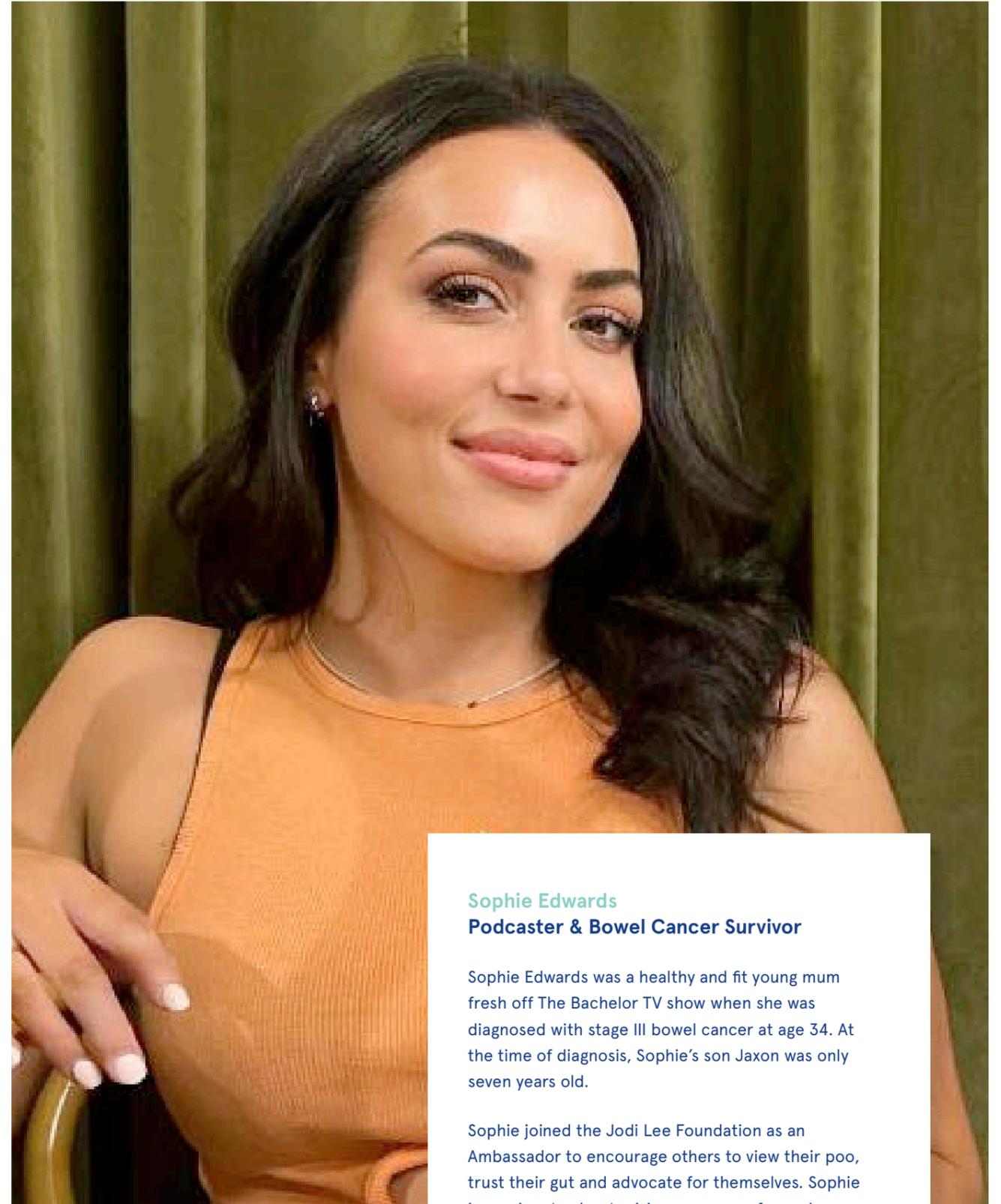
We'd like to formally farewell our longstanding board member Tania Carey, who has supported the Foundation for 10 years and been an integral part of our success. We are so grateful for everything that Tania has done for us and look forward to continuing to work with her in the years to come. We are pleased to welcome two new board members: Alexei Fey, CEO of Comunet, and Anna Roussos, Founder and Director of Roussos Recruitment. We look forward to hearing your insights and having you as part of the team.

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 AMBASSADOR



Sophie Edwards
Podcaster & Bowel Cancer Survivor

Sophie Edwards was a healthy and fit young mum fresh off The Bachelor TV show when she was diagnosed with stage III bowel cancer at age 34. At the time of diagnosis, Sophie's son Jaxon was only seven years old.

Sophie joined the Jodi Lee Foundation as an Ambassador to encourage others to view their poo, trust their gut and advocate for themselves. Sophie is passionate about raising awareness for early onset bowel cancer and taking the stigma away from talking about bowel habits.

AWARENESS CAMPAIGNS



Awareness Campaigns Talking Sh!t 2023

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.



Awareness Campaigns Talking Sh!t 2023

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.

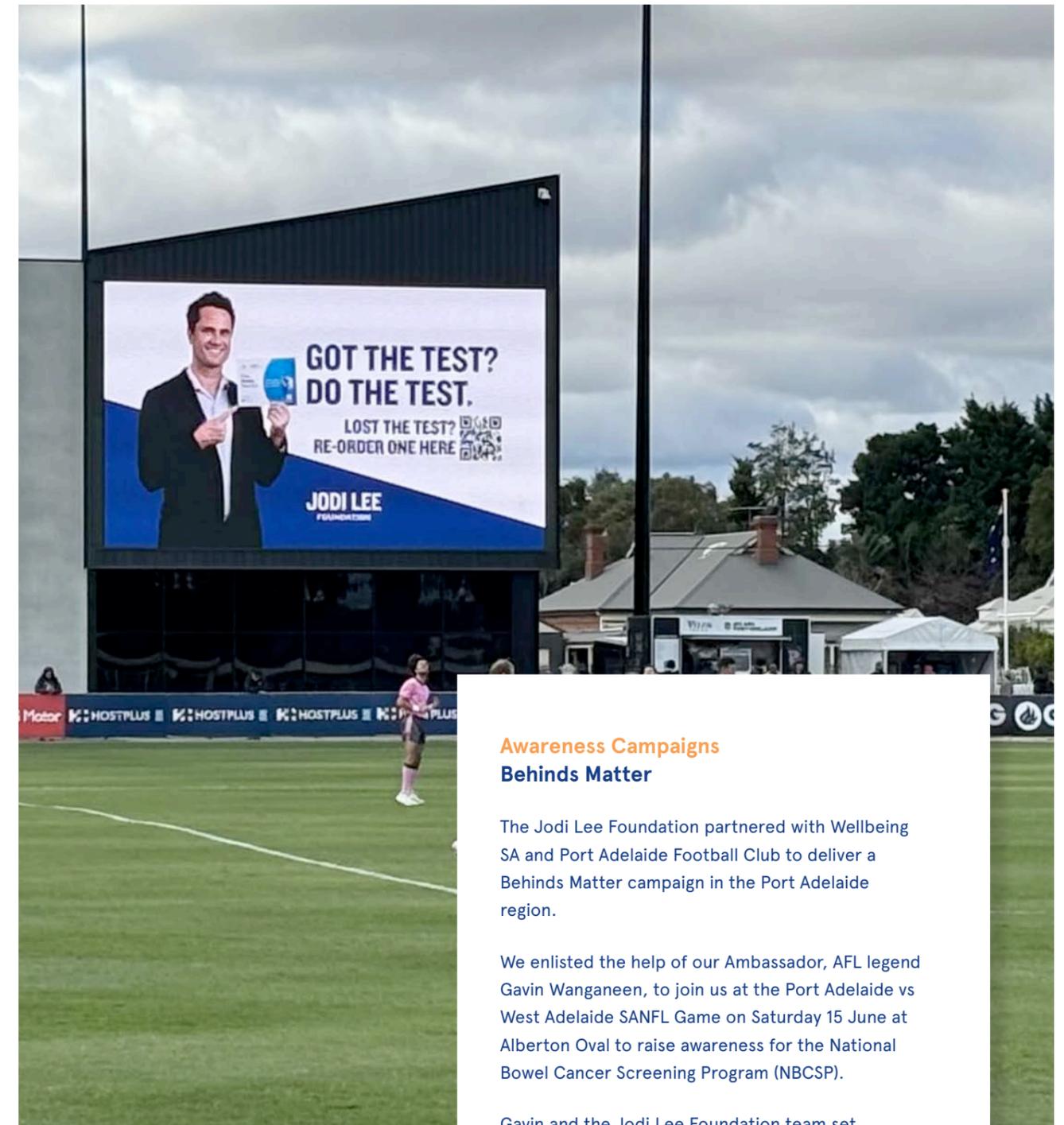
To educate GPs and Health Care Professionals on how they can support and encourage their patients to complete the test, we ran webinars with national GP training organisation GPEx. We also created a Digital Learning Hub platform to house all the information, which was free to access for all health professionals. 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 partner KWPx for their work in helping to deliver this successful campaign.

REACH AND IMPACT

- 776 people and 26 community groups engaged
- 46 Health Care Professionals visited
- 430 community advocates
- 16,000 website visits, 94% new users
- 1882 bowel screening tests reordered
- 470,000 viewers of The Morning Show Advertorial
- 3.98 million reached through Bowls Australia partnership.



Awareness Campaigns Behinds Matter

The Jodi Lee Foundation partnered with Wellbeing SA and Port Adelaide Football Club to deliver a Behinds Matter campaign in the Port Adelaide region.

We enlisted the help of our Ambassador, AFL legend Gavin Wanganeen, to join us at the Port Adelaide vs West Adelaide SANFL Game on Saturday 15 June at Alberton Oval to raise awareness for the National Bowel Cancer Screening Program (NBCSP).

Gavin and the Jodi Lee Foundation team set up a marquee at the entrance of Alberton Oval providing flyers, promotional materials and more, to encourage the crowd to take the bowel screening test when it arrives in the mail for 50–74-year-olds. Attendees of the SANFL match heard from Gavin and the JLF team about how important it is to complete the test, and how to re-order a test if theirs was lost, expired or damaged.

Thank you to Wellbeing SA and Port Adelaide Football Club for supporting this initiative.



Awareness Campaigns

View Your Poo

In September 2023 we once again partnered with TerryWhite Chemmart for our awareness campaign, View Your Poo.

This campaign urged consumers to 'View Your Poo' because it could save your life. In particular, it educates 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 their 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.

This year we had three faces for the View Your Poo campaign: bowel cancer survivors Sophie Edwards, Sam Hakendorf and Bec Paior (pictured). Sophie, Sam and Bec were all diagnosed with bowel cancer at a young age – in their 20s and 30s. Sophie experienced frequent diarrhoea and pains, and Sam and Bec both had blood in their poo.

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

REACH AND IMPACT

- 3-week national campaign featured in TerryWhite Chemmart stores, catalogue, online and on both TerryWhite Chemmart and Jodi Lee Foundation social media pages
- Article featuring Sophie Edwards in The Advertiser
- Long form radio interview with Sophie on Conversations with Cornesy (5AA)
- Radio Interview with Sophie on the Max & Ali Breakfast Show on MIX 102.3
- Radio Interview with Sophie on MIX 104.9 in Darwin.



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.

In October 2023 we partnered with Sorbent and Kellie Finlayson, wife of Port Adelaide Football Club key forward Jeremy Finlayson, to promote our Trust Your Gut campaign on social media and the packaging of Sorbent toilet paper.

We ran a 4-week campaign across social media that showcased the partnership, which featured Kellie dressing up in Sorbent toilet paper and sharing the new packaging featuring the Jodi Lee Foundation logo and a QR code to our Trust Your Gut website and Symptom Checker.

The Symptom Checker tool 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 campaign was featured on Channel 7 News in Adelaide and had a significant reach across social media channels Instagram and TikTok.

Thank you to Sorbent and Kellie for their support with this campaign and helping us to raise awareness for the symptoms of bowel cancer.



Awareness Campaigns Trust Your Gut

REACH AND IMPACT

- 4-week national awareness campaign across social media, Sorbent toilet paper packaging and Channel 7 News
- The launch reel on Instagram had 310,054 plays and 1,653 interactions
- Channel 7 News piece had more than 102,000 viewers in Adelaide
- Channel 7 News piece had a further 2,100 viewers on the video on their Facebook page.



JODI LEE FOUNDATION

TAKE
TAKE
IT MIGHT
SAVE

B

BE HEALTHY
& ACTIVE

E

EXPLORE YOUR
FAMILY HISTORY

A

Awareness Campaigns Workplace Program

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

Employees walk away with knowledge and understanding of bowel cancer, including the risk factors, symptoms to be aware of, how family history can have an impact, and the simple steps they can take to help prevent bowel cancer.

Workplaces are provided with resources and information to use following the presentation, including a Symptom Checker tool to help employees identify if and when to visit their GP if they are experiencing any symptoms.

Employers can choose to purchase at-home screening tests to provide to employees who are under 45 and receive an anonymous report showing the number of tests completed and the results.

REACH AND IMPACT

- 25 businesses held a Workplace Program
- 1,464 employees attended the presentation (approx.)
- 2,580 bowel screening tests distributed through the program

OUR HIGHLIGHTS



PORT ADELAIDE FOOTBALL CLUB AFL GAME – INTERVIEW BEFORE THE BOUNCE

27 August 2023

We had the privilege of being invited to the Port Adelaide vs Richmond Game at Adelaide Oval to share an important message with the crowd before the first bounce.

Jodi Lee Foundation General Manager Rachel McKay and Ambassador Kellie Finlayson, wife of Port Adelaide forward Jeremy Finlayson, spoke about bowel cancer symptoms and our new Symptom Checker tool to a crowd of nearly 40,000 people.

Thank you to Port Adelaide Football club for including us in their game schedule and thank you to Kellie Finlayson for her fantastic work in helping us spread this important message.



STUDIO PILATES EDUCATION AND AWARENESS EVENING

26 June 2024

We had the pleasure of working with Studio Pilates Glenelg and North Adelaide to run a bowel cancer awareness and information evening at Luciano's on the Marina in Glenelg.

Our Founder and Chair Nick Lee OAM, and our Ambassador, Kellie Finlayson, spoke about bowel cancer and the simple steps you can take to help prevent the disease.

On the night we held a raffle with some great prizes donated by local businesses, and Studio Pilates Glenelg offered a free bowel screening test kit to anyone who purchased a 6 for \$60 class pass, which proved to be extremely popular.

Thank you to Studio Pilates Glenelg and Studio Pilates North Adelaide for their efforts in organising such a wonderful event.



TALKING FOOTY WITH PORT ADELAIDE FOOTBALL CLUB AND KELLIE FINLAYSON

27 June 2024

The Jodi Lee Foundation team attended the Port Adelaide Football Club 'Talking Footy' evening to speak to attendees about bowel cancer screening and why it is so important to do the bowel screening test when it arrives in the mail free from the Australian Government.

Our Ambassador Kellie Finlayson joined us for this event, speaking with the MC for the evening, Jarrod Walsh, about why it is so important to trust your gut, be aware of bowel cancer symptoms, and take the life-saving bowel screening test.

It was great to be able to present to a captive audience at The Precinct at Alberton and educate them on bowel cancer and how they can help prevent the disease.

OUR FUNDRAISING





**THE JLF TREK 2024
FPE TEAM**

Fundraising
THE JLF TREK SA 2024
3-4 May 2024

The JLF Trek SA took place across the Monarto and Murray Bridge regions, where trekkers took in a range of different views from sunrise over the hills, to morning mist across the Murray River.

Over the two days, trekkers completed 71km in unseasonably warm weather, raising awareness and funds for bowel cancer prevention.

The JLF Trek SA 2024 was the 10th Trek for Tania Carey, General Manager of Food Processing Equipment (FPE). Tania sadly lost her twin sister, Tracey, to bowel cancer in February 2014. Tracey was only 41 years old when she passed away, the same age as Jodi Lee, leaving behind her new husband and young daughter. To honour Tracey's memory and involve her daughter Harlow in The JLF Trek SA, Harlow rode the last 2km of the trek on her horse, Tiger, and crossed the finish line with Tania and the FPE team. It was an extremely special moment, and we were proud to be able to facilitate this for Tania and her family.

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 the Monarto Sporting Complex where we held the Finish Line Celebration party, and trekkers were treated to paella, drinks and entertainment.

226
TREKKERS

\$205,541
RAISED IN DONATIONS

71km
TREKKED



Fundraising
International Women's Day Luncheon
5 FEBRUARY 2024

This year we held our inaugural International Women's Day Luncheon in the Ian McLachlan Room at Adelaide Oval, and it was a resounding success.

More than 370 people turned out to not only support the Jodi Lee Foundation but also to celebrate International Women's Day and the many amazing women who support us in our fight against bowel cancer.

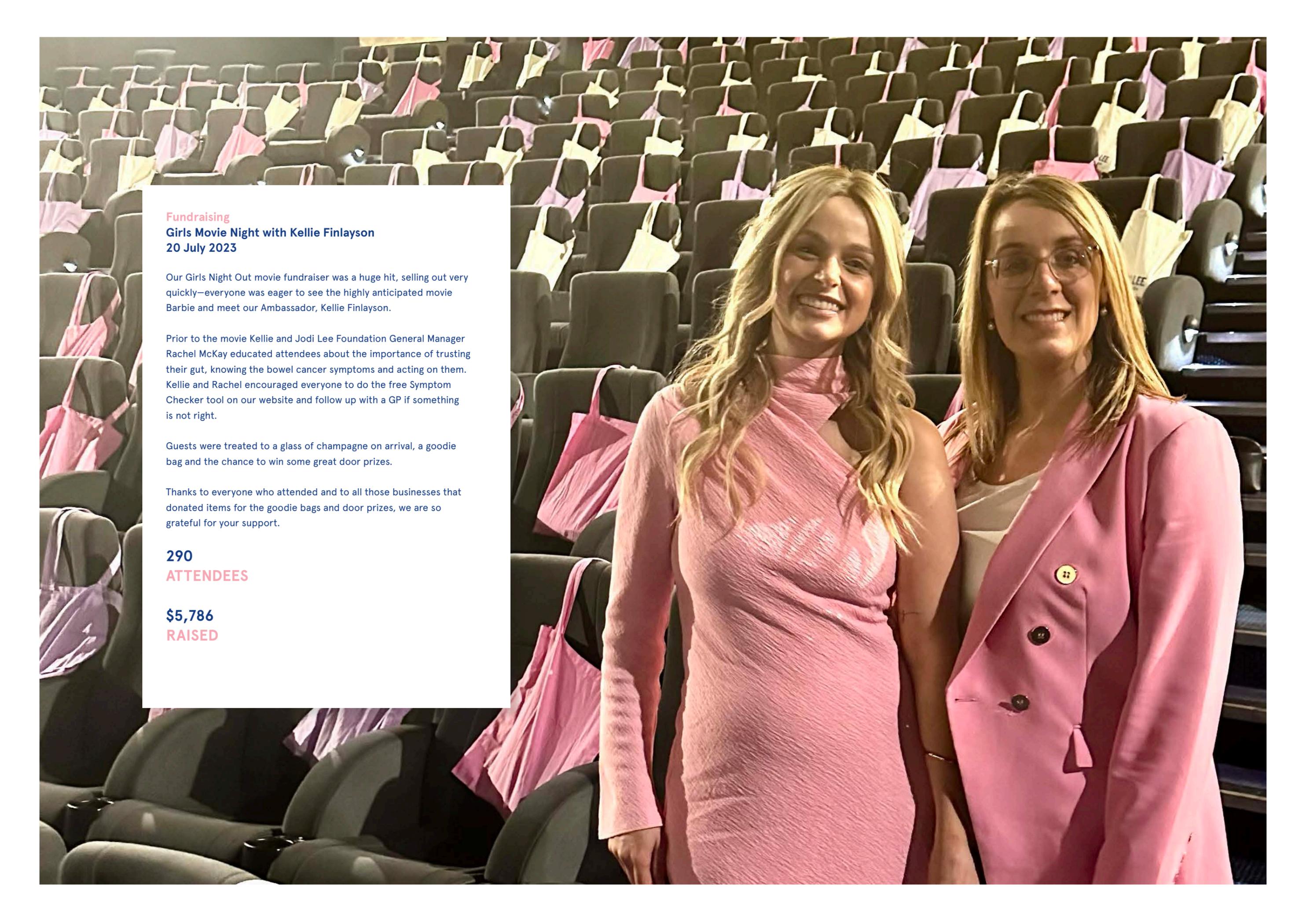
Tania Carey, General Manager of FPE, was our MC for the day who shared her story about losing her twin sister Tracey to bowel cancer 10 years ago. Our panel session featured Corporate Partners Anna Roussos from Roussos Recruitment and Rose Cocchiario from Resolve Divorce who spoke so vulnerably about some of the challenges they had faced and overcome. The audience was hanging off every word these two inspirational women said as they shared their struggles so openly, and how these life changes have now led to extraordinary breakthroughs.

The final part of the day featured an up-close and personal interview hosted by Belinda Heggen, Founder of Fluent Media, with former World Number 4 Tennis Player Jelena Dokic. Jelena talked about her life as a two-time refugee and domestic violence victim at the hands of her father. How she has overcome it all and is now thriving is an incredible testament to her willpower and resilience. This event would not have been possible without our sponsors Adelaide Oval, SALIFE Magazine and Studio Pilates North Adelaide; thank you all for your ongoing support.

Thank you to our dedicated volunteers, everyone who attended, those who bought raffle tickets and everyone who helped us with the event.

378
ATTENDEES

\$17,350
RAISED

A photograph of two women standing in a theater. The woman on the left is wearing a pink, long-sleeved, form-fitting dress. The woman on the right is wearing a pink blazer over a light-colored top. They are both smiling. The background shows rows of theater seats, many of which have pink and yellow bags hanging from them.

Fundraising

Girls Movie Night with Kellie Finlayson 20 July 2023

Our Girls Night Out movie fundraiser was a huge hit, selling out very quickly—everyone was eager to see the highly anticipated movie Barbie and meet our Ambassador, Kellie Finlayson.

Prior to the movie Kellie and Jodi Lee Foundation General Manager Rachel McKay educated attendees about the importance of trusting their gut, knowing the bowel cancer symptoms and acting on them. Kellie and Rachel encouraged everyone to do the free Symptom Checker tool on our website and follow up with a GP if something is not right.

Guests were treated to a glass of champagne on arrival, a goodie bag and the chance to win some great door prizes.

Thanks to everyone who attended and to all those businesses that donated items for the goodie bags and door prizes, we are so grateful for your support.

290
ATTENDEES

\$5,786
RAISED



Fundraising
Melbourne Cup at Sean's Kitchen
November 2023

We were proud to be the Charity Partner for the Sean's Kitchen Melbourne Cup Lunch at SkyCity in partnership with SALIFE Magazine. 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.

On the day Kelly Golding interviewed JLF Ambassador Kellie Finlayson to raise awareness for bowel cancer symptoms, what they are and when to act.

Thanks to the generosity of all who purchased raffle tickets on the day and to the kindness of Sean's Kitchen, SkyCity, EOS and SALIFE in donating prizes. Special thanks to SkyCity for donating a portion of ticket sales to the Jodi Lee Foundation as well.

We are grateful to SkyCity and SALIFE for their ongoing support and partnership.

120
ATTENDEES

\$8,013
RAISED



Fundraising
Adelaide Polo Classic
15 December 2023

We were pleased to be chosen once again as the Charity Partner for the Adelaide Polo Classic.

This year we had the opportunity to host a table of some of our Corporate Partners and Ambassadors, and the Jodi Lee Foundation team facilitated a raffle with the guests, which was drawn by our Founder & Chair, Nick Lee OAM and our Ambassador, Sophie Edwards.

Thanks to the generosity of all who purchased raffle tickets on the day and to those businesses who supported with donations for the raffle.

Thank you to Adelaide Polo Classic and Big Time Marketing for their ongoing support, and for donating a portion of the August ticket sales.

3,000+
ATTENDEES

\$9,150
RAISED



Fundraising
Burnside Village Christmas Wrapping
14-24 December 2023

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

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.

\$5,589
RAISED



Fundraising
JLF x Contour Ride
19 January 2024

The Jodi Lee Foundation and Contour teamed up for a 105km ride through scenic South Australia to watch the Tour Down Under and to raise awareness and funds for bowel cancer prevention.

Thank you to Contour for their support in making this event happen and to all those who attended and donated.

\$6,855
RAISED



Fundraising
City of Norwood Payneham and St Peters
Gather Round Lunch
4 April 2024

The Jodi Lee Foundation were privileged to be the Charity Partner for the City of Norwood Payneham and St Peters (NPSP) Council 'Champions Lunch' to celebrate Gather Round 2024.

The event showcased the rivalry of Norwood Football Club and Port Adelaide Football Club SANFL teams, and of course celebrated the Festival of Footy in South Australia: Gather Round.

On the day the NPSP Council organised a Silent Auction, with all proceeds donated to the Jodi Lee Foundation to help us continue our fight against bowel cancer. Thank you to all those businesses who donated items and to all the bidders and successful winners for their generosity.

Thank you to the City of Norwood Payneham and St Peters Council for involving us in this event, we greatly appreciate your support and partnership.

100+
ATTENDEES

\$4,000
RAISED



Fundraising
Showcase SA Gather Round Lunch
5 April 2024

We had the pleasure of being the Charity Partner for the Showcase SA Gather Round Lunch at the Hilton Hotel.

On the day we heard from an incredible panel of speakers featuring Billy Brownless, Andy Maher, Cameron Mooney, Kane Cornes and Ebony Marinoff, as well as MC Mark Bickley, as they shared the funny stories and insights they have gained throughout their careers within the AFL and AFLW.

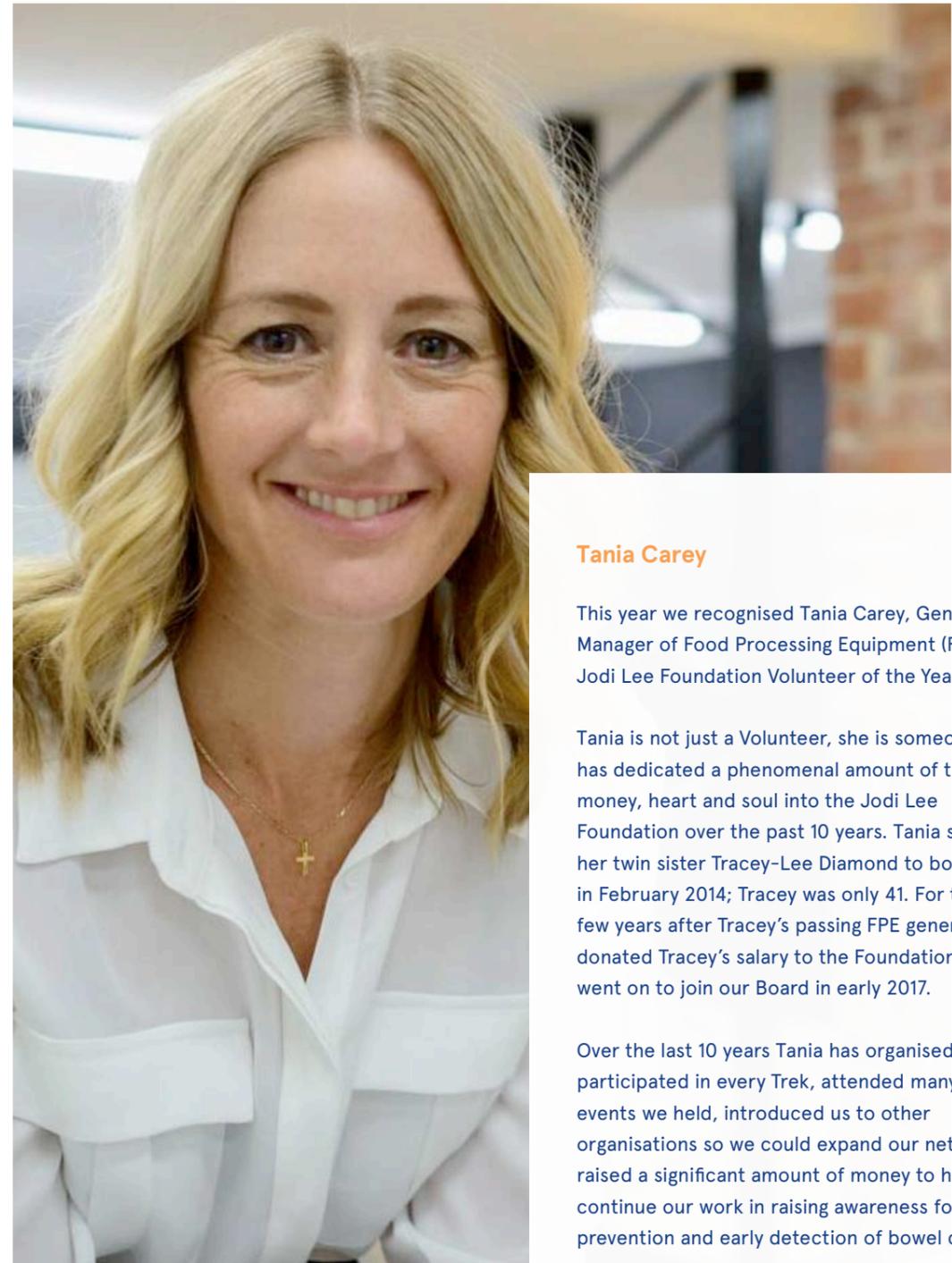
The Jodi Lee Foundation organised a Raffle and a Wine Wall to fundraise, and guests were able to listen to Nick Lee, our Founder and Chair, speak about bowel cancer and how to help prevent the disease.

We sincerely thank everyone who supported our fundraisers, our wonderful volunteers that helped us on the day and of course to Showcase SA for choosing us as their Charity Partner, we loved being involved.

300+
ATTENDEES

\$11,762
RAISED

VOLUNTEER OF THE YEAR



Tania Carey

This year we recognised Tania Carey, General Manager of Food Processing Equipment (FPE), as the Jodi Lee Foundation Volunteer of the Year.

Tania is not just a Volunteer, she is someone who has dedicated a phenomenal amount of time, effort, money, heart and soul into the Jodi Lee Foundation over the past 10 years. Tania sadly lost her twin sister Tracey-Lee Diamond to bowel cancer in February 2014; Tracey was only 41. For the first few years after Tracey's passing FPE generously donated Tracey's salary to the Foundation, and Tania went on to join our Board in early 2017.

Over the last 10 years Tania has organised events, participated in every Trek, attended many of the events we held, introduced us to other organisations so we could expand our networks, and raised a significant amount of money to help us continue our work in raising awareness for the prevention and early detection of bowel cancer.

We value her input and insights into the direction and strategy of the Foundation, but most of all we value her friendship.

The Jodi Lee Foundation team were proud to present a Certificate for Outstanding Service from the Premier of South Australia to Tania at our Thank You Morning Tea in August 2024.

Thank you for everything Tania, we are beyond grateful.

SUPPORTER EVENTS

Did you know you can hold your own event to fundraise for us?
In 2023/2024 our incredible supporter events raised \$23,079.

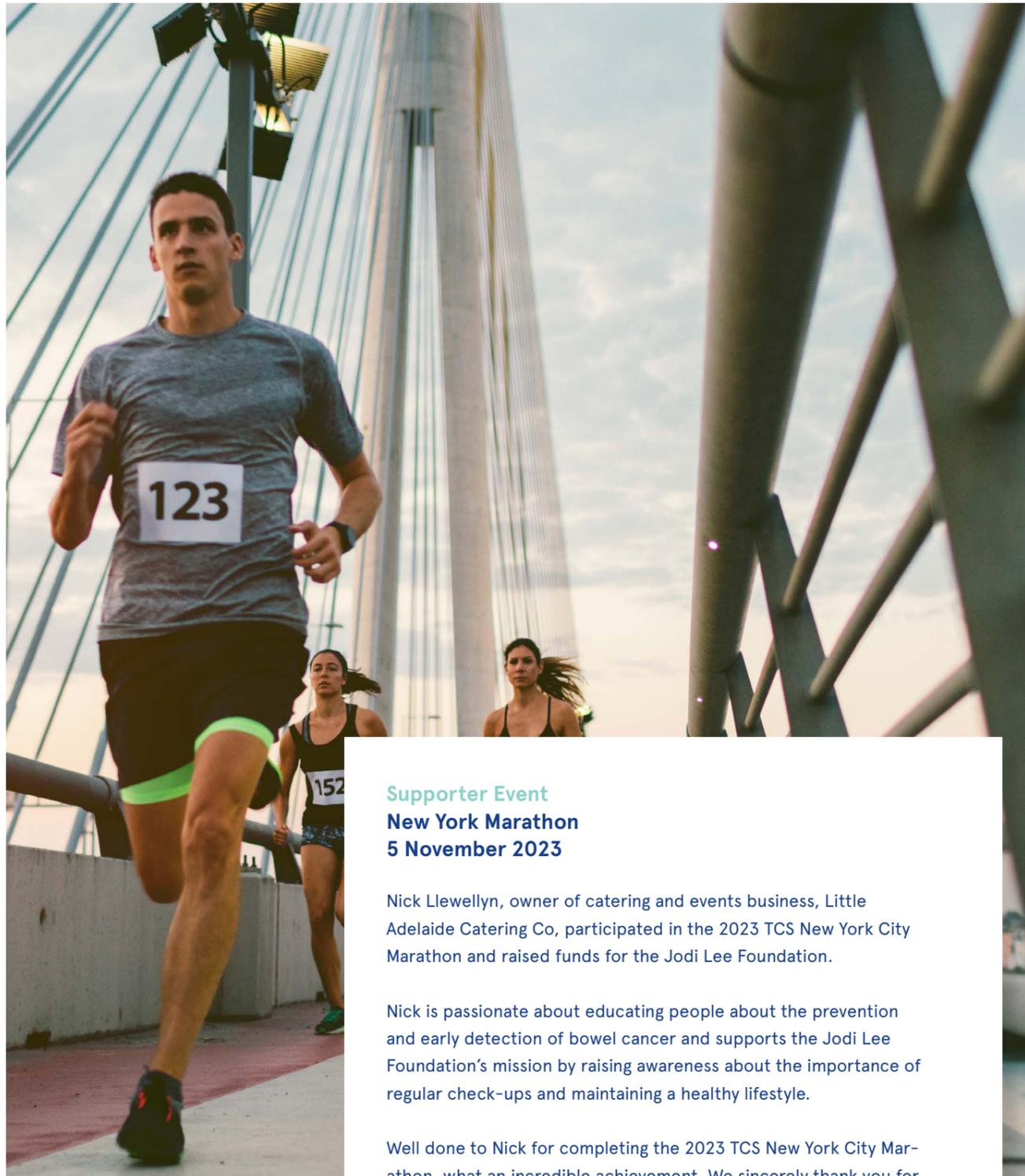


Supporter Event City to Bay 17 September 2023

BDO organised a team to take part in the 2023 Lumary City to Bay Fun Run to raise funds and awareness for bowel cancer prevention and the Jodi Lee Foundation.

On the day, more than 20 BDO employees participated in the Fun Run and we sincerely thank them all for their support, and to BDO for getting behind our cause.

\$1,151
RAISED



Supporter Event
New York Marathon
5 November 2023

Nick Llewellyn, owner of catering and events business, Little Adelaide Catering Co, participated in the 2023 TCS New York City Marathon and raised funds for the Jodi Lee Foundation.

Nick is passionate about educating people about the prevention and early detection of bowel cancer and supports the Jodi Lee Foundation's mission by raising awareness about the importance of regular check-ups and maintaining a healthy lifestyle.

Well done to Nick for completing the 2023 TCS New York City Marathon, what an incredible achievement. We sincerely thank you for your support and fundraising efforts.

\$3,700
RAISED



Supporter Event
Luke's April Project
April 2024

During the month of April, Luke completed over 500km in various challenges in honour of his Mum, Kate, who sadly lost her life to bowel cancer on the 26th April 2022. Kate was a huge supporter of the Jodi Lee Foundation and regularly took part in the JLF Trek with her team Robbo's Ramblers, who still take part to this day.

Luke's April Project involved the following:

- Ironman Challenge: 3.9km swim - 180.2km ride - 42.2km run = total of 226.3km
- Goggins Challenge: 6.44 km every 4 hours for 48hrs = total of 77.28km
- Ultra-Marathon: 56km = total of 56km
- Olympic Triathlon x 2: (1.5km swim - 40km ride - 10km run) x 2 = total of 103km
- Marathon: 42.2km = total of 42.2km.

Grand total = 504.78km.

We are so proud of Luke for taking on this extraordinary challenge in memory of his Mum and to raise awareness and funds for bowel cancer prevention and the Jodi Lee Foundation.

We are incredibly grateful for your support Luke!

\$10,416
RAISED



Supporter Event
Kokoda Trail
15-26 April 2024

Matt and Anton (aka Carter and Woodsy) took on a huge challenge and walked the Kokoda Trail in April 2024, raising funds and awareness for bowel cancer prevention and early detection.

Both Matt and Anton have close family and friends who have suffered from bowel cancer, so they are passionate about the cause. They are also passionate about pushing themselves to the limit and are always taking on a new fitness challenge or experience.

Well done to Matt and Anton for conquering this incredible journey – we can't thank you enough for your efforts!

\$6,247
RAISED

Supporter Event
Colac Football Netball Club Ladies Day
8 June 2024

We were excited to be invited to be part of the Colac Football Netball Club Ladies Day event in Colac, Victoria.

JLF Ambassador Kellie Finlayson shared her story with the captivated crowd and encouraged everyone to trust their gut and use our free Symptom Checker tool.

Local businesses donated some incredible prizes for the raffle and the event was a huge success for all involved.

Thank you so much to Colac Football Netball Club for having us, and to Kellie for helping us raise awareness for bowel cancer.

\$4,950
RAISED



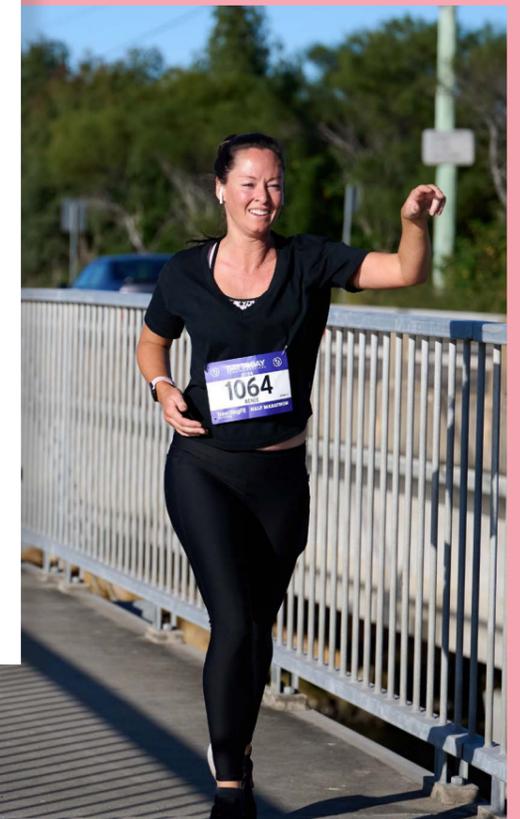
Supporter Event
Bay to Bay Running Event
16 June 2024

Renee Walker is passionate about spreading awareness for young onset bowel cancer after being diagnosed with the disease at age 36, so she took on the Bay to Bay Running Festival Half Marathon to raise funds for the Jodi Lee Foundation.

This was Renee's fourth half marathon – an incredible effort considering she was battling bowel cancer just two years ago.

We sincerely thank Renee for supporting the Jodi Lee Foundation and her efforts in raising awareness.

\$686
RAISED

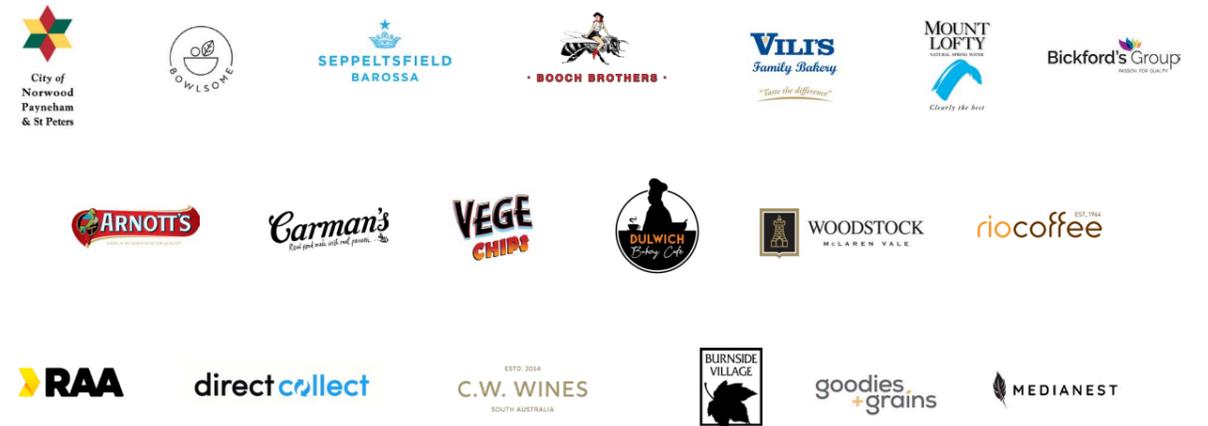




KEY PARTNERS

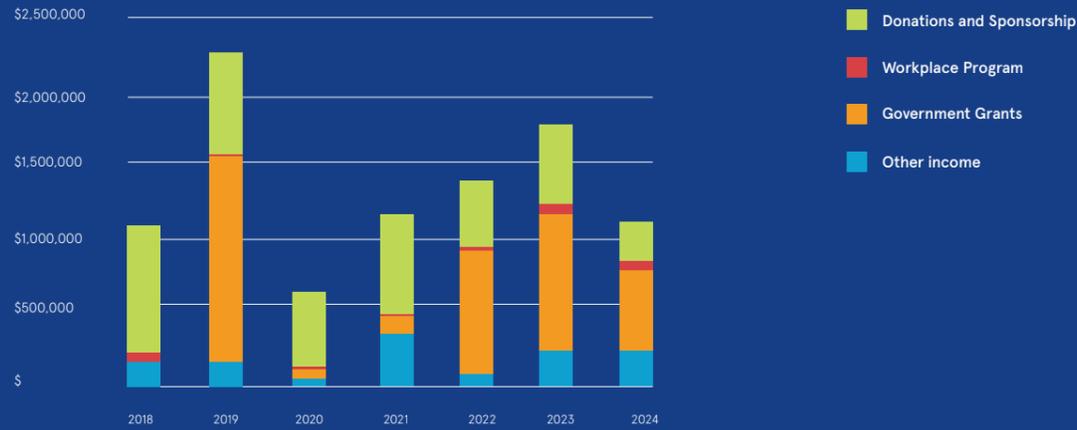


SUPPORTING PARTNERS

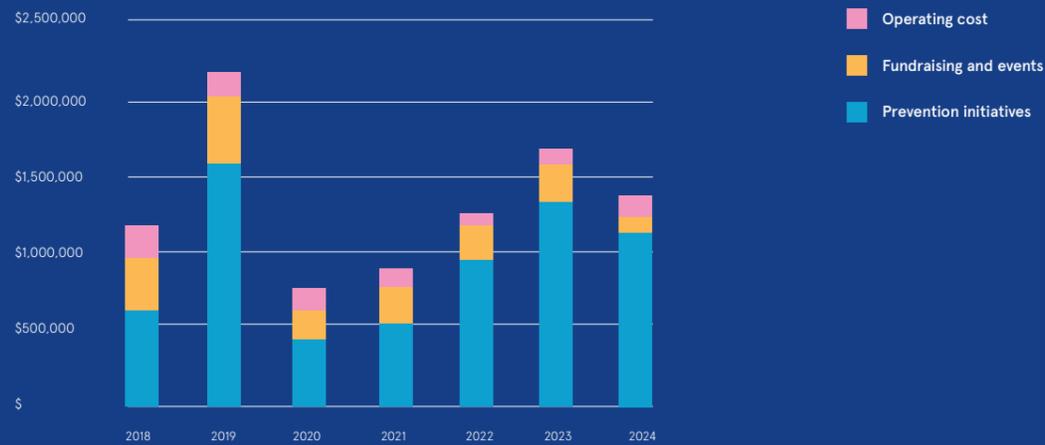


FINANCIALS

INCOME



EXPENDITURE



WHERE THE MONEY IS SPENT



FINANCIALS 2024

INCOME STATEMENT

INCOME	2024	2023
Donations and sponsorship	330,352	531,128
Workplace Program	70,249	73,783
Government Grants	549,885	981,371
Other income	206,384	206,711
TOTAL INCOME	1,156,870	1,792,993
EXPENSES		
Prevention initiatives	1,710,603	1,372,603
Fundraising and events	84,295	184,348
Operating cost	149,602	138,053
TOTAL EXPENSES	1,944,500	1,695,004
NET SURPLUS/(SHORTFALL)	-787,630	97,989

STATEMENT OF FINANCIAL POSITION

	2024	2023
ASSETS		
Current assets	789,384	1,679,437
Non-current assets	2,435	5,196
TOTAL ASSETS	791,819	1,684,633
LIABILITIES		
Current liabilities	84,935	780,184
Non-current liabilities	-	-
TOTAL LIABILITIES	84,935	780,184
NET ASSETS	706,884	904,449
EQUITY		
Opening accumulated funds	904,449	806,460
Net surplus/(shortfall for the year)	-197,565	97,989
TOTAL EQUITY	706,884	904,449

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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