

ANNUAL REVIEW

2013

— THE —
JODI LEE
FOUNDATION



*The early detection
of bowel cancer
saves lives*

Contents

Jodi's story	2
About The Jodi Lee Foundation	3
Messages from our Chair and CEO	4
Achievements	6
Initiatives	8
Events	14
Community support	18
Governance	22
Financials	24

Jodi's story

Sitting your children down to tell them you're going to die is something no parent should have to face – but it was the devastating truth for Jodi Lee.

Jodi and Nick had been happily together for 12 years in 2009 and were living in Vietnam with their two young children. They were having the time of their lives.

Nick was away working when Jodi rang complaining of constipation, abdominal pain and some bloating. The next morning, Jodi's doctor recognised an obstruction in her bowel and ordered scans. Jodi had bowel cancer and the tumour had all but blocked her bowel. She was only 39 years old.

Just before midnight she was airlifted from Ho Chi Minh City to Bangkok for emergency surgery. The operation was very successful but three days later Nick and Jodi received the worst possible news – Jodi was diagnosed with Stage IV bowel cancer and it had spread to her lymph and liver. At best, she only had two years to live.

One of the hardest things was telling their children Jack, 6, and Arabella, 4, that their mum was going to die. Jodi passed away on 16 January 2010.

Before Jodi's diagnosis she was fit and healthy. She had no family history and no symptoms whatsoever, which is typical of bowel cancer. The saddest part of all is that Jodi's story could have had a different outcome if her cancer had been detected early.

With that simple fact as the driving force The Jodi Lee Foundation was established in 2010.



About The Jodi Lee Foundation

Every year in Australia more than 14,000 people are diagnosed with bowel cancer and it claims 5,000 lives. It is our nation's second leading cause of cancer-related death and yet, detected early 90% of cases can be successfully treated, or even prevented. Our mission is to reduce the prevalence of bowel cancer in Australia.

We are committed to:

- Promoting awareness about the high incidence of bowel cancer in Australia,
- Educating our community about the importance of bowel screening and the tests available, and
- Improving participation in regular and appropriate screening for the early detection of bowel cancer.

THE EARLY DETECTION OF
BOWEL CANCER SAVES LIVES



A message from our Chair



My first year as Chair was rewarding as the Foundation continued to grow and build early successes to establish itself as a national voice for bowel cancer prevention.

For some time I tried to convince Nick that taking on a challenge of this enormity would be difficult and to reconsider his vision for the Foundation. However, his persistence paid off and as the Foundation gained momentum, it became clear to me there was a need for such an organisation – its potential to save lives was undeniable.

I was honoured when asked to join the Board, taking on the position of Chair and grateful for the opportunity to step up my level of involvement.

It is common for a business to experience financial pressure during its early days and the Foundation was no different. This year was challenging and I thank our Board for its dedication and determination to deliver on our strategy and make a real impact at a national level.

On behalf of the Board, I would like to make special mention of Chris Lee. Chris announced his retirement from the Board this year and I thank him for his contribution as a director of the Foundation since its beginning in 2010.

Going forward our aim is to diversify our Board to incorporate a wider range of skill sets and open up new networks through which we will increase our reach. We will also seek to formalise a variety of committees to provide the Foundation with specialised advice in a number of key areas.

I must congratulate our Founder and CEO, Nick Lee on the success of the Foundation. His tireless commitment is an inspiration to us all and his ability to engage at all levels has had much to do with our achievements to date.

Thank you to everyone for your support over the past three years – our directors and advisors, the Foundation team, corporate partners, event participants and donors. None of this would have been possible without your backing.

A handwritten signature in black ink that reads "Mark Butcher". The signature is written in a cursive, flowing style.

Mark Butcher
Chair

A message from our CEO

This year has been a mix of opportunities, great early detection stories and tough decisions by our Board. We surpassed \$1 million dollars in fundraising through our events, which has been invested to launch our key bowel cancer prevention initiatives and establish a solid business foundation to support our operations.



We know the early detection of bowel cancer is essential to survive this silent killer. For this reason, all of our initiatives are designed to raise awareness and educate people about the importance of screening for early detection. Our messages continue to reach millions of Australians through the media and our online activities, our Corporate Bowel Screening Program continues to grow and we launched Know Your Risk – a new website to help people with a family history of bowel cancer assess whether they are at risk.

Market research we conducted during the year shows screening for bowel cancer is not high in the Australian conscious, but that people will screen if told to. So we're telling as many people as we can – please take the simple at home screening test. It might just save your life.

Expanding our geographical reach and revenue streams beyond our events is the key to the long-term sustainability of the Foundation. I am proud to report we were awarded a Federal Government grant of \$2.5m to fund a national campaign to raise awareness of bowel cancer and encourage people to participate in simple, affordable screening for the early detection of bowel cancer.

This year we also welcomed Beach Energy on board as our major corporate partner. Beach Energy has seen first hand the importance of our Corporate Bowel Screening Program and we look forward to our three-year partnership. Equally as important are the many businesses and individuals who donate, volunteer, provide pro-bono services and participate in events to raise vital funds that keep the Foundation going. For this we are eternally grateful.

I would also like to make special mention of the Foundation team. We are a small, dedicated group who work hard to deliver against our objectives with limited resources. All of us have a personal connection to bowel cancer and the stories we hear every day is motivation enough to keep us going.

Thank you to everyone who has got behind the Foundation over the past three years. Together we can make a difference to the lives of so many Australian families.

A handwritten signature in black ink that reads "Nick Lee". The signature is fluid and cursive.

Nick Lee
Founder & CEO

Achievements

Raising awareness

8m

PEOPLE REACHED

3,376

SOCIAL MEDIA FOLLOWERS

94

MEDIA STORIES

3,650

POSTS ON FACEBOOK AND TWITTER

11,299

VISITORS TO OUR WEBSITE,
48% OF THEM NEW

Fundraising events

6 MAJOR
EVENTS

127

PARTICIPANTS

\$400,000

RAISED

Corporate Bowel Screening Program

14 ACROSS
BUSINESSES **6 STATES**

2,221 UP
SCREENING TESTS
DISTRIBUTED **113%**

PRESENTED TO
2,300 EMPLOYEES

Early detection tools

931

PEOPLE VISITED *KNOW YOUR RISK*

**PhD RESEARCH
FELLOWSHIP**

DEVELOPING A TOOL TO ASSIST
PHARMACISTS IN SCREENING
BOWEL SYMPTOMS

Making every dollar count

\$50,000

IN GRANTS

\$30,000

IN PRO BONO SUPPORT

23 VOLUNTEERS

15c

OF EACH DOLLAR INVESTED IN
OPERATING COSTS

\$421,024

SPENT ON NATIONAL PREVENTION
INITIATIVES THIS YEAR

Initiatives

Corporate Bowel Screening Program



Kym was offered a screening test when his workplace took part in our Corporate Bowel Screening Program and he decided to take it for peace of mind. Kym's test came back positive, and he was sent to a specialist for a colonoscopy.

His doctor told him that had he waited until he was 50 to take a bowel screening test, it would have been too late. He had no doubt the polyp found during the procedure would have developed into bowel cancer.

Kym was only 39 years old, a husband and father of two. He now has a plan in place for future follow-ups and is so grateful for the opportunity to take part in the Program.

This health and wellbeing initiative educates employees about the risks of bowel cancer and how to be proactive about protecting themselves from this highly preventable disease. Through the Corporate Bowel Screening Program, employers have the opportunity to distribute potentially life-saving bowel screening tests to their employees.

Since the Program began, we have presented to 27 businesses and 878 people have taken the simple, at-home screening test, of which 10% have received a positive test result that required further investigation. The total number of tests being returned increased to 30% this year with 2,221 kits distributed and 657 returned. We expect the return rate to continue increasing as awareness surrounding bowel cancer is heightened and there is shift in attitudes towards screening.

This year we presented to 14 businesses, including Coates Hire and Caterpillar sites across Australia. The results from SA Caterpillar dealer, Cavill Power Products are especially noteworthy. Of the 156 tests completed, 24 positive results were identified and we know of five employees having surgical interventions to prevent the onset of bowel cancer.

With early detection the key to successful treatment, we strongly encourage employers to take action and protect their workforce through our Corporate Bowel Screening Program.

Coates Hire

The Corporate Bowel Screening Program fitted in well with our ongoing health promotion activities and the subsequent results more than justified the low costs incurred. Positive results were returned by one in fourteen of our people completing the test, potentially saving lives or at least preventing others from surgery or from treatment. No more justification is necessary.

The Program was well received by our staff and the seminars presented by Nick attracted better than expected attendances and prompted excellent feedback. We have now posted a video of one of Nick's presentations online for access by our staff and their families at any time.

As an employer we believe we have an important role to play in educating our staff and promoting healthier life styles as it not only benefits the individual and their family but our company and the wider community as well.

Adrian Ditcher

Group Manager – Health, Safety, Environment and Quality





Initiatives

Raising awareness

What Sh-ts You?

91,000

FACEBOOK FANS REACHED

1,016

CLICKS ON OUR POSTS

510

FACEBOOK FOLLOWERS

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

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

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

Media coverage

OUR MESSAGES REACHED:

7.1m

PEOPLE ON TV, RADIO AND IN NEWSPAPERS

18.0m

PEOPLE ONLINE

94

STORIES ACROSS AUSTRALIA

We achieved a range of media stories throughout the year, which plays an important role in education. Of the stories published 56% of the audience reached was located in South Australia. In the coming year we will work towards broadening our reach interstate.

Media coverage in our events is a key element to raising awareness nationally and at a community level. Once again the Little Black Dress Classic generated significant media interest, with 22 stories appearing across SA and regional NSW and the little black tutus featuring in accompanying photos and many of the headlines.

Next year will see us launch a national television commercial to raise awareness of bowel cancer, elevating the profile of the disease to put it on the same standing as other major cancers. This national campaign is a first-ever for bowel cancer in Australia and an important step in educating our 7 million plus target market.



We have also been busy planning our #iknowsome1 campaign with the Australia Football League and Carlton Football Club to show Australia just how common bowel cancer is. We are asking people to join AFL greats supporting the campaign by using the hashtag #iknowsome1 in the lead up to the game. With more than 30,000 people expected to attend the match and the potential to reach millions more through media coverage and social media platforms, this campaign has the potential to put bowel cancer on the agenda of footy fans far and wide.

Social media & online

Social media is a powerful communication tool and we invest much time engaging with our online community. Many people first learn about us through social media and go on to get involved in many other ways.

We continued our focus on Facebook as a key social media platform and grew our following to 2,300 this year. Facebook provides an opportunity for us to share information about the Foundation, bowel cancer facts and the importance of screening but importantly, allows people to share their stories with us too.

We posted 3,650 messages on Facebook and Twitter, which were seen by over 878,000 people and many more through followers sharing and retweeting our posts.

Facebook

2,300

FOLLOWERS

150

POSTS

394,814

PEOPLE SAW OUR POSTS

6,523

PEOPLE TALKED ABOUT US

Twitter

566

FOLLOWERS

3,500

TWEETS

483,800

PEOPLE SAW OUR TWEETS

578

CONTRIBUTORS

Website

11,299

USERS VISITED OUR WEBSITE

Over 11,000 people visited our website during the year, with almost half of them new visitors. The majority of these go directly to our website or search for us by name. Visitors were most interested in our events, visiting these pages to make a donation.

Next year our website will be updated to include more information on bowel cancer and prevention, such as screening, symptoms to watch out for and when to act, healthy lifestyle tips, as well as Foundation news and the personal stories that inspire us every day.

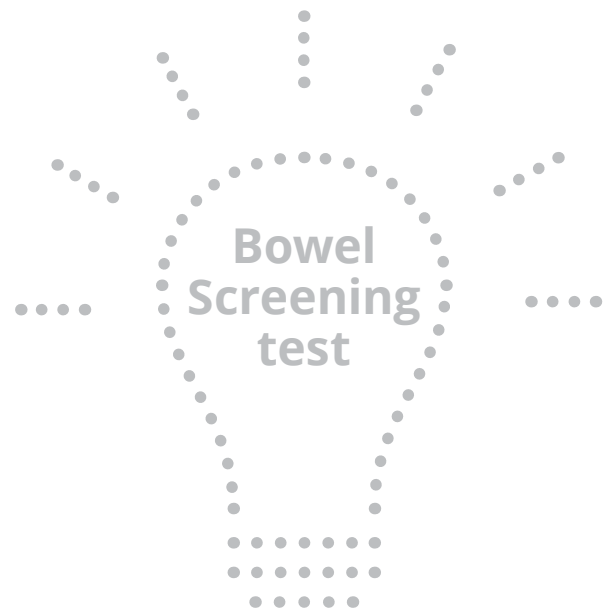
Initiatives

Market research

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

The results showed that while bowel screening is widely recognised as being highly important, it is generally not top of mind and therefore becomes a low priority. The challenge is to make bowel screening top of mind. This could be achieved by increased GP referrals and continued government endorsement through the National Bowel Cancer Screening Program, as well as through a national awareness campaign that sparks a conversation around bowel cancer and the screening test.

Furthermore, research showed campaigns should focus on increasing bowel cancer awareness, highlighting the importance of the screening test for early detection and changing perceptions, but also breaking down barriers surrounding screening to motivate people to take the test as a normal part of turning 50.



Initiatives

Early detection tools

Know Your Risk

People with a history of bowel cancer in their family you may be at increased risk of bowel cancer. Knowing that risk and seeking medical advice about suitable screening can save lives.

So we built Know Your Risk, a simple and interactive website that helps people with a family history of bowel cancer determine whether they have a higher than average risk of developing the disease.

The website guides users through a series of steps to build a family tree that records the relevant health history of close relatives. If risk is determined to be elevated, the user is provided with a customised letter and copy of their family history to discuss with their GP. Since its launch in May, 931 people have visited the website.

Know Your Risk is a collaborative project between The Jodi Lee Foundation, Cancer Council SA, CSIRO Preventative Health Flagship and Flinders University.



PhD Research Fellowship

The Jodi Lee Foundation PhD Research Fellowship at Curtin University is investigating the role pharmacists play in the early detection of bowel cancer.

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

This research project aims to develop an effective method to promote medical consultation for patients who visit pharmacies seeking treatment for significant symptoms of chronic and life limiting lower bowel disease. It is due to be completed at the end of 2014.



Events

Collectively our event teams raised over \$400,000 this year, an incredible achievement from just 150 people. Equally as important were the numerous stories appearing in the media, raising awareness of bowel cancer in the hometowns of our participants and the communities we visit. The press just love our little black tutus!

Little Black Dress Classic

Now in it's third year, The Little Black Dress Classic has become synonymous with grit, guts and determination – and of course there's the little black tutu. This year's event left from beautiful Coffs Harbour, with the team winding their way through the countryside and along the coast for 7 days, covering over 900 kms and finishing with a celebration at Sydney's Royal Motor Yacht Club. We were pleased to welcome some of our veteran riders to the team again who have ridden in all three Classics! This special team of cyclists raised \$95,000 to support our initiatives.

Little Black Dress Classic (Vietnam)

We teamed up with Vietnam Bike Tours for an exhilarating 8-day cycling tour through vibrant cities and the picturesque countryside of Vietnam. Starting in Hanoi, 20 participants rode 540kms in 47-degree heat, negotiating thousands of motorbikes along the way. Over \$100,000 was raised through this event, including a whopping \$35,000 from a Little Black Dress Party in Singapore.

Cyclists and their friends and family celebrated on the last night by donning their little black dresses again in Ho Chi Minh City, the home of the first ever Little Black Dress Party back in 2010. A special thank you to party committee members Tiffany Bond, Sarah Fischer, Ange Gibson, Suzie Hosking, Gillian Duncan, Ginny Condra, Sarah Vidotto and Melissa Golden.

The SA Hiking Challenge

A new event on our calendar, The SA Hiking Challenge caters to those looking for a challenge closer to home. A team of 18 participants hiked the stunning Flinders Ranges, covering the first 80km of the Heysen Trail through creek beds, a climb up the ABC Ranges and over Wilpena Pound. Stephanie Laurie set a remarkable record completing 42.5kms on day one in just 6 hours, followed closely by James Young finishing in 6.5 hours. The event raised \$41,709 thanks to our participants, volunteers and major sponsor Beach Energy.



Why the Little Black Dress?

Jodi loved a little black dress. In 2009, her friends in Vietnam threw a Little Black Dress Party to raise money for her care. Since then, Little Black Dress parties have been held in Adelaide, Sydney, Melbourne, Brisbane, Singapore and Ho Chi Minh City. All our event participants wear little black tutus in her honour and as a result it has become our iconic symbol.

Little Black Dress Party

We celebrated Jodi's birthday in style with our third Little Black Dress Party, this year on the Adelaide Festival Centre terrace. With Adelaide's city lights as the backdrop, guests dressed with a touch of neon and enjoyed champagne, cocktails and canapes under the stars. The event included Seven News presenter Jessica Adamson as MC and entertainment by local band Selah and DJ Jodi Brumby. Thanks to our committee members Alice Turnbull, Bec Smith, Bud Hocking, Britt Hetherington and Marissa Packer and also to the generous companies who donated items for our live auction – ResourceCo, James Thredgold Jewellers, and Sprout.



Mount Lofty Masters

To celebrate the festive season, we organised a golf day at the Mount Lofty Golf Club. Over 70 players braved a very hot December day in the Adelaide hills for a fun 18 holes, followed by lunch. Thank you to our major sponsor Bird In Hand and also to the Mount Lofty Golf Club for hosting such a wonderful day. Sponsors provided prizes for every hole, making sure everyone was a winner.



New York Marathon

The New York Marathon was cancelled for the first time in 42 years, with the announcement coming just two days prior due to the devastating impact of Hurricane Sandy. After months of training and fundraising, our team was disappointed with the last minute cancellation but still managed to raise an impressive \$55,000. The good news is most participants have committed to continuing their training and have their sights set on the 2013 event.

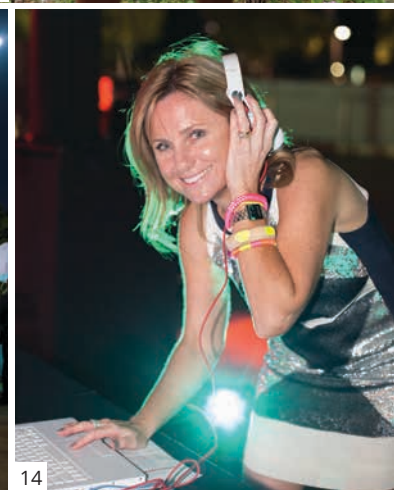
The following people have made an incredible effort to raise more than \$20,000 for The Jodi Lee Foundation... thank you!

- Todd Brown
- Alistair Cavill
- Scott Elvish
- Sam Fischer
- Rosemary Hocking
- Nick Lee
- Andrew McKay
- Andrew Poole
- Richard Turner
- Michael Long



1. Triumphant after a completing the Little Black Dress Classic, NSW.
2. Show of support from our cycling team.
3. The beautiful NSW coast.

4. Never too busy to visit key landmarks!
5. Start of the inaugural SA Hiking Challenge, Flinders Ranges.
6. A picturesque photo opportunity on the hike.



7. A fun day for all at our Mount Lofty Masters.

8. A group selfie in Vietnam, Little Black Dress Classic.

9. On the move through the Vietnam countryside.

10. Having a ball at our Little Black Dress Party, Adelaide.

11. Striking a pose Vietnam style!

12. In need of a stretch on The SA Hiking Challenge.

13. Big turn out for our Little Black Dress Party!

14. DJ Jodi mixing it up at our Little Black Dress Party.

Community support

Corporate partners

The ongoing support we receive from individuals, organisations and community groups has allowed us to continue to provide our important bowel cancer programs and initiatives.

We would like to thank our loyal partners and supporters for their ongoing commitment and enthusiasm to help raise awareness and motivate people to be proactive about preventing bowel cancer.



We are looking forward to commencing a three-year partnership with Beach Energy Australia next year worth \$150,000, which will see us extend our Corporate Bowel Screening Program nationally. Beach Energy Australia experienced the value of the Program when it took part in 2012 and 2013, as part of its employee wellbeing platform. Eight positive results were detected requiring further investigation and potentially preventing the onset of bowel cancer or allowing for early detection.

J A M E S T H R E D G O L D
J E W E L L E R

Thank you to James Thredgold for designing these special edition 18 carat gold and diamond necklaces, modelled on our logo. James has been a long-time supporter of the Foundation, donating items each year to help us raise money at auction. We are excited about this new collaboration. Proceeds from the sale of necklaces will be donated to the Foundation.



Our thanks also to these organisations for their ongoing support:



Matched donations and workplace giving:

- Macquarie Group Foundation
- AMP Foundation Charitable Trust
- Telstra Corporation
- Westpac Group

Our workplace giving partnerships are facilitated by Charities Aid Foundation.

Community support

Valued friends

Ambassadors



Graeme Goodings

Presenter,
Channel Seven

South Australian Independent MP Nick Xenophon addressed the Senate during the year about the risks of bowel cancer and the importance of early detection, proposing the government work with us to raise awareness and develop strategies to improve participation in bowel cancer screening.



Nick Xenophon

Thank you to our valued friends

- | | | | | |
|--------------------------|----------------------|-----------------------------|-------------------------|--|
| Adam Balarin | ChiroPractical | Greg Bond | Melissa Golden | Roscoe Shelton |
| Adelaide Festival Centre | Chris Cameron | Jack Dowling | Michael Long | Rustic Gourmet |
| Adelaide Hills Toyota | Collectable Classics | Jack Gale | Mount Lofty Golf Club | Sarah Fischer |
| Adventure 4WD | Communikate et al | Jacobs Creek Visitor Centre | Network 10 | Sarah Macdonald |
| A.H. Beard | David Galea | Jake Phillips | Neutrog | Sarah Vidotto |
| Alice Turnbull | David Greenslade | James Read | Nick Fraser | Seven News |
| Andrew Case | Denice Mason | James Thredgold Jewellers | Nick Lee | Showpony Advertising |
| Andrew Penn | Donna Olson | James Young | Nicole Anderson | Spartan Electrical |
| Andrew Read | Edwina Jamieson | Jamie Scott | Nikki Moffitt | Sprout |
| Angela Gibson | Emma Hosking | Jane McLachlan | Nippy's | Stephanie Laurie |
| Anna Vincent | F2P Sport | Janine Polkinghorne | Norman Denton | Susie Anderson |
| Annette Coleman | Fergus McLachlan | Jeevan Duet | NurseLink Foundation | Susie Hosking |
| Bec Smith | Fernando Jaramillo | Jenny Greenslade | Oaks Hotels and Resorts | T&R Pastoral |
| Ben Dunn | Flowers By Donna | Jodie Lyons | Paul Gilmour | Taylor Walker |
| Ben Williams | Foodscaper | John Anderson | Paul Grant | The Foodscaper |
| Bird In Hand | Freya Campbell | Justin Nugent | Peter Foubister | The Locavore |
| Britt Hetherington | Gate Uniques | Karen McGoldrick | Peter Grant | The Peggy Charitable Trust |
| Bruce Robinson | Ged Walsh | Katrina Hood | Peter Kempster | The Social PR Co |
| Bud Hocking | Ginny Condra | Lachy Gibson | Prameet Kotak | The Stirling Hotel |
| Bunnings Warehouse | Gillian Duncan | Lisa Wedding | Punt Club | Tiffany Bond |
| Cameron Olson | Golding Wines | Macquarie Bank | Q Gallery | Urban Stone |
| Carman's | Golf Plus | Malcolm Wood | Rhonda Vincent | Weathersafe |
| Cathy Adamek Productions | Graham Hooper | Maple | Richard Turner | Williams Burton Architecture & Interior Design |
| Channel 9 | Greencities | Marisa Packer | RockBare | Your Healthy GP |

Community support

Fundraising

Running for Jodi Lee

Tory Toogood joined The Jodi Lee Foundation's New York Marathon team in 2011 after being touched by Jodi Lee's story. As a mother of two, Tory could relate to Jodi's situation and the risk of bowel cancer suddenly became a possible reality.

Feeling compelled to spread the word, Tory challenged herself to run seven marathons on seven continents. So far she has completed marathons in the US, China, Australia and Africa, and has found time to raise more than \$11,500 too.



The Raid Alpine

Ben Williams conquered The Raid Alpine during the year, a 740km road cycling challenge through France, from Lake Geneva to the Mediterranean. It includes over 31 alpine climbs with 16,300m of ascent. He raised \$1,513 for the Foundation – thanks Ben!



Sydney Running Festival

Karen McGoldrick raised \$1,750 when she ran the half marathon course, commencing at Milsons Point and finishing at the iconic Sydney Opera House.



Governance

Board of Directors



Mark Butcher

Chair

Mark is Chair of Ernst & Young's SA Advisory Board and Deputy Chairman of Minter Ellison. He is also an Executive Director at Penmarric Capital, a boutique advisory business providing specialist solutions to corporate and government clients. His commercial acumen and strategic expertise will be invaluable to The Jodi Lee Foundation.



Nick Lee

Founder & CEO

Nick and Jodi were together for 14 years and have two children, Jack and Arabella. Nick was a director at fast moving consumer goods company, Unilever, before establishing the Foundation in 2010. Since then he has successfully driven the growth of the Foundation, including securing a \$2.5 million Federal Government grant to run a national advertising campaign, and negotiating a major deal with the Australian Football League, using the sport's high profile to further raise awareness.



Alistair Cavill

Alistair is the Managing Director of Cavill Power Products Pty Ltd, the Caterpillar Dealer for South Australia. A friend of the Lee family, he is an active fundraiser for cancer related initiatives. In June 2011, he competed in the Gobi march, a 250km foot race across China's Gobi Desert, raising over \$22,000 for The Jodi Lee Foundation.



Dr Andrew Luck

As a colorectal surgeon at the Lyell McEwin Hospital in Adelaide's north, Andrew brings to our Board extensive knowledge and passion for the early detection of bowel cancer through screening. He is a member of the Colorectal Surgical Society of Australia and New Zealand, previously holding the position of President. Andrew was involved in the formation of the National Bowel Cancer Screening Program as a member of the Program Advisory Group and the Quality Working Group for Colonoscopy.



Tiffany Young

A close friend of Jodi's, Tiffany is a co-founder of The Jodi Lee Foundation. A member of our executive team, she is responsible for managing our business, from strategy development and finance to PR and communications. Tiffany has a background in tax, having spent many years working for Deloitte and following that consulting to listed property funds.



Chris Lee

Chris was Jodi's father-in-law. After 25 years in legal practice, he served as a judge of the Industrial Court of South Australia and then as a judge of the District Court of South Australia. Since retiring in 2006, Chris has served in the part time position of President of the Racing Appeals Tribunal of South Australia. Chris resigned as a director of The Jodi Lee Foundation in September 2012.

Our Board is responsible for overseeing the management of The Jodi Lee Foundation and the performance of the senior management team. They meet three to four times a year and receive detailed finance reports on a monthly basis. All directors volunteer their time and expertise to help us achieve our objectives.

As well as acting as advocates for the Foundation, Board functions include reviewing and approving the Foundation's strategic plan and annual budgets, appointing the CEO and ensuring the integrity of internal controls, risk management procedures and the financial viability and sustainability of the Foundation.

Medical Advisors

We are proud to have a panel of highly recognised specialists behind The Jodi Lee Foundation. We work closely with each of them to ensure the information we provide is relevant, accurate and current. Their assistance is provided on a voluntary basis.

Andrew Luck MBBS MD FRACS FCSSANZ
(Committee Chair)
Colorectal Surgeon, Lyell McEwin Hospital
Clinical Senior Lecturer, University of
Adelaide

Prof Graeme Young AM, MBBS MD FRACP
FTSE AGAF
Matthew Flinders Distinguished
Professor, Flinders Centre for Innovation
in Cancer

Prof Moyez Jiwa MD FRCP FRACGP MRCGP
Professor of Health Innovation,
Department of Medical Education,
Curtin University

Dr Tabitha Healey BMBS FRACP
North Adelaide Oncology

> The Jodi Lee Foundation is committed to:

- Delivering effective initiatives
- Being accountable to donors and stakeholders
- Raising money with integrity and reporting with transparency
- Keeping operational costs to a minimum by working closely with our supporters

Financials

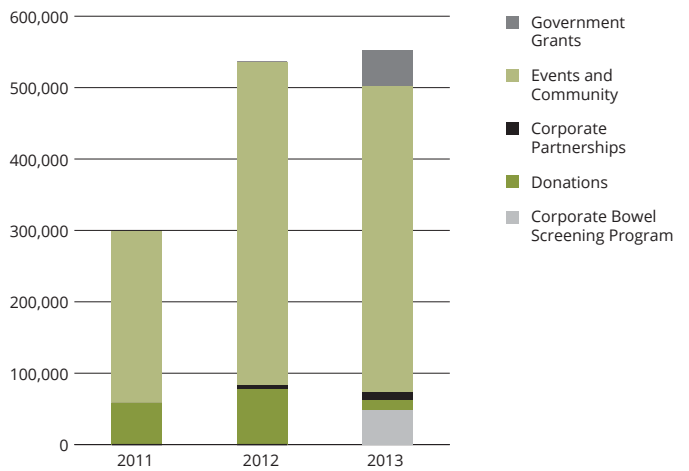
Investing in bowel cancer prevention

Our events continue to play a significant role in fundraising, contributing 78% of our income this year. The funding secured through government grants and corporate partnerships will reduce our reliance on fundraising through events over the coming years. What is not reflected in our accounts is pro bono support valued at \$30,000.

We were able to invest \$421,000 in our many bowel cancer prevention initiatives this year, thanks to the businesses and individuals donating to support the Foundation.

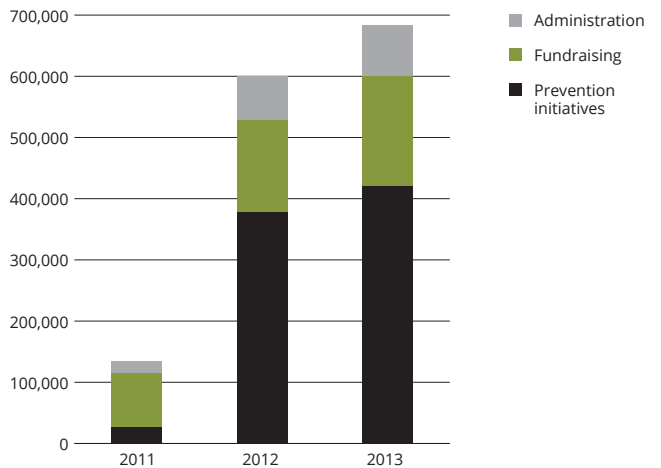
Operating costs were kept to a minimum, accounting for only 15% of income raised during the year and our event and fundraising costs accounted for 32%. These events also play an important part in raising awareness and promoting healthy lifestyle choices.

Income



Note: amounts are based on cash flow calculations

Expenditure

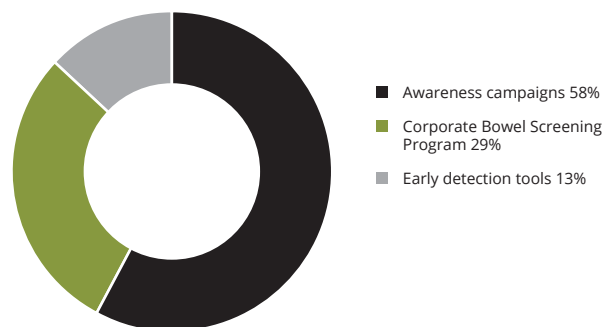


Note: amounts are based on cash flow calculations

Our initiatives

All of our initiatives are designed to save lives by raising awareness about bowel cancer prevention. This year our PR and digital activities resulted in our messages reaching 8 million people. We presented our Corporate Bowel Screening Program to 14 businesses across Australia and we continue to develop tools to assist the early detection of bowel cancer, such as the Know Your Risk website and a clinical decision-making aid for screening bowel symptoms in community pharmacies due to be released in 2015.

Prevention initiatives



Note: amounts are based on cash flow calculations

Income Statement

	2013	2012
INCOME		
Fundraising Income	509,804	585,659
Other Income	50,302	7,393
Total Income	560,106	593,052
EXPENSES		
Prevention initiatives		
Community awareness	245,245	186,860
Corporate Bowel Screening Program	123,031	115,981
Early detection tools	47,218	32,329
Fundraising expenses	179,728	149,224
Operating expenses	95,314	75,062
Total Expenses	690,536	559,456
Net Surplus/(Shortfall)	(130,430)	33,596

Notes:

1. Pro bono services and gifts received are not included in the income statement.
2. No commissions are paid to third parties for fundraising activities.

Statement of Financial Position

	2013	2012
ASSETS		
Current Assets		
Cash & cash equivalents	19,587	144,386
Receivables	608,465	58,970
Prepayments	2,070	1,200
Total Current Assets	630,122	204,556
Non-Current Assets		
Fixed Assets	5,814	5,834
Intangible Assets	35,234	42,775
Total Non-Current Assets	41,048	48,609
TOTAL ASSETS	671,170	253,165
LIABILITIES		
Current Liabilities		
Payables	100,754	45,409
Provisions	-	-
Deferred revenue	493,090	-
Total current liabilities	593,844	45,409
Total non-current liabilities	-	-
TOTAL LIABILITIES	593,844	45,409
NET ASSETS	77,326	207,756
Equity		
Opening accumulated Funds	207,756	174,160
Net Surplus/(Shortfall) for the year	(130,430)	33,596
TOTAL EQUITY	77,326	207,756

Notes:

- Deferred revenue is grant funding received for a specific project continuing into the next financial year. Income is recognised in the same period as expenses are incurred.

A full set of audited accounts can be downloaded from our website.

— THE —
JODI LEE
FOUNDATION

THE EARLY DETECTION OF
BOWEL CANCER SAVES LIVES





66A The Parade
Norwood SA 5067

t (08) 8343 7222

e enquiries@jodileefoundation.org.au

www.jodileefoundation.org.au

