

PREVENTING BOWEL CANCER

ANNUAL REVIEW

2014

— THE —
JODI LEE
FOUNDATION

THE EARLY DETECTION OF
BOWEL CANCER SAVES LIVES



*Thank you for
saving my life.*



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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

Bowel cancer is often considered the poor cousin of other types of cancer, with reports of people diagnosed feeling like they have 'the wrong cancer' due to the stigma attached to the bowel.

As a national bowel cancer prevention charity The Jodi Lee Foundation is bucking this trend by making some noise about the disease and we have received phenomenal support from the community, the media and several high profile organisations.

Bowel cancer shouldn't be pushed under the carpet in fear of an awkward conversation. It claims a life every two hours, or more than 4,000 every year and that figure is on the rise. In fact, every week bowel cancer kills around the same number of people as breast, cervical and ovarian cancer combined.

In an age where people are more health conscious than ever before, it's staggering how little is known about this deadly but highly preventable disease.

Our message is clear – you can prevent bowel cancer by being proactive about your health – screen regularly, act quickly on symptoms, know your family history and make healthy lifestyle choices.

The most common symptom of bowel cancer is often no symptoms at all, which is why screening is so important and should be on your health checklist from the age of 50 – even earlier in some cases. It's a simple at home test available from your local chemist, or through the National Bowel Cancer Screening Program, that you should take at least every two years.

Bowel cancer mainly affects people over the age of 50 but it does affect younger people too. New research shows bowel cancer rates for Australians aged in their 20s have doubled, and risen 35 percent among people in their 30s. Even though young adults have a relatively low risk of bowel cancer, we advocate for a considered screening recommendation for those adults not covered under the current Australian bowel cancer guidelines.

Bowel cancer doesn't have to be a death sentence, but you do have to catch it when it can be easily treated. It's one of the most preventable cancers and it's frustrating that people continue to die needlessly.

THE EARLY DETECTION OF
BOWEL CANCER SAVES LIVES



A message from the Chair

Thank you to our many stakeholders and supporters for allowing The Jodi Lee Foundation to thrive over this past financial year.

This has been a rewarding and fulfilling year as Chair of The Jodi Lee Foundation, and I am pleased to report a successful year strategically, financially and in the delivery of our many initiatives.



During the year, the Board continued to focus on bowel cancer prevention as the cornerstone of our business strategy and to expand our education programs and awareness campaigns.

The Foundation grew in size with three new positions filled during the year. Our additional resources allowed us to deliver our core strategy nationally, and in so doing to save lives by raising awareness of bowel cancer in the community.

In line with our national expansion, we welcomed Felicity Harley to the Board. Felicity brings to the Board a wealth of communications experience and strong media and corporate connections.

During the year founding member Tiffany Young announced her retirement from the Board. I would like to extend my personal thanks to Tiffany for her contribution to the Board and am delighted that she has agreed to continue as a senior member of our executive management team.

Since its inception the Foundation has been fortunate to have the technical support of a number of bowel cancer and communications experts. This year we formalised their support through the formation of a Medical Advisory Committee and a Communications Committee. I would like to acknowledge their contribution to our success and to thank them for their ongoing advice and guidance.

The Foundation is well served by our hard working CEO, Nick Lee. His endless energy and enthusiasm are an inspiration to us all and I congratulate him on the personal and public recognition he has received over the year. Under Nick's leadership the Foundation has made significant progress in motivating people to be proactive about bowel cancer prevention.

Congratulations also to our 'JLF' team. This small group of dedicated people goes above and beyond to deliver against our strategic objectives. I would like to acknowledge their individual and group efforts and thank them for the vital role they play in all of the Foundation's achievements.

Anecdotally we know that the Foundation is making inroads into bowel cancer prevention, but it is a difficult statistic to quantify. This year, I learnt first hand of the importance of the Foundation's work. Following a positive screening test result, my brother had a polyp removed which his doctor advised would most likely have developed into bowel cancer within a few years. He took the screening test as a direct result of the Foundation's prevention messages – thankfully.

Finally, I wish to thank my fellow Board members, the Foundation team and committee members, our corporate partners and all of our supporters for getting behind us. Together, we are saving lives.

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

I set up the Foundation four years ago after losing my beautiful wife Jodi to bowel cancer. We knew very little about bowel cancer until it shattered our lives. It's Australia's second biggest cancer killer and truly deserves more attention.



Now in our 4th year, I'm proud of the impact we are having. Our messages are reaching more Australians than ever before and we continue to hear from people whose bowel cancer has been detected early as a result – a wonderful reminder as to why we exist. At the same time, I am frustrated that more people are not taking action to protect themselves against this preventable disease.

This year significant government funding saw us launch a national awareness campaign, and the size of our team doubled to meet the demands of this project as well as our ever-expanding initiatives. We presented our Corporate Bowel Screening Program across the country, and it's pleasing to see corporate Australia embracing bowel cancer as a worthy cause. Our events have gone from strength to strength with participation reaching new heights, and with these ambassadors spreading our messages further.

We are surrounded by dedicated supporters, individuals and corporates alike and have a committed Board and talented staff who never lose sight of our vision – to eliminate bowel cancer in Australia.

A personal highlight was being awarded the Social Entrepreneur of the Year (Central Region) by Ernst and Young. I was very proud to be recognised in this way and importantly it signalled the strong achievements of the team and our supporters.

Our challenge going forward is clear – to increase screening and survival rates for bowel cancer. While we are making inroads into awareness, the majority of people over 50 are still not screening for this largely preventable disease. We are confident the launch of our television commercial next year will make an enormous difference.

The saying, 'pray for the dead and fight like hell for the living' resonates strongly with me. Every day, the stories we hear inspire us to continue this fight and make a difference in 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

Our vision:

To eliminate bowel cancer in Australia.

Our mission:

To prevent bowel cancer by motivating people to screen regularly, act quickly on symptoms and lead healthy and active lifestyles.

Fundraising events

3 MAJOR
EVENTS

174
PARTICIPANTS

\$400,000
RAISED

Raising awareness

17m
PEOPLE REACHED

12,229 UP
SOCIAL MEDIA FOLLOWERS 420%

145 30
MEDIA STORIES OF THEM
NATIONAL

3,523
POSTS ON FACEBOOK AND TWITTER

23,805
VISITORS TO OUR WEBSITE,
57% OF THEM NEW

35%
OF WEBSITE TRAFFIC REFERRED
THROUGH FACEBOOK

Corporate Bowel Screening Program

27 ACROSS
BUSINESSES 6 STATES

2,795 UP
SCREENING TESTS DISTRIBUTED 20%

PRESENTED TO
3,000 EMPLOYEES

Early detection tools

1,538

PEOPLE VISITED *KNOW YOUR RISK*

508

FAMILY HISTORY RISK ASSESSMENTS

Bowel
symptoms
screening
tool

UNDER DEVELOPMENT

Making every dollar count

\$1.6m

IN GRANTS

\$150,000

IN PRO BONO SUPPORT

70 VOLUNTEERS

11c

OF EACH DOLLAR INVESTED IN
OPERATING COSTS

\$692,715

SPENT ON NATIONAL PREVENTION
INITIATIVES THIS YEAR

Partnerships

36

BUSINESSES SUPPORTING
OUR CAUSE

4 major
corporate
partners

EACH COMMITTING
OVER \$50,000 PA

4 AMBASSADORS

Our initiatives

Corporate Bowel Screening Program



Lucy is one of the many success stories that have come about through our Corporate Bowel Screening Program, where a simple at home test was provided through her employer, which might just have saved her life.

Lucy was fit and healthy and had no symptoms whatsoever when she screened through the Program. She had taken screening tests before, always returning negative results, so was shocked when her test came back positive. Further investigation confirmed that she had bowel cancer.

Fortunately Lucy's bowel cancer was detected early enough to be successfully treated and she has now been given a clean bill of health.

We are so grateful to Lucy for sharing her story. She is living testament to the importance of screening for the early detection of bowel cancer.

Our Corporate Bowel Screening Program educates staff about bowel cancer, and provides them with the opportunity to complete a simple home screening test, provided by their employer. It is a good fit with existing workplace health and wellbeing programs, or as a first step in implementing wellness support within an organisation.

We are very proud of the impact the Program is having on the business community, with major corporates and smaller businesses alike seeing the benefits of protecting their workforce from bowel cancer. Since its launch in 2011, we have learnt of many screening success stories where medical interventions have taken place and lives have been saved.

This year, we presented the Program to 27 businesses across Australia, distributing over 2,700 screening tests. Linfox was a shining example of national participation, implementing the Program at 16 locations across 5 states, with 700 tests ordered.



Carlton Football Club

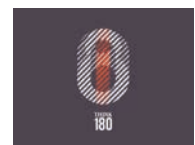
Our team is proud to support The Jodi Lee Foundation to help raise awareness of bowel cancer. Last season, Nick Lee came into the club and spoke to players about his family's experience with the illness and the importance of early detection. It surprised many of the boys to learn just how common bowel cancer is, but also how much of an impact early detection can have. Plenty of us got behind the Foundation's #iknowsone1 campaign on social media. We will continue to support The Jodi Lee Foundation this year and we hope that by raising awareness of the importance of early detection we can help save lives.

Marc Murphy
Captain

Australian Football League

The numbers related to bowel cancer are a stark reminder of just how many people in the community are affected by this disease and why we need to drive awareness and promote early detection through screening. Like many, the Australian football community has experienced first-hand the devastating impact of bowel cancer. The work carried out by The Jodi Lee Foundation certainly resonates with the AFL, as it does with the entire community. The health and wellbeing of our staff is of paramount importance, which is why we immediately took up the offer to roll out what is a very simple screening program. The response was outstanding and the level of knowledge gained has proved to be invaluable. We will run the program again and we'd certainly encourage every organisation to provide this service to their staff in addition to supporting The Jodi Lee Foundation.

Gillon McLachlan
Chief Executive Officer



Our initiatives

Campaigns



#iknowsome1

CARLTON V WESTERN BULLDOGS

OUR MESSAGES REACHED:

2m

PEOPLE ON TV, RADIO AND IN NEWSPAPERS

343,300

PEOPLE ON SOCIAL MEDIA

30,000

PEOPLE AT ETIHAD STADIUM ON GAME DAY

CROWS V NORTH MELBOURNE

OUR MESSAGES REACHED:

2m

PEOPLE ON TV, RADIO AND IN NEWSPAPERS

847,661

PEOPLE ON SOCIAL MEDIA

30,000

PEOPLE AT ADELAIDE OVAL ON GAME DAY

An estimated 17,000 people were diagnosed with bowel cancer this year. We think that's too many for a cancer that can be prevented. So we teamed up with the AFL to launch our #iknowsome1 campaign to show Australia how common bowel cancer is and start a conversation about this serious health issue.

We asked people who know someone with bowel cancer to put their hand up and say 'I know someone'. All it took was a post or tweet using the hashtag #iknowsome1. More than 200 people joined the campaign, with some taking it a step further and sharing their story, which was a welcome response.

These posts appeared on the campaign website, joining AFL greats who got behind #iknowsome1 such as Stephen Kernahan, Marc Murphy, Ken Hunter, Craig Bradley, Andy McKay, Gavin Wanganeen, and Dermott Brereton.

AFL chiefs Andrew Demetriou and Gillon McLachlan both acted as spokespeople for the campaign in two separate Channel 9 News stories. Media identity James Brayshaw was a strong supporter of #iknowsome1, promoting it on The Footy Show and Triple M Rush Hour.

The campaign featured twice during the year at a Carlton and Crows home game, with both clubs working closely with us to promote our awareness messages, including providing a player as the 'face of' the campaign. Away teams, Western Bulldogs and North Melbourne also showed their support through their websites and on social media.

We were thrilled with the response to #iknowsome1 and we look forward to the opportunity to work with these AFL clubs again next year and welcoming new clubs too.



Offspring

1m

OFFSPRING FANS
REACHED

1,500

LIKES ON THE
OFFSPRING
FACEBOOK POST

1,500

NEW FOLLOWERS
ON OUR
FACEBOOK PAGE

We featured in an episode of Network Ten's top rating drama series Offspring this year, when the main character Nina talked about the importance of screening and shared a link from the Foundation's Facebook page.

In the opening scenes, Billie and Ange were looking at Nina's Facebook page where they discovered Nina's only post was a link she shared from our Facebook page, encouraging screening for the early detection of bowel cancer. Nina defended her post by saying "bowel cancer is a really important issue as it's Australia's second biggest cancer killer, and the test saves lives".

The plug created an immediate buzz on social media and provided another opportunity to talk about bowel cancer in a positive and meaningful way.

Other media coverage

OUR MESSAGES
REACHED:

9.5m

PEOPLE ON TV,
RADIO AND IN
NEWSPAPERS

21m

PEOPLE ONLINE

140

STORIES ACROSS
AUSTRALIA

Throughout the year we actively sought other media opportunities to raise bowel cancer awareness in both metropolitan and regional areas. Of the 140 stories published 64% of the audience reached was located outside of South Australia, in line with our strategy to grow beyond our home state.

Our events provide ideal media opportunities particularly in the communities we visit, with the press loving photos of participants in little black tutus and the story behind their involvement. This year's Little Black Dress Classic generated significant media interest, with 18 stories appearing in Tasmania alone.

The majority of these stories were also published on affiliated news websites, providing a significant opportunity for our messages to reach online audiences.

Our initiatives

Social media & online

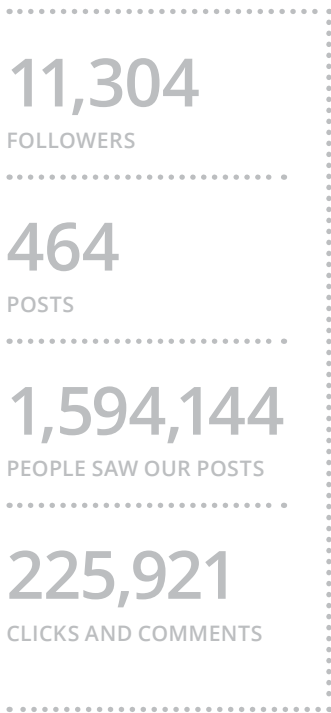


Social media plays a pivotal part in our strategy to raise awareness. We have a large and engaged online community, who together help us spread our messages further – every like, share and retweet makes a difference.

It's through this community engagement that we learn of all kinds of bowel cancer stories. What starts off as a simple interaction can often develop into mutually beneficial relationships – some join our events or act as spokespeople, others help spread our messages through their online activity – all contributing to awareness.

We value the unique opportunity social media offers and invest considerable time and resources into growing our online presence across Facebook, Twitter, LinkedIn and Instagram. Our followers grew to over 12,500 people this year, with our messages appearing over 3 million times.

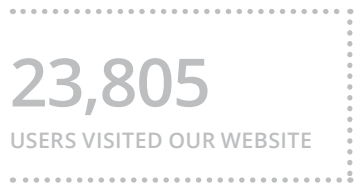
Facebook



Twitter



Website



Our website received a complete overhaul this year and now features a range of new pages containing information from bowel cancer prevention through to our events and participant fundraising pages, Foundation news and the stories that inspire us every day.

Over 23,000 people visited our website during the year, with 57% of them new to the Foundation. The majority of visits resulted from our Facebook posts and people searching for us by name. Visitors were most interested in information about bowel cancer, particularly screening and symptoms.

Our initiatives

Early detection tools

Know Your Risk

The majority of people who develop bowel cancer do not have a family history of the disease. If however there is a history of bowel cancer in your family you may be at increased risk. Knowing that family history might just save your life.

Know Your Risk is a simple and interactive website that guides you through a series of steps to build a family tree of close relatives whose history may impact your risk of bowel cancer.

The website prompts you to record which of your relatives have had bowel cancer and the age they were diagnosed. After you have recorded relevant family history, you will receive a personalised assessment of your risk, and if elevated, you will be able to download a letter and a copy of your family history to take and discuss with your GP.

During the year 1,538 people visited the website and 508 people completed the steps to arrive at an assessment of their risk of bowel cancer.

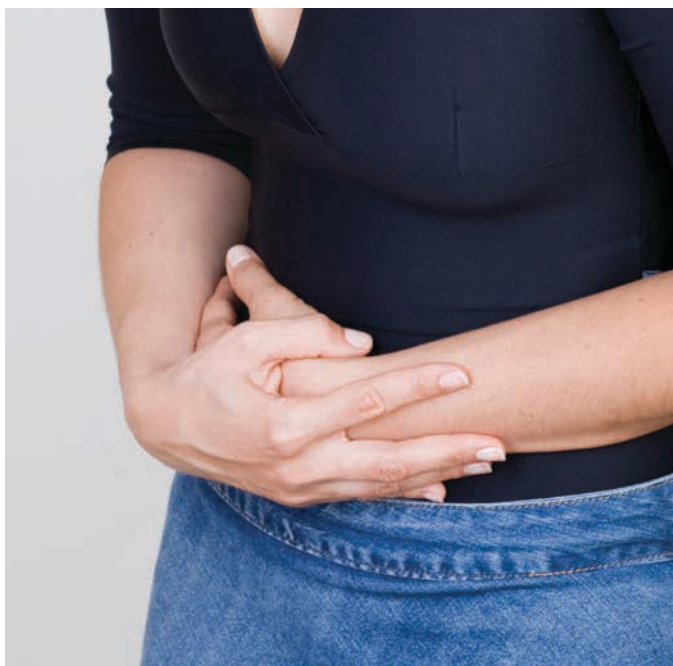


Screening bowel symptoms

Many people approach their pharmacist with diarrhoea, bleeding and constipation, with their complaints going unrecognised as symptoms of bowel cancer. In fact, 19 per cent of people reportedly have lower bowel symptoms and yet only one in three will consult a doctor.

So for the past three years, The Jodi Lee Foundation PhD Research Fellowship has sponsored the development and validation of a clinical decision-making tool for screening bowel symptoms in community pharmacies.

Due to be released next year, the tool promotes medical consultation to patients seeking treatment for significant symptoms of chronic and life limiting lower bowel disease.



Our events



The SA Hiking Challenge

Hikers came out in droves to tackle this two-day event, trekking 80kms of the famous Heysen Trail along SA's stunning Fleurieu Peninsula.

We are thrilled to see our signature events continue to grow and attract both veteran and new participants. These events are born from our mission to encourage healthy lifestyles to reduce bowel cancer risk. They also play an important part in fundraising and provide opportunities to raise awareness nationally and at a grass roots level within the communities we visit.

Every year we hold our Little Black Dress Classic, The SA Hiking Challenge and enter a team in the New York Marathon. These events inspire and challenge participants but also leave them with a sense of accomplishment, which makes us enormously proud.

This year 124 people came from across Australia to participate, raising an incredible \$400,000 and importantly spreading our messages at a community level, not to mention having a good laugh along the way!

We were so pleased to see Streets, Rexona and Powerade return as sponsors, as well as some new businesses coming on board.

The individuals who raised over \$20,000 deserve a special mention too – what an amazing achievement!

Todd Brown
Alistair Cavill
Scott Elvish
Sam Fischer
Rosemary Hocking
Nick Lee
Andrew McKay
Andrew Poole
Richard Turner
James Young
Michael Long
Ben Sullivan
John Fowler

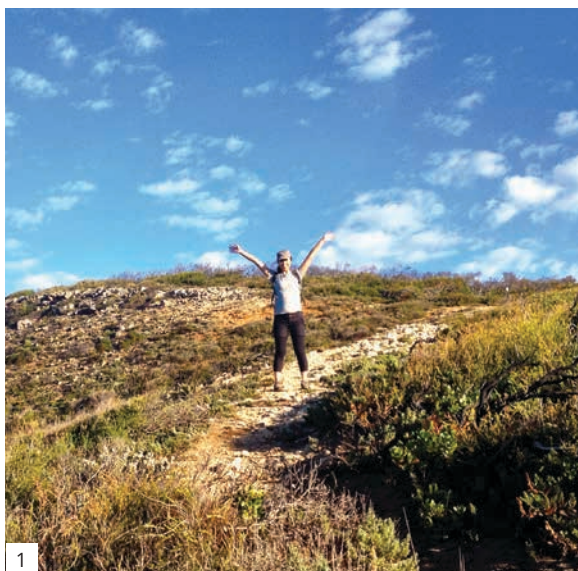


Little Black Dress Classic

Our team cycled 850kms down the scenic east coast of Tasmania, including a day on Mt Wellington.

> 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. All our event participants wear little black tutus in Jodi's honour and as a result it has become our iconic symbol.



- 1. Conquering the Heysen Trail on a stunning May day.
- 2. Jubilant after climbing Mount Wellington.
- 3. The Little Black Dress Classic done and dusted for 2014. Thanks Tasmania!
- 4. James striking a pose in his tutu!

- 5. Our wonderful volunteers feeding the troops.
- 6. Sunrise over the Fleurieu Peninsula, The SA Hiking Challenge.
- 7. The His and Her Time team frocked up for the New York Marathon.



8



9



10



11



12



13



14



15

- 8. Guests were entertained by Damien Fleming at a breakfast to celebrate The Ashes in Adelaide.
- 9. The perfect picture opportunity at Coles Bay, Little Black Dress Classic.
- 10. Refueling at checkpoint 2, Petrol Cove.

- 11. James and Jim stop for a selfie on route.
- 12. Cooling off after a long day in the saddle.
- 13. Celebrating at The SA Hiking Challenge finish line!
- 14. Lending support up a challenging hill.
- 15. Ready and raring to go on Day 2 of the challenge.

Community support

Corporate partners

We create corporate partnerships in a number of ways, often starting with the implementation of our Corporate Bowel Screening Program, and leading to further engagement through our events or other partnership opportunities.

We are proud to have strong relationships with generous companies who share our vision. These loyal partners make it possible for us to raise awareness and motivate people to be proactive about preventing bowel cancer.



We were thrilled to announce a three-year partnership with Beach Energy this year, allowing us to extend our Corporate Bowel Screening Program nationally including regional areas. Beach has implemented the Program as one of its health and wellbeing initiatives for the past two years, learning first hand how valuable it is in promoting the early detection of bowel cancer.



This year we announced the appointment of AJF Partnership as our strategic and creative advertising partner to work with us on a national advertising campaign to educate Australians about the importance of screening for bowel cancer. AJF Partnership generously provides a large portion of their time on a pro bono basis.



Clinical Genomics generously provides us with support to manage our Corporate Bowel Screening Program to encourage more people to participate in the employer-funded screening program. The company is the manufacturer and pathology lab for the bowel screening test distributed through the Program, and shares our commitment to preventing bowel cancer through early detection.



Our relationship with Kennett Builders evolved into a major partnership this year, with the Foundation nominated as the charity partner for their *100 Not Out* celebration, and several Kennett Builders employees participating in our events including the upcoming New York Marathon. Kennett Builders will run our Corporate Bowel Screening Program again in 2015 and together we hope to continue to engage employees and save lives.

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



Rob Chapman

Chairman,
Adelaide Football Club



Jessica Trengove

Olympian



Brenton Ragless

Presenter,
Channel Nine

Thank you to our valued friends

- | | | | | | |
|------------------|--------------------|---------------------|-----------------------|---------------------|----------------------------|
| Aaron Mayes | Betty Lui | Gavin Hill | John Cheston | Maya Sandhu | Sam Fischer |
| Abby McKay | Bly Bayliss | Gen Stewart | John Clements | Melissa Bailey | Sam Laurie |
| Adanya Sandhu | Brendan Edwards | Gen Walsh | John Fowler | Michael Groth | Sam Lee |
| Alex Katsaros | Brett Petrevics | Georgi Connell | Jon Fong | Michael Long | Samantha Nillissen |
| Alex Sandhu | Bridget Pern | Georgie McKay | Jon Fong | Michael Nugent | Sarah Jaekel |
| Alex Sandhu | Brittany King | Hannah Horlin-Smith | Josie DeCorso | Michael Raphael | Scott Douglas |
| Ali Grierson | Cameron Goffage | Hannah Vervoorn | Julia Skull | Michelle Petrevics | Scott Elvish |
| Alice Turnbull | Cameron Olson | Hayley Leaver | Justin Hotton | N'Tonya Surynt | Shane Buckley |
| Alicia Blazey | Cameron Taylor | Heather Brook | Karen Winters | Nick Vincent | Sharon Marsh |
| Alicia McRitchie | Cameron Watson | Heather Cook | Karolina Edwards | Nikki Moffitt | Simone Rogers |
| Alison McDonald | Carmelina De Ionno | Ian Peebles | Karyn Caldwell | Noelle Hurley | Sophie McKay |
| Alistair Cavill | Caroline Edmonds | Indya Sandhu | Kate Thompson | Olivia Stacy | Stephen Ey |
| Alister Lee | Catherine Zahrai | Jack Lee | Kate White | Olivia Wells | Stephen Lord |
| Allan Norton | Chantel Peacock | Jackie Lee | Kathy Thompson-Mills | Otto Mayo | Susan Hooper |
| Amanda Charlton | Charlie Mayo | Jacqui Hooper | Katie Holds | Paul Grant | Suzanne Green |
| Amanda McEwin | Charlie McKay | James Kennett | Katrina Hood | Paul McGorman | Suzie Vincent |
| Amanda Sharp | Cheryl Christopher | James McKay | Kelly Bratkovic | Pauline Kotz | Tara Stobart |
| Amber Thompson | Chloe Kempe | James Murrell | Keri Ross | Penelope Thompson | Tarsh Rodda |
| Amy England | Chris Gibki | James Young | Kevin Hopley | Peter Howes | The Lang Foundation |
| Anabelle Garcia | Chris Thomson | Jan Connolly | Kevin Knott | Peter Young | The Peggy Charitable Trust |
| Andrew Luck | Colin McDonald | Jane Sandow | Kim Miller-Owen | Quenton Thompson | Tim Vorbach |
| Andrew McKay | Danielle Peebles | Jason Kotz | Kimberley Miller-Owen | Ra Atkins | Tina McKenzie |
| Andrew Poole | Dave Green | Jennifer Game | Kimmy Isaacs | Rachel Gardner | Todd Brown |
| Andrew Thompson | David Cook | Jenny Roxburgh | Kylie Grigg | Rebecca Murdoch | Tom Hannaford |
| Andrew Vincent | David Leggett | Jeremy Tai | Kym Nelson | Rebecca Ramsey | Tom McKay |
| Angus Irwin | Denice Mason | Jim McConnel | Leanne Suter | Richard Turner | Tony Ellin |
| Anna Liptak | Donna Olson | Jo Liptak | Lee Rouvray | Rob Ivaldi | Tory Toogood |
| Annabel Wilkins | Eloise Hurley | Jo Lunn | Louise Clements | Roberto Damaskos | Tracey Evans |
| Anne Katsaros | Emma Shaw | Jock McKay | Lucy Gubbins | Robyn Mewett | Will Christopher |
| Bec Murdoch | Emma Vanden Berg | Joe Grose | Malcolm Wood | Roger Blazey | Will McKay |
| Bella Lee | Fred McKay | Joe Laurie | Matthew Ellin | Rosemary Hocking | Yvette Piering |
| Ben Sullivan | Gail Dixon | John Bowyer | Matthew Stobart | Sally Stefanopoulos | |
| | | | Matty Hopkinson | | |

Community support

Fundraising



St Peter's Fun Run

We were overwhelmed by the response we received from the St Peters College community through the Junior School's recent half marathon event. The fundraising of over \$20,000 far exceeded our expectations and we were thrilled to see over 600 boys throw themselves into running the 21km distance – a truly remarkable effort. The students completed the half marathon with a 4km fun run on the final day, led by Nick Lee and Channel Seven's Jessica Adamson.



Oakbank Easter Racing Carnival Charity Partner

This year, we were proud to be chosen as the official charity partner for the Oakbank Easter Racing Carnival, the world's biggest picnic race meeting. Our supporters were treated to a VIP brunch to experience in The Paddock, Oakbank's newest precinct, with a portion of ticket proceeds donated to the Foundation.



Paddle Board for Bowel Cancer

A special thank you to world champion paddle boarders, Bly Bayliss and Gavin Hill, who paddled across the Gulf of St Vincent for bowel cancer. Bly and Gavin both have close personal experiences with the disease, which motivated their epic 70km paddle. They raised an amazing \$20,000 and also managed a plug for bowel cancer on Channel Seven News, Adelaide.



Running for Jodi Lee

Tory Toogood ran in our 2011 New York Marathon team, and she's been running in her little black tutu ever since to raise bowel cancer awareness. She has raised over \$13,000 and is close to completing her goal of running 7 marathons on 7 continents, with only one more to go.



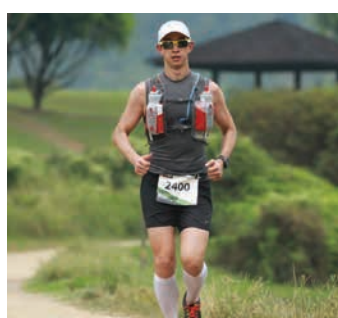
Sydney Morning Herald Half Marathon

Georgi Connell ran The Sydney Morning Herald Half Marathon, raising \$8,590 – a great effort. Georgi was a friend of Jodi's and is passionate about helping us promote the early detection of bowel cancer.



Cape to Cape MTB

Rob Ivaldi raised \$2,170 when he competed in the Cape to Cape MTB, a four-day mountain bike challenge through Western Australia. We first met Rob through our Corporate Bowel Screening Program. With a family history of bowel cancer, Rob decided to do what he could to help us raise awareness about the importance of early detection to save lives.



Sundown Ultra Marathon

A long-time supporter of the Foundation, Jon Fong ran 100kms through the night in Singapore's Sundown Ultra Marathon to raise awareness about reducing bowel cancer risk through a healthy diet, being active and screening regularly for the early detection of bowel cancer.

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 is 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. Nick was awarded the 2013 EY Social Entrepreneur of the Year Award (Central Region).



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.



Felicity Harley

After hearing Jodi's story, Felicity Harley, popular health journalist and media personality, felt compelled to help raise awareness of Australia's second leading cause of cancer-related death. Felicity brings to our board extensive knowledge in health communication and strong media and corporate connections. She boasts a wealth of experience within the health media as editor of Women's Health Magazine and a regular social commentator on Channel 7.



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

Business Director

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. She resigned from the board in December 2013, making way for our newest board member Felicity Harley.

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.

Directors are appointed for a term of three years for a maximum of three terms. All Directors volunteer their time and expertise to help us achieve our vision.

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.

The Board has established a Remuneration and Nominations Committee to ensure guidelines and policies are in place for senior executives. In addition, Medical Advisory and Communications committees have been established to provide advice and assist the Foundation with its many initiatives.

Medical Advisory Committee

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

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

Dr Ginni Mansberg
GP and media health expert

Associate Prof Paul McMurrick
MBBS (Hons) FRACS FASCRS
Frolich-West Chair of Surgery
Head, Cabrini Monash University
Department of Surgery

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

Communications Committee

Felicity Harley (Chair)
Editor, Women's Health Magazine

Hannah Devereux
Corporate Communications Director,
Pacific Magazines

Sarah Thomas
Founder, The Social PR Co

> The Jodi Lee Foundation is committed to:

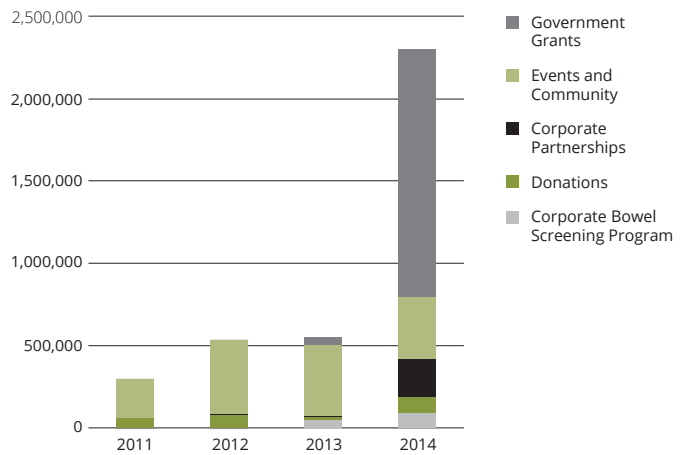
- Delivering effective initiatives, continually improving and building on our achievements
- Being accountable to donors and stakeholders
- Raising money with integrity and reporting with transparency
- Keeping operational costs to a minimum by working closely with our supporters

Financials

Growing support from a community that believes in our vision

Our events continue to play a significant role in fundraising, contributing to almost 50% of our income excluding government grants this year. We have also seen substantial growth in income from government grants and the corporate community reflecting the strong relationships we continue to grow across Australia. What is not reflected in our accounts is pro bono support valued at \$150,000.

Income



Note: amounts are based on cash flow calculations

Increased investment in prevention initiatives

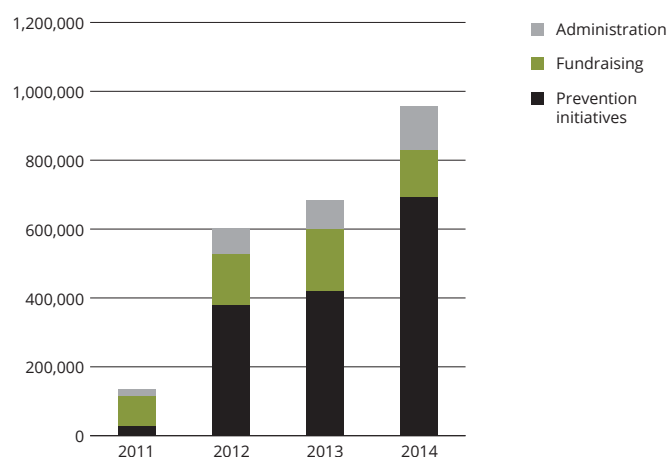
Our vision to eliminate bowel cancer through prevention initiatives is ambitious, especially when taking into account our target market of over 7 million Australians.

During the year we received \$1.5 million in grant funding from the Federal Government, with an additional \$1.0 million to be received in the coming financial year. As a result we were able to once again commit 74% of our fundraising into prevention initiatives across Australia.

We also welcomed on board new corporate partners, together donating over \$132,000 to support our vision. Thanks to their support and that of our event participants and donors, we were able to grow our awareness and other prevention initiatives whilst also directing \$225,000 into a capital fund to provide for the future sustainability of the Foundation.

Operating costs accounted for only 11% of income as budgeted. Event and fundraising costs accounted for another 11% of income, however our events also play an important part in raising awareness and promoting healthy lifestyle choices.

Expenditure



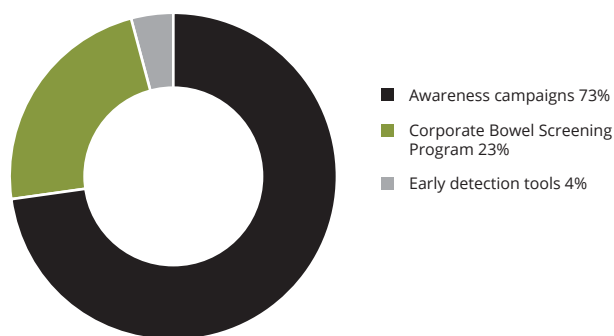
Note: amounts are based on cash flow calculations

Prevention through awareness and education

The Jodi Lee Foundation is committed to preventing bowel cancer through education and raising awareness. The announcement of grant funding in late 2013 enabled us to significantly expand our PR and digital activities so that our prevention messages reached 13.8 million people this year.

Our Corporate Bowel Screening Program continues to grow, delivering presentations to 27 businesses across Australia during the year, 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 next year.

Prevention initiatives



Note: amounts are based on cash flow calculations

Income Statement

	2014	2013
INCOME		
Fundraising Income	1,097,905	509,804
Other Income	114,413	50,302
Total Income	1,212,318	560,106
EXPENSES		
Prevention initiatives		
Community awareness	501,958	245,245
Corporate Bowel Screening Program	160,667	123,031
Early detection tools	26,627	47,218
Fundraising costs	135,713	179,728
Operating costs	141,507	95,314
Total Expenses	966,472	690,536
Net Surplus / (Shortfall)	245,846	(130,430)

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

	2014	2013
ASSETS		
Current Assets		
Cash & cash equivalents	1,387,914	19,587
Receivables	3,131	608,465
Prepayments	2,613	2,070
Total Current Assets	1,393,658	630,122
Non-Current Assets		
Fixed Assets	6,595	5,814
Intangible Assets	24,086	35,234
Total Non-Current Assets	30,681	41,048
TOTAL ASSETS	1,424,339	671,170
LIABILITIES		
Current Liabilities		
Payables	46,998	100,754
Provisions	2,954	-
Deferred revenue	1,051,215	493,090
Total current liabilities	1,101,167	593,844
Total non-current liabilities	-	-
TOTAL LIABILITIES	1,101,167	593,844
NET ASSETS	323,172	77,326
Equity		
Opening accumulated Funds	77,326	207,756
Net Surplus/(Shortfall) for the year	245,846	-130,430
TOTAL EQUITY	323,172	77,326

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



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