



*I was very
lucky.*

PREVENTING BOWEL CANCER
ANNUAL REVIEW 2015

— THE —
JODI LEE
FOUNDATION

PREVENTING BOWEL CANCER



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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 remains a largely senseless battle, with most cases preventable through a simple and readily available screening test. As a charity focused on prevention, our job is to ensure Australians take responsibility for their own health to avoid fighting for their life down the track.

We are a nation known for our relaxed and carefree attitude, but when it comes to health we must change the mindset of our people. We have national guidelines in place that say Australians aged 50 and over should screen for bowel cancer at least every two years, and a government that goes so far as to provide a free screening test, delivered to your home. It defies logic that only 36 percent of people receiving these kits choose to take the test.

Then there is the other end of the spectrum – the hundreds of young Australians diagnosed with bowel cancer each year, in many cases rendered defenceless due to lack of awareness themselves and among primary health care providers. New research shows the incidence of bowel cancer in this age group has risen over the past two decades, and the results are devastating, as young people are often diagnosed at a later stage of their illness.

We desperately need to arm them with the power of knowledge – know the symptoms and act quickly if you experience them. Important work also needs to take place to support our medicos so they can readily identify young patients presenting with symptoms.

Sedentary lifestyles in Australia are having a serious impact on our health, with more than half of all adults overweight or obese. A healthy diet and lifestyle is vital to reducing your risk of bowel cancer and other serious diseases. Each of us has the choice to eat salad when we feel like chips, to take a short walk each day, and importantly to encourage our children to do the same.

A national conversation needs to build and gain momentum to reverse these trends. A robust and persuasive dialog must take place in spaces where people will listen, and our leaders must join in to facilitate a tipping point.

We are having this conversation every day and in doing so we are breaking down the stigma attached to the bowel.

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.

Bowel cancer should be respected, not feared, and you have the power to make a difference.

PREVENTING BOWEL CANCER



A message from the Chair



I would like to acknowledge and thank all of our stakeholders and donors for their unwavering support over what has been an important year for The Jodi Lee Foundation.

This year our focus has been on the execution of our strategy, demonstrating financial independence and continuing to roll out our national awareness campaign.

Achievements this year include building solid foundations for future stability and growth, and as a result we have the confidence to move forward and continue to make a difference to bowel cancer prevention in Australia.

This year the Foundation has educated thousands of Australians, sharing vital knowledge on how to protect against this devastating disease. Time and time again we receive feedback that these efforts have indeed saved lives.

Once again it is my honour to acknowledge the incredible contribution of our Founder and CEO, Nick Lee. His continued commitment is outstanding and his passion for making a difference to the lives of Australian families through the prevention of this silent killer knows no boundaries. Under Nick's leadership, the Foundation has gone from strength to strength.

During the year our Medical Advisory Committee and Communications Committee members have regularly offered their insights and expertise. I would like to extend my thanks to those committee members for their efforts. Their guidance ensures we have the best possible advice from a diverse and experienced team.

I would also like to extend my sincere thanks to my fellow Board members, the Foundation team, corporate partners, event participants, volunteers and donors. Our achievements would not be possible without your continued support.

A handwritten signature in dark ink, appearing to read 'Mark Butcher'. The signature is fluid and cursive.

Mark Butcher
Chair

A message from our CEO



The Foundation's five year milestone is one I am very proud of reaching, especially given the impact it is having in Australia. Our continued commitment to raising awareness of Australia's second biggest cancer killer is translating into lives being saved, which is extremely rewarding. But there is still a lot of work to be done, conversations to be had, and challenges to embrace.

This year we continued our focus on the second and final year of a national awareness campaign, made possible by significant government funding. This included the launch of Australia's first national bowel cancer television commercial, something we were very proud to showcase, and more importantly to learn had made an impact in educating our target market about bowel screening.

We are continuing to build on our existing events through which our messages reach new and diverse audiences. Participation has increased exponentially and we are thrilled to have this level of engagement by those who take part, and their broader networks.

Our Corporate Bowel Screening Program experienced strong growth nationally this year, and it continues to be very pleasing to see the direct impact it has on saving lives through early detection.

In the past year our network of dedicated supporters has continued to grow and we can't thank them enough. From corporates to individuals and community ambassadors, they make it possible for us to do the work we do. Thank you also to the amazing JLF team, who work so hard to deliver on our mission.

My recognition as South Australian Finalist in the 2015 Australian of the Year Awards was a personal highlight this year. To be among such esteemed company alongside the other nominees was truly humbling and it is a reflection of the great work the Foundation has done in the community in just five short years.

We really are just at the tip of the iceberg when it comes to preventing this cruel and preventable disease. With time and continued support, we will get closer to achieving our vision of eliminating bowel cancer in Australia.

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.

Fundraising events

4 MAJOR EVENTS

350 PARTICIPANTS

\$650,000 RAISED

Raising awareness

25 PEOPLE REACHED

WITH EVERY DOLLAR SPENT

26,016 SOCIAL MEDIA FOLLOWERS UP 113%

164 MEDIA STORIES ACROSS AUSTRALIA

2,555 POSTS ON FACEBOOK AND TWITTER

100,434 VISITORS TO OUR WEBSITE, 67% BY NEW USERS

43% OF WEBSITE TRAFFIC REFERRED THROUGH FACEBOOK

Corporate Bowel Screening Program

40 BUSINESSES NATIONALLY

3,747 SCREENING TESTS DISTRIBUTED UP 34%

PRESENTED TO OVER 4,000 EMPLOYEES

Our mission:

To empower people to take active steps to prevent bowel cancer and live healthy lives.

Early detection tools

2,102

PEOPLE VISITED KNOW YOUR RISK

190

FAMILY HISTORY RISK ASSESSMENTS

Bowel
symptoms
screening
tool

UNDER DEVELOPMENT

Making every dollar count

\$1.1m

IN GRANTS

\$326,000

IN PRO BONO SUPPORT

50 VOLUNTEERS

6c

OF EACH DOLLAR INVESTED IN
OPERATING COSTS

\$2,198,115

SPENT ON NATIONAL PREVENTION
INITIATIVES THIS YEAR

Partnerships

38

BUSINESSES SUPPORTING
OUR CAUSE

6 major
corporate
partners

EACH COMMITTING
OVER \$50,000 PA

9 AMBASSADORS

Our initiatives

Corporate Bowel Screening Program



Linda 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.

Linda took the test and it came back positive. She then had two polyps removed during a follow up colonoscopy.

Further testing showed the larger of the two was in the process of becoming cancerous.

If she had waited until she was 50 to screen through the Government's program it would have been too late. Her doctor said it would have developed into advanced cancer within two years and she wouldn't have been around to celebrate her 50th birthday.

We are very proud of the impact our Corporate Bowel Screening 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 presented to thousands of people, with a number of lives saved, and employees across Australia recognising the investment in their health and wellbeing by their employer.

The program covers all of our key prevention messages and employees are given the opportunity to complete a simple at home screening test provided by their employer.

This year has been exceptional, with 40 businesses taking part and over 3,700 screening tests distributed. Accolade Wines showed excellent commitment to the program, ordering more than 600 tests for its workforce across Australia.

Northline



This year we were pleased to take part in the Foundation's Corporate Bowel Screening Program, which we offered to all employees nationally. We saw it as the ideal way

to launch our health and wellness program at Northline, and felt the initiative empowered employees to take responsibility for their health in relation to this highly preventable disease. The sessions educated employees about a cancer many of us knew little about, and the majority of our employees took the opportunity to take the simple screening test provided through the program. We were thrilled to learn of at least one life that was saved as a result, when a valued employee came forward and shared their early detection story with us. I encourage other workplaces to run this simple and effective program because far too many lives are lost in Australia to this silent killer.

John Burford
National HSE Manager

Accolade Wines



Accolade Wines is committed to caring for the health and wellbeing of its employees, and as such introduced The Jodi Lee Foundation's Corporate Bowel Screening

Program to our 2015 Wellbeing Calendar to raise awareness of this important health issue among employees and promote the early detection of bowel cancer. The initiative was rolled out nationally and we were delighted Nick Lee was available to share the powerful story behind the Foundation at our Australian sites. Our employees responded positively with many choosing to take a screening test, and at least one life, that we know of, was saved as a result of the initiative. Given Australia has one of the highest rates of bowel cancer in the world, we strongly recommend other employers consider the program. It makes sense at a range of levels. You can do something very important to help your employees and also deliver some more pragmatic outcomes in terms of avoiding days off with serious sickness and the impact that has on the business and fellow employees.

Paul Schaafsma
Chief Executive Officer



Accolade
Wines



aspen
corporate health



GE Capital



KENNEDY & Co
Chartered Accountants



MARS

MARS
petcare



Our initiatives

Campaigns



Make Bowel Cancer Disappear

OUR ADS WERE SEEN BY:

6m

PEOPLE ON TV AND ONLINE

3m

PEOPLE THROUGH PRINT

OUR PR REACHED:

2.8m

PEOPLE ON TV, RADIO AND IN NEWSPAPERS

287,493

PEOPLE ON SOCIAL MEDIA

Our vision to eliminate bowel cancer in Australia is no small task. So to raise awareness for such a big challenge, we did something big. We created a symbolic statement in Martin place, in the heart of Sydney's busy CBD, building the words 'bowel cancer' out of 5,000 boxes, each representing a bowel screening test kit.

Throughout the day the boxes were taken by passers-by. As each one was taken the words slowly disappeared. The symbolic message this conveyed was simple - the more people who take a bowel screening test, the less we'll see of bowel cancer. The event was filmed for a national TV commercial to educate people on the importance of screening for the early detection of bowel cancer and inspire them to take action.

Our creative advertising partner, AJF Partnership, also developed a supporting print campaign, which appeared in a number of national publications including The Age, Herald Sun and Weekend Australian Magazine.

Publicity around the installation and the television commercial generated 24 stories nationally, including coverage on Seven's The Morning Show and The Daily Edition, Ten's Eyewitness News and Studio 10, and the ABC News.



#iknowsome1

CARLTON V GOLD COAST SUNS
SYDNEY SWANS V GEELONG CATS

OUR MESSAGES REACHED:

2.2m

PEOPLE ON TV, RADIO AND IN NEWSPAPERS

692,190

PEOPLE ON SOCIAL MEDIA

An estimated 17,000 people were diagnosed with bowel cancer this year alone, which is far too many. Our #iknowsome1 campaign with the AFL highlights how common bowel cancer is and provides a way for people to start a conversation about this preventable disease. The campaign reached a new audience this year as the Sydney Swans joined Carlton in supporting our efforts to raise awareness of bowel cancer.

With the support of player ambassadors, Kurt Tippett, from the Sydney Swans and Carlton Captain, Marc Murphy, we asked people to post using #iknowsome1 on Twitter or Instagram and were thrilled by the response.

The campaign attracted significant media coverage including an in-depth story on Melbourne's Channel 9 News where AFL CEO Gillon McLachlan spoke about the loss of his grandmother to bowel cancer, and Channel 7 News told the story of Swans' Head Coach John Longmire's personal connection to the disease. #iknowsome1 was also mentioned on Seven's Game Day and Triple M.

We were very proud to be named as an official charity partner to Carlton and Sydney Swans and look forward to working with both clubs again next year.

Our initiatives

Media & online

Media



OUR MESSAGES REACHED:

15.2m

PEOPLE ON TV, RADIO AND IN NEWSPAPERS

102

STORIES ACROSS AUSTRALIA

Media coverage plays an important role in delivering our mission, allowing us to reach large numbers of people. This year we achieved significant media coverage in publications outside South Australia, with our messages delivered in all states and territories.

The media covered our events, events held by our supporters, our Corporate Bowel Screening Program and the compelling stories of people who have reached out to us.

Many participants in The SA Hiking Challenge had a personal connection to bowel cancer and shared their stories to help us raise awareness, accounting for 22% of coverage.

Our Little Black Dress Classic also attracted significant coverage, in particular in the North Eastern New South Wales region where the ride took place, with 17 stories appearing in local news outlets, spreading our prevention messages throughout this local community.



Online

SOCIAL MEDIA

26,016

FOLLOWERS

2,791

POSTS

OUR MESSAGES APPEARED

8,361,027

TIMES

105,986

CLICKS AND COMMENTS

WEBSITE

100,434

USERS VISITED OUR WEBSITE

67%

OF VISITS WERE BY NEW USERS

3 pages

VIEWED PER VISIT

We use social media to engage with our supporters, educate the community about bowel cancer and showcase our campaigns. Communicating with our online community is an important awareness initiative and we commit significant resources to growing our presence on Facebook, Twitter, LinkedIn and Instagram.

As a result, our online activity has gone from strength to strength, with another huge year of growth across each of these social media channels. Every day, social media users Australia-wide help to spread our prevention messages further.

Facebook in particular is an important tool that allows people to connect with us and share their personal experiences. This often leads to a deeper relationship that motivates people to share their stories on our website, register for our events, and share our messages with their own networks.

All of our prevention messages are located on our website, and the number of visitors searching for information has risen four-fold this year. The majority of people find us through our Facebook posts or Google searches. Visitors were most interested in reading our Inspiring Stories and finding more information about bowel cancer symptoms and screening.

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 has 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 2102 people visited the website and 190 people completed the steps to arrive at an assessment of their risk of bowel cancer.

Screening bowel symptoms



Many people seek pharmacy treatment for lower bowel symptoms for many months, or even years, with their complaints not recognised as symptoms of bowel cancer or other illness that require medical intervention. In fact 19 per cent of people reportedly have lower bowel symptoms and yet only one in three will consult a doctor. Pharmacists play a key role in the pathway to diagnosis.

The Jodi Lee Foundation has funded research to develop and validate a clinical decision-making tool for screening bowel symptoms in pharmacies. The questionnaire identifies people experiencing potentially life-limiting bowel symptoms and encourages consultation by a GP to ensure the correct treatment is provided.

Based on this research, we are developing an online bowel symptoms screening tool that will provide a means for pharmacists to promote the early detection of bowel diseases.

Our events

Each year our events continue to grow and attract new and return participants, playing an integral part in both fundraising and raising awareness of bowel cancer.

The SA Hiking Challenge and Little Black Dress Classic are designed to challenge and inspire people and each year they do just that. We also enter a team in the New York Marathon, and this year we entered a team in the Peaks Challenge in Victoria for the first time.

This year 350 people took part in our events and raised a staggering \$650,000.

Our SA Hiking Challenge experienced phenomenal growth and was a resounding success. It was recognised in the Australian Event Awards as Best Regional Event (SA), and was a National Finalist and State Winner in the Best Charity Event Category.

We were so pleased to see Streets, Rexona, Powerade, Go Natural, Mount Franklin, Linfox, Cleanaway and Transpacific return as sponsors.

The most recent individuals to raise over \$20,000 also deserve a special mention – what an amazing achievement!

*James Kennett
Tania Carey
James McKay
Chris Tsoutouras
Paul Grant*

The SA Hiking Challenge

More than 300 hikers trekked 80kms along The Heysen Trail in South Australia's Northern Mount Lofty Ranges.

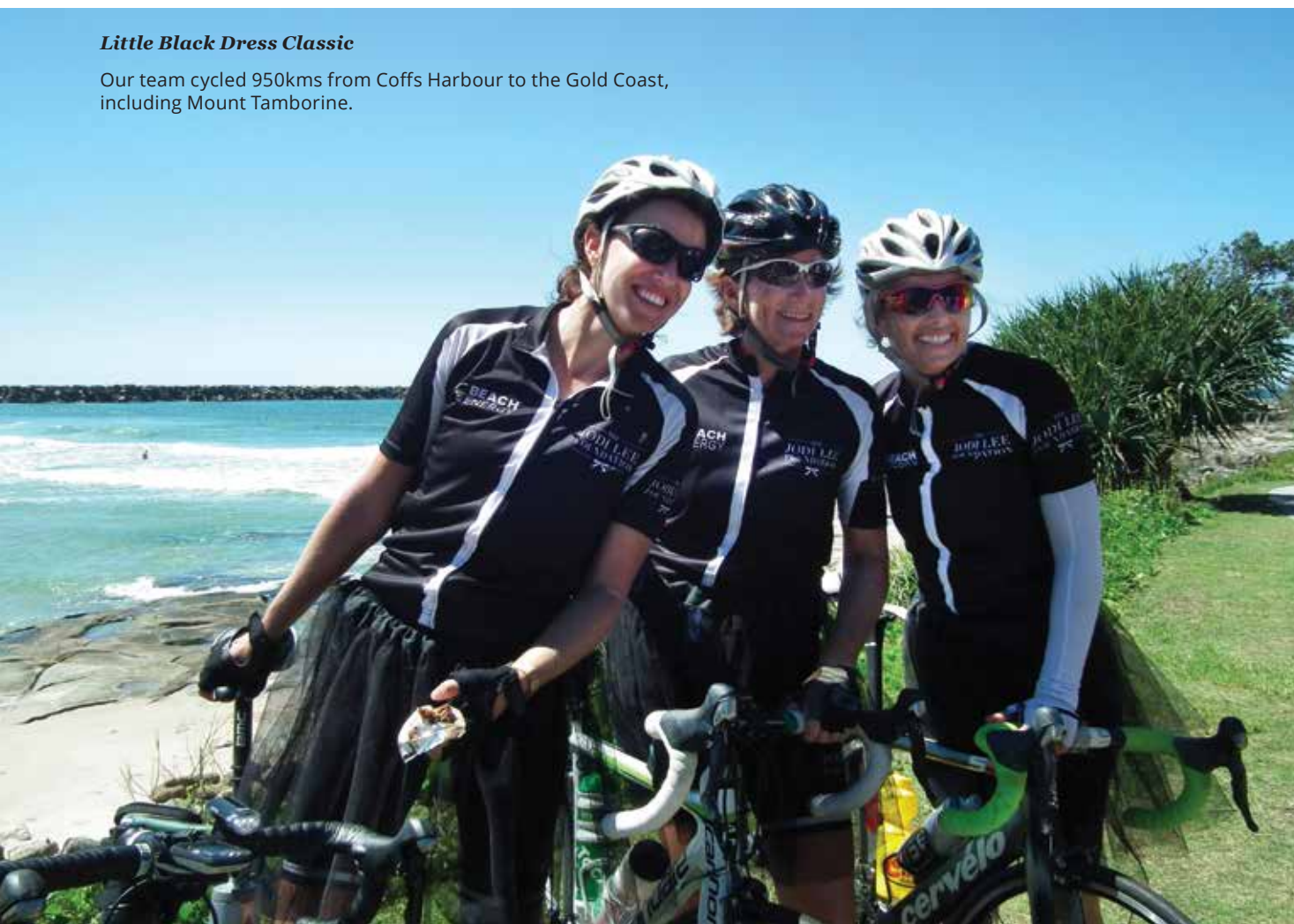


> *Our little black tutu*

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 Classic

Our team cycled 950kms from Coffs Harbour to the Gold Coast, including Mount Tamborine.





1. Tackling the hills on a picturesque day in the Northern Mount Lofty Ranges.
 2. Ready and raring to go for the start of The Little Black Dress Classic.
 3. New York Marathon participants David, Sarah and James collecting their kits!

4. The Bowel Chicka Wow Wow girls pose for a pic.
 5. Quick photo stop at the beautiful Clarence River.

6. David feeling awesome after smashing the 42kms in the Big Apple!
 7. Team Blister Sisters on The SA Hiking Challenge.



8

9

10



11

12



13

14

15

- 8. Celebrating the end of day one at The SA Hiking Challenge finish line!
- 9. One of our fabulous volunteers from the State Emergency Service.
- 10. Looking out for each other on the ride.

- 11. Pit stop at the Yamba lighthouse for our Little Black Dress Classic team.
- 12. The SA Hiking Challenge...10kms down, 70kms to go!
- 13. Having a laugh along the Heysen Trail!

- 14. James, Nick, Todd and Justin enjoying the morning sunshine.
- 15. That's a wrap! The Little Black Dress Classic finished for 2015.

Community support

Corporate partners

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 are fortunate to have the continued support of Beach Energy behind our Corporate Bowel Screening Program. Beach has learned first hand how valuable the program is in promoting the early detection of bowel cancer, now offering it to employees each year.



AJF Partnership is our strategic and creative advertising partner. The agency worked with us on a number of initiatives, including our 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 provide us with resources to manage and promote our Corporate Bowel 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 began when we became the charity partner for its *100 Not Out* celebration – a fantastic event that raised \$100,000 for the Foundation. Kennett Builders has run our Corporate Bowel Screening Program with great results, and the company will continue to support us in a number of ways going forward.



We were thrilled to welcome FPE on board as a sponsor this year. The family-owned company has been touched by bowel cancer and is passionate about helping us spread the word about the importance of early detection. To recognise FPE as the major sponsor of our SA Hiking Challenge, we named the event in Tracey Lee Diamond's honour.



S P A R T A N
E L E C T R I C A L

This year we were proud to announce a partnership with Spartan Electrical, which started with sponsorship of our SA Hiking Challenge. The retailer will also help promote our messages through a number of other events next year. The partnership has already proven to be lifesaving, with the implementation of our Corporate Bowel Screening Program leading to the early detection of pre-cancerous polyps in the company's founder.

Thanks also to these organisations for their ongoing support:



Matched donations and workplace giving:

AMP Foundation Charitable Trust
Macquarie Group Foundation
Telstra Corporation
Westpac Group

Our workplace giving partnerships are facilitated by Charities Aid Foundation.

Community support

Valued friends

Ambassadors



Claye Beams

Brisbane Lions Football Club



Dayne Beams

Brisbane Lions Football Club



Eugene Arocca

Confed. of Australian Motor Sport



Cameron Wood

Carlton Football Club



Levi Casbault

Carlton Football Club



Graeme Goodings

Media Identity



Rob Chapman

Chairman, Adelaide Football Club



Jessica Trengove

Olympic Marathon Runner



Brenton Ragless

Nine News Presenter

Community support

Fundraising



100 Not Out

The centenary of Kennett Builders was celebrated in style with the 100 Not Out Gala event for more than 700 people at the Adelaide Oval. More than \$100,000 was raised and all proceeds went to the Foundation. A huge thank you to the Kennett family and their supporters for a phenomenal fundraising effort and a brilliant evening all round.



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 help us raise bowel cancer awareness. She has individually raised over \$18,000 and is close to completing her goal of running 7 marathons on 7 continents, with only one more to go. Tory has also appeared in a number of media stories promoting our bowel cancer prevention messages...thanks for your ongoing support Tory!



Mont Ventoux

Charles Gibb took on France's infamous Mont Ventoux, one of the hardest Tour De France climbs, on a 160km day long bike ride in support of bowel cancer prevention. New to cycling, Charles tackled the 160kms and 2800 metres of climbing in fantastic form! He also raised an incredible \$11,000 in the process.



Comrades and Gold Coast Marathons

A long time supporter of the Foundation, Pieter de Wit ran alongside 22,500 people at the Comrades Marathon in South Africa to raise money for our prevention initiatives. Pieter also took on the Gold Coast Marathon with his wife Bec. They're passionate about raising awareness of screening for the early detection of bowel cancer!



City to Bay

We had three teams running in the City to Bay to raise funds and awareness for bowel cancer. Employees from Adelaide businesses Outside Ideas and Perks Accountants ran the 12km from the city to Glenelg, and our ambassador Jessica Trengrove also ran in support of The Jodi Lee Foundation.



The Sydney Marathon

Josh Mullens ran the Sydney Marathon, raising over \$2,000. A great effort! Josh became passionate about raising awareness of bowel cancer after working with us on an awareness campaign this year.



The Adelaide Marathon

After hearing Jodi's story, Tracey Dodd set herself the goal to run her first full marathon in support of our bowel cancer prevention initiatives. She completed the Adelaide Marathon in good time, in memory of a family member lost to the disease. Thanks for your support Tracey!



Christmas in July Gala Dinner

Margaret Bell, Adrian and Ebony Raison hosted a special Gala dinner at the Mount Barker Golf Club to raise money and awareness for bowel cancer. Channel 7 News presenter and Jodi Lee Foundation ambassador Graeme Goodings was a guest speaker on the night. They raised over \$8,000... thanks a million!

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 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 awareness campaign, and negotiating a major deal with the Australian Football League, using the sport's high profile to further raise awareness. Nick was a South Australian Finalist in the 2015 Australian of the Year Awards and was awarded the 2013 EY Social Entrepreneur of the Year Award (Central Region).



Alistair Cavill

Alistair is the Managing Director of Cavpower, Caterpillar Dealer for South Australia and Western NSW. He is a Director of Energy Power Systems Australia and a number of other companies associated with the Caterpillar brand. Alistair is a founding member of our Board. His broad business experience and passion for preventing bowel cancer has seen him play an integral role in the Foundation. He is a keen runner and has been an active fundraiser for The Jodi Lee Foundation through participation in various events including the New York Marathon and the Gobi March, a 250km, six day race across China's Gobi Desert.



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 is 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.

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, responsibilities of the Board 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, a Medical Advisory and Communications Committee 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 MRCGP
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

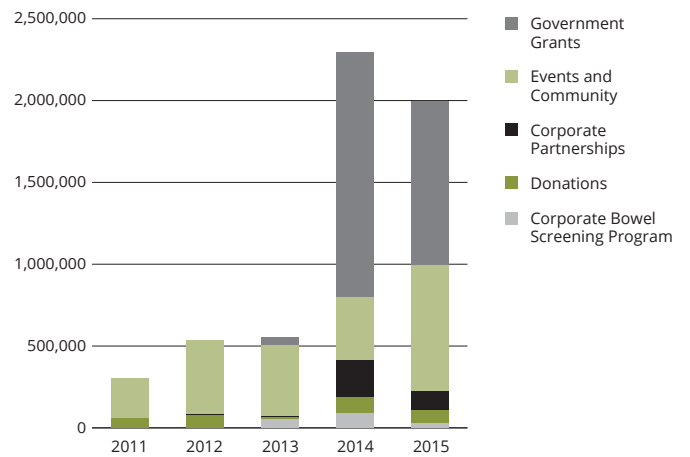
Partnerships that save lives

This year we received \$1,000,000 in grant funding from the Australian government, with 30 June marking the end of our agreement to provide a national bowel cancer awareness campaign.

Peer-to-peer fundraising continues to grow, representing 77% of our income excluding grants, and we formed a number of new partnerships during the year with corporates who share our vision. Income earned through our Corporate Bowel Screening Program was lower this year, reflecting our new distribution arrangement with the screening test manufacturer.

Our accounts do not reflect the pro bono support we received, valued at \$326,000.

Income



Note: amounts are based on cash flow calculations

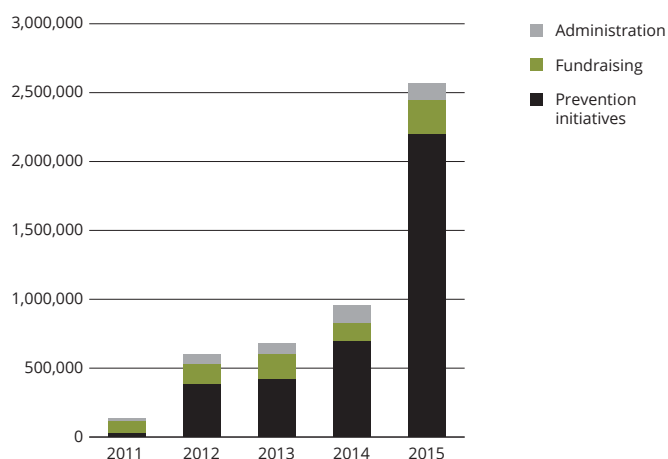
Expanding our prevention initiatives

The delivery of our national bowel cancer prevention initiatives grew significantly due to the Australian government grant received over the last two years. Coupled with money raised by our dedicated event participants and donations received from our corporate partners, we invested \$2.2 million in campaigns and initiatives to educate Australians about the steps they can take to prevent bowel cancer.

We were also able to add to our capital fund, increasing the balance to \$500,000. Growing the amount of this capital fund is vital to the financial security of the Foundation.

Operating costs accounted for 6% of income received during the year, and our fundraising costs accounted for another 13%. Fundraising costs include our events, which also play an important part in raising awareness and promoting healthy lifestyle choices to reduce bowel cancer risk.

Expenditure



Note: amounts are based on cash flow calculations

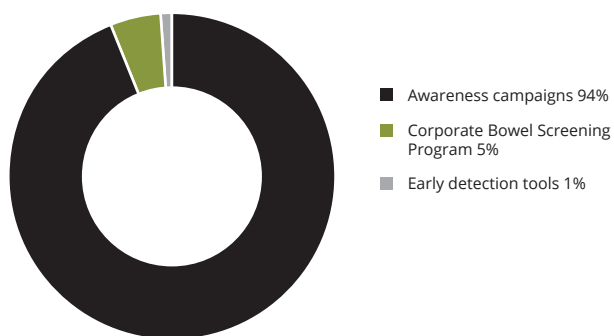
Awareness saves lives

We are committed to preventing bowel cancer in Australia through education and heightened awareness. All of our initiatives deliver on our mission, encouraging people to screen regularly, act quickly on symptoms and lead healthy lifestyles.

The majority of our funding was again invested in campaigns to raise awareness of bowel cancer and its prevention. Millions of Australians saw our important messages on a number of occasions and on a variety of platforms throughout the year.

Our Corporate Bowel Screening Program was run by 40 different businesses across Australia this year, seeing us present to over 4,000 employees, and we continue to work with a several national organisations to develop tools to promote the early detection of bowel cancer.

Prevention initiatives



Note: amounts are based on cash flow calculations

Income Statement

	2015	2014
INCOME		
Fundraising Income	3,018,947	1,097,905
Other Income	60,177	114,413
Total Income	3,079,124	1,212,318
EXPENSES		
Prevention initiatives		
Community awareness	2,075,661	501,958
Corporate Bowel Screening Program	110,212	160,667
Early detection tools	22,500	26,627
Fundraising costs	254,290	135,713
Operating costs	135,298	141,507
Total Expenses	2,597,961	966,472
Net Surplus / (Shortfall)	481,163	245,846

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

	2015	2014
ASSETS		
Current assets		
Cash and cash equivalents	836,575	1,387,914
Receivables	63,597	3,131
Prepayments	-	2,613
Total current assets	900,172	1,393,658
Non-current assets		
Fixed assets	4,869	6,595
Intangible assets	9,231	24,086
Total non-current assets	14,100	30,681
Total assets	914,272	1,424,339
LIABILITIES		
Current liabilities		
Payables	40,121	46,998
Provisions	11,413	2,954
Deferred revenue	50,000	1,051,215
Total current liabilities	101,534	1,101,167
Non-current liabilities		
Provisions	8,403	-
Total non-current liabilities	8,403	-
Total liabilities	109,937	1,101,167
NET ASSETS	804,335	323,172
EQUITY		
Opening accumulated funds	323,172	77,326
Net surplus/(shortfall) for the year	481,163	245,846
TOTAL EQUITY	804,335	323,172

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.

Thank you to our valued friends

Adam Matthews	Bridgit Pern	Heysen Trail	Julie-Anne Downie	Melanie McLeod	Sam Butcher
Adrian Loschiavo	Bronwyn Fuller	Furphy Media Pty Ltd	Justin Hotton	Melina Lipkiewicz	Samantha Grose
Adrian Raison	Brooke Stockman	Gabrielle Neal	Justin Neumann	Michael French	Samantha McCarty
Adrienne Niven	Budget Coffs Harbour	Gary McCarty	Justin Nugent	Michael Long	Samantha Prentice
Alan Schwartz	Burra Community & Sports Club	Gavin Hall	Justine Taylor	Michael Nugent	Sara Neave
Alex Nicholls	Burra Visitor Information Centre	Ged Walsh	Kara Harte	Michael Southcott	Sarah Houston
Alexandra Gibbons	Callan Goudie	Georgie Gibbons	Kara Turner	Michelle Edmondson	Sarah Irwin
Ali Cooper	Cameron Black	Georgie Lester	Karel Chaloupka	Michelle Maiale	Sarah Jane Durol
Ali Hackett-Rogers	Camilla Walker	Georgie Mann	Karen Bowes	Michelle McAuley	Sarah Jane Paton
Alice Duncan	Carmen Radetti	Georgie Osborn	Karen Winters	Michelle Sanders	Sarah Matulick
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Alice Turnbull	Carolyn Mounce	Ginger Jar Catering	Kate Lawton	Michelle Tee	Sarah Vidotto
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Alison Surjan	Cate Blackman	Greg Pearce	Kate White	Min Youngman	Sean Keneally
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Alison Vickers	Cathy Brooks	Heather Cook	Kathrine Nugent	Naomi Stewart	Shona Simpson
Alistair Lee	Cheryl Christopher	Heather Gillings	Kathy Grieve	Natalie Bottroff	Simon Bayley
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Amanda Becher	Chris Diamond	Irene Miller	Katie Inglis	Natasha Thredgold	Sofia Georgiou
Amanda Charlton	Chris Tsoutouras	Jack Lee	Katie Loverich	Natasha Wainberg	Sonya Sullivan
Amanda McEwin	Christine Murphy	Jackie Lee	Katie Mere	Nicholas Fraser	Sophie Millington
Amanda Sharp	Christine Stevens	Jacqui Higgins	Katrina Hood	Nick Girdler	St John Ambulance Australia
Amanda Thi Tran	Christopher McKenna	Jacqui Hooper	Katrina Poskus	Nick Vincent	St Peter's College
Amy England	Cindy Bell	Jake Pooley	Kaye Carey	Nicola Lynch	Stacey Waterman
Amy Kat	Claire Pennington	James Kennett	Kellie Farquar	Olwyn Freeman	South Australian Mid North State Emergency Services
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Amy Sullivan	Clare Valley Flowers	James Murrell	Kerry Hage	Paquita Quinlan-Watson	Stephanie Eland
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Andre Eikmeir	Con Koutsoukos	James Young	Kevin Knott	Paul Downie	Supersound Productions
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Andrew Geddes	Danielle Weyland	Jane Sandow	Kylie Pelizzari	Paula Smith	Tanya Lowther
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Andrew Vincent	Denice Mason	Jayne Polito	Laura Carrocci	Peter Mclucas	The Lang Foundation
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Angelita Martini	Di Austin	Jenni Carberry	Leanne Murch	Phay Luu	The Royal Exchange Hotel
Angus Irwin	Dianna Martin Digby	Jennifer Redden	Leanne Roles	Philip Morton	Thomas Foods International
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Annabel Murdoch	Jamieson Eilis Mitchell	Jo Beccaris	Louise Taheny	Rebecca Anderson	Todd Packer
Annabel Wilkins	Elderene Brostrom	Jo Day	Lower North Coaches	Rebecca Baker	Tom Hannaford
Anne Katsaros	Elise Winter	Jo Piggott	Lucy Bengier	Rebecca Chapman	Tony Peier
AnnMaree Roche	Eliza Lee	Joanne Curry	Lucy Gubbins	Rebecca French	Towards a Better Future Foundation
Apollo Lighting	Elizabeth Kelly	Joanne Hayes	Lucy Johnson	Rebecca Nathan	TR Hirecom
Arnott's Biscuits	Elle Clarke	Joanne Jenkins	Lucy Wallace	Rebecca Schell	Tracey Miller
Atlantis Water	Elleshia Giannitto	Jocelyn Chamberlain	Lyn Heard	Rebecca Seal	Trish Peier
Austral Meats	Emily Doran	Jodi McArthur	Lynda Matthews	Rebecca Taipari	Trisha Talob
Barbara McNaughton	Emily Sherwell Emily	Jodie Goodwin	Lyndall Iron	Regional Council of Goyder	Troy Westrop
Belinda Myles	Emma Shaw	Jodie Teurlings	Malcolm Wood	Rhonda Vincent	Valley Vintage Co
Belinda Propsting	Emma Van Den Berg	Joe Cardone	Marco Brandli	Richard Turner	Vicki Barrett
Bella Lee	Fiona Ferguson Fiona Hellier	Joe Grose	Margaret Green	Rob Cameron	Vicki Miller
Ben Dunn	Fiona Titus	Joelene Van Zyl	Margaret Phelps	Robert Spiby	Vicki Paynter
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Brian Carey		Julie MacLachlan	Meagan Catford		
Brian Stocks		Julie Stevens	Meagan Troyahn		

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— THE —
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FOUNDATION

PREVENTING BOWEL CANCER

