



THE

JODI LEE
FOUNDATION

2011 ANNUAL REVIEW

JODI'S STORY



The Jodi Lee Foundation was founded in 2010, in honour of Jodi Lee, to save lives through increasing awareness and encouraging early detection for the prevention of bowel cancer.

Jodi lost her battle with bowel cancer on January 16, 2010, aged 41. This was a battle she had fought for two years with incredible bravery and dignity. The symptoms before her diagnosis were vague. Although she sought medical help immediately, the cancer was already at stage IV and had spread to her lymph and liver.

Jodi is missed terribly by her family and her army of close friends. As a wife to Nick, mother to Jack and Arabella and a beloved daughter, sister and friend, she was generous, non-judgemental and kind. She was a dedicated and respected teacher of children with special needs and regularly volunteered at orphanages in Vietnam.

Her smile, her sparkling eyes, and her wicked sense of humour drew people to her. She was a truly special person who is deeply missed. The sadness is that Jodi's story could have had a happy ending if her cancer had been detected earlier.

VITALITY
INTEGRITY
TRANSPARENCY



THE JODI LEE FOUNDATION



One in 12 Australians will develop bowel cancer in their lifetime and nearly 5,000 Australians will die from the disease every year. This is concerning, especially given bowel cancer is **90 PER CENT CURABLE** if detected early.

The Jodi Lee Foundation was founded to educate people about the importance of bowel cancer screening and that early detection of bowel cancer saves lives. The Foundation encourages people to screen for bowel cancer annually from the age of 40 using a Faecal Occult Blood (FOB) test (*).

Our recommendation for annual screening from age 40 has been carefully considered. While we recognise that the majority of bowel cancer deaths occur in the over 50 age group, Jodi's diagnosis at such an early age created a desire for us to focus on the 40 plus age category.

Trials using FOB testing have estimated that screening can reduce overall bowel cancer mortality by 40 per cent. The results from these trials favoured annual testing. In addition, the National Health and Medical Research Council clinical practice guidelines state that the risk of bowel cancer increases 4-fold between the ages of 40 and 50.

Our recommendation will no doubt increase the demand for colonoscopies. This brings with it considerations of cost, access to colonoscopy services and a minimal risk of complications arising from the procedure. However, we remain confident that our recommendations will save lives.

* FOB tests are not suitable for people with symptoms or a family history of bowel cancer. No matter what their age, The Jodi Lee Foundation encourages people in this higher risk category to speak to their doctor about screening tests that are suitable for their situation.

JOHN'S STORY

After receiving an email about The Jodi Lee Foundation from one of our 2010 New York marathon team, John decided to speak to his doctor about a colonoscopy. He didn't have any symptoms but being over 50, was in a high risk category. The surgeon removed two growths in his large intestine; much to the relief of John, his wife and seven children.

AJ'S STORY

Late in 2010 AJ had been feeling a little discomfort, but like many others, she put it down to being busy. Hearing Jodi's story through the Ride for the Little Black Dress she was motivated to arrange a colonoscopy. Tests revealed the discomfort was due to a very large polyp in her bowel which the doctors were able to remove before it became cancerous.



THE EARLY DETECTION OF BOWEL CANCER SAVES LIVES



CEO REPORT



I am extremely proud of what The Jodi Lee Foundation has achieved in a short period of time.

What originally started as a fundraising event has transformed into an organisation that has and will continue to positively impact and save lives. Forming the Foundation has also enabled us to direct funding exclusively to bowel cancer initiatives that allow us to make a real difference. Early detection is the key to saving lives from bowel cancer.

The Jodi Lee Foundation's key highlights this year have been:

Assisting two people to identify pre-cancerous growths in their bowel through the Foundation's early detection message – both of these people received timely, preventative treatment

Establishing Australia's first corporate bowel cancer screening program

Building a website that informs and educates whilst also facilitating our fundraising activities

Working with the CSIRO and Cancer Council to create an online tool that allows people to self-assess their risk of developing bowel cancer based on their family history

Holding a number of very successful events

Obtaining endorsement from the Australian Taxation Office as a deductible gift recipient.

In 10 months to 30 June 2011, we raised an incredible \$298,520 thanks to the support and efforts of a number of people. The table below sets out the income raised and the associated costs of fundraising for this year and our projections for 2012. We are pleased to report that in 2011 our fundraising and operating expenses accounted for 36 per cent of gross income raised. This has exceeded our target and is lower than other recognised Australian charities.

FINANCIAL PROJECTIONS				
	2011		2012	
	\$	AS % GROSS INCOME	\$	AS % GROSS INCOME
GROSS FUNDRAISING INCOME	298,520		564,000	
ALLOCATED TO:				
PROGRAMS & INITIATIVES	26,150	9%	380,000	67%
FUNDRAISING EXPENSES	87,449	29%	146,000	26%
OTHER OPERATING EXPENSES	21,095	7%	51,000	9%
ACCUMULATED CASH SURPLUS AT YEAR END	163,826		150,826	

In addition, we expect to receive an amount of \$62,000 before 31 December 2011 that will be attributed to the 2011 Ride for the Little Black Dress event. And at the time of writing this report, fundraising for the 2011 New York Marathon had reached over \$214,000.

We will continue to run a number of endurance and community events such as Body Balance Outdoors and the City to Bay fun run. These events encourage exercise and wellbeing to minimise the risk of bowel cancer. I love that we have a number of passionate friends who go above and beyond, embarking on their own events to support our objectives. This year, Alistair Cavill completed the Gobi March in China and in September Nikki Moffitt flew The Jodi Lee Foundation flag on the summit of Mount Kilimanjaro.

An unexpected highlight for me personally has been the feedback received from a great number of participants in our events. People are pushing themselves further, trying things they never dreamt would be possible and reaching new heights while representing The Jodi Lee Foundation. Their individual stories have become an inspiration in themselves and we thank everyone who has ticked something off their 'wish list' while supporting our initiatives. We are very proud to have positively influenced peoples lives in this way.

All this would not have been possible without the help, advice and enthusiasm of a great group of supporters. Our thanks go to Jacqui Hooper, Cavpower, Ernst & Young, PwC, Kelly & Co, The Social PR Consultancy, communicate et al and Showpony Advertising.

Finally, my heartfelt thanks to my parents Chris and Margaret Lee. Without them and the overwhelming support I have received from my family and friends, I could not have possibly devoted the amount of time to The Jodi Lee Foundation as I have. I would also like to make special mention to Tiffany Young who has not only supported me and my family, but has been invaluable in building the success of the Foundation.

NICK LEE

OUR PEOPLE & SUPPORTERS

MEDICAL PROFESSIONALS

We are proud to have the support of some of Adelaide's most recognised colorectal specialists behind The Jodi Lee Foundation. We work closely with each of them to ensure that the information we provide is relevant, accurate and current. Their assistance is provided on a voluntary basis.

Dr Jim Young

CONSULTANT COLORECTAL SURGEON

Professor Graeme Young

PROFESSOR OF GLOBAL GASTROINTESTINAL HEALTH, FLINDERS UNIVERSITY

Dr Andrew Luck

HEAD OF UNIT, COLORECTAL SURGERY, LYELL MCEWIN HEALTH SERVICE
& PRESIDENT OF THE COLORECTAL SURGICAL SOCIETY OF AUST & NZ

Dr Tabitha Healey

NORTH ADELAIDE ONCOLOGY

PROFESSIONAL ADVISERS

The Jodi Lee Foundation relies on the professional advice provided by the following companies. Their services are provided pro bono, for which we are very grateful.

STRATEGIC BUSINESS ADVICE

Mark Butcher and Julianne Parkinson, Ernst & Young

AUDIT OF OUR FINANCIAL STATEMENTS

Marcus Lojczyk, Re Ouano and Teresa Lok, PwC

LEGAL ADVICE

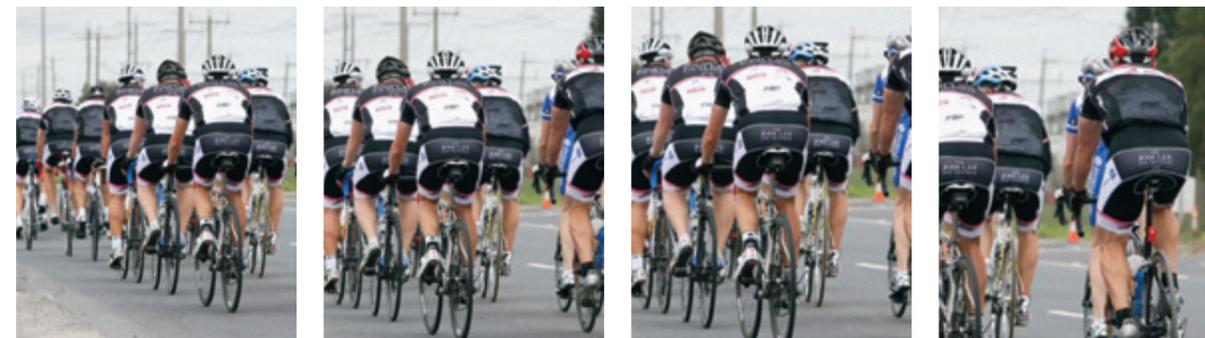
Garry Winter and Camilla Mittiga, Kelly & Co

ACCOUNTING SUPPORT AND COMPANY SECRETARIAL SERVICES

Ben Lathlean, Kylie Osborne and Agnes Dostan, Cavill Power Products

CREATIVE ADVERTISING

Jamie Scott, Parris Mesidis and Matthew Gaetano Basso, Showpony Advertising



AMBASSADOR

During the year, Graeme Goodings agreed to act as our Ambassador. Graeme was fortunate to survive bowel cancer in 2004 and is passionate about building awareness of the disease with The Jodi Lee Foundation. As anchor of the Seven Nightly News weekend edition, Graeme can promote our key messages to a diverse and engaged audience.

THE JODI LEE FOUNDATION TEAM

Nick Lee, Founder & CEO – From 1 July 2011, Nick Lee officially joins the Foundation as the CEO. Nick is primarily responsible for strategy development, promoting our corporate bowel cancer screening program and developing stakeholder relationships.

Tiffany Young, Communications & Finance – Tiffany accepted a part-time position from February 2011. Her responsibilities include building and managing The Jodi Lee Foundation's brand and communications strategy, and managing our legal and finance roles.

Elissa O'Donohue, Events & Administration Coordinator – Elissa brings six year's of event management experience to The Jodi Lee Foundation. She also coordinates the development and distribution of all of our promotional materials and helps out in the office as required.

CONSULTANTS

The Jodi Lee Foundation has formally engaged communicate et al and The Social PR Consultancy as our public relations consultants.

Sophie Callaghan and Sonia Mir at communicate et al continue to work hard to secure media coverage for the Foundation and also provide their valuable advice on developing the profile of the brand and the people behind it.

Our social media strategy and content is managed by The Social PR Consultancy. Sarah Thomas is a recognised specialist in her field and we welcome her ongoing professional advice.

We have also engaged Showpony Advertising to design and build our website and develop promotional materials for all of our initiatives.

THE \$20K CLUB

We are delighted to recognise the first members of our \$20k club. These people have individually raised over \$20,000 for The Jodi Lee Foundation – an incredible achievement.

Rosemary Hocking

Andy and Sam McKay

Alistair Cavill

Richard Turner

Andrew Poole

Scott Elvish

Todd Brown

Nick Lee

BOARD OF DIRECTORS

The Jodi Lee Foundation is governed by a corporate trustee which has a board of five directors. The Directors meet quarterly and are responsible for monitoring the financial performance of the Foundation, conducting salary benchmarking and reviewing proposals from The Jodi Lee Foundation executive team.



Nick Lee

Nick and Jodi were together for 14 years and have children, Jack and Arabella. Since Jodi's diagnosis Nick has personally raised over \$170,000 for cancer by participating in Tour Down Under cycling events as well as the Gold Coast and New York marathons.

Nick has 17 years experience in the fast moving consumer goods industry and was a Director of Unilever Australasia. He has worked in the United Kingdom, Asia & Australia.



Tiffany Young

A friend of Jodi's, Tiffany is dedicated to raising awareness about bowel cancer and the importance of early detection for survival. Tiffany is a member of the Institute of Chartered Accountants with over 15 years experience in tax advisory and compliance work for large businesses. Tiffany worked for Deloitte for many years and more recently has consulted to listed and unlisted property funds.



Alistair Cavill

Alistair is a friend of the Lee family and 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 \$33,000 for The Jodi Lee Foundation. Alistair is the Managing Director of Cavill Power Products Pty Ltd, the Caterpillar Dealer for South Australia.



Dr. Jim Young

Surgeon, Jim Young, has specialised in the diagnosis and management of colorectal cancer over many years. Jim has been a Consultant Surgeon at the Royal Adelaide Hospital and Director of Surgery at The Lyell McEwin Hospital. Jim was a great source of information and support for Jodi during her illness.



Chris Lee

After 25 years in private legal practice, Chris served as a judge of the Industrial Court of South Australia for 10 years and then as a judge of the District Court of South Australia for 15 years. Since retiring in 2006, he has served in the part time position of President of the Racing Appeals Tribunal of South Australia. Chris was Jodi's father-in-law.

OUR INITIATIVES

Money raised by The Jodi Lee Foundation is vital for the development and implementation of our core initiatives, all aimed at achieving the Foundation's objectives.

The cost to implement and operate these initiatives in 2011 and estimates for 2012 is summarised in the table below:

OUR INITIATIVES		
	2011	2012
	\$	\$
COMMUNITY AWARENESS INITIATIVES	26,150	237,637
CORPORATE BOWEL CANCER SCREENING PROGRAM		86,837
KNOW YOUR RISK WEBSITE (*)		29,026
RESEARCH PROJECT		26,500
TOTAL COST OF INITIATIVES	26,150	380,000

* Funding of \$35,000 for the Know Your Risk website was provided by Nick Lee and Todd Brown during the 2011 financial year through their own personal fundraising efforts.

COMMUNITY AWARENESS CAMPAIGNS

Stage one of our website was completed on 5 July 2011, with the event section added on 26 September 2011. There are more additions planned over the next few months. Our thanks go to Showpony Advertising for helping us realise our vision for the website.

Our Porcelain Doll advertising campaign appeared in The Weekend Australian Magazine and WISH during October and November 2011. Again, our thanks to Showpony for the brilliant creative which was provided to us pro bono.

The ad aims to raise awareness about the high incidence of bowel cancer in Australia and provide a solution – early detection.

Nick Lee has been interviewed on radio several times and The Jodi Lee Foundation has appeared in numerous newspaper articles this year. Importantly, these stories have conveyed our early detection message. Our thanks to communicate et al.

RESEARCH SCHOLARSHIP

We are currently looking at offering a research scholarship to a PhD student enrolled at Curtin University in Western Australia. The research project, which would commence in 2012, promotes medical consultation by patients who seek pharmacist treatment for significant symptoms of chronic and life limiting lower bowel disease.

Many people approach their local pharmacist with symptoms like diarrhoea, rectal bleeding and constipation. Most do not recognise these complaints as symptoms of bowel cancer. In fact 19 per cent of our population have lower bowel symptoms and yet only one in three will consult their doctor.

We hope that this research project will lead to a change in the role of the pharmacist in health care programs.



CORPORATE BOWEL CANCER SCREENING PROGRAM

Our corporate bowel cancer screening program has been developed to encourage businesses and other organisations to educate their employees or members about the importance of bowel cancer screening.

Through the program, organisations can offer screening tests to employees or members for as little as \$24.95 per person. The program fits well within the corporate social responsibility programs of most organisations and is an excellent way for us to reach a large portion of our target market.

The program involves the distribution of the InSure bowel cancer screening test, which is manufactured by Enterix Pty Ltd. The tests are completed in the privacy of the employee's home. We recommend that the tests are provided to people aged 40 and over.

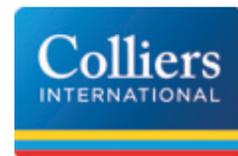
Enterix has worked closely with us to develop the program and provide timely compliance reporting to the organisations involved. We are grateful for their ongoing support.

We have experienced an enthusiastic uptake of the program during the pilot phase, with three organisations participating and more than 200 kits distributed.

Our focus for the coming year is to partner with at least **6** organisations across South Australia and to have distributed **400** kits by the year's end. Macquarie Bank, Santos, Bank SA, McMahon Services, Westpac, Jobfit and ResourceCo have all expressed an interest in implementing the program during the coming months.

Businesses that have participated in The Jodi Lee Foundation's corporate bowel cancer screening program have reported positive engagement amongst the employees who took part. They also quickly recognised the benefit of the program as supporting their commitment to act as a responsible employer. Employee feedback included the willingness to extend the program to include immediate family members.

SUPPORTERS



1 in 12 Australians will develop bowel cancer in their lifetime.

THE JODI LEE FOUNDATION
It's the 2nd most common cause of cancer related death in Australia.
It's also 90% curable, if it's caught in time.
The early detection of bowel cancer saves lives.

1 in 12 Australians will develop bowel cancer in their lifetime.

THE JODI LEE FOUNDATION
It's the 2nd most common cause of cancer related death in Australia.
It's also 90% curable, if it's caught in time.
The early detection of bowel cancer saves lives.

Beat the odds of bowel cancer.

THE JODI LEE FOUNDATION

TESTIMONIALS



ALISTAIR CAVILL

**Managing Director,
Cavill Power Products Pty Ltd**

"The wellbeing of our staff is paramount to the success of our business and with a considerable proportion of our staff being over 40, I felt it important that we make them aware of the prevalence of bowel cancer and that screening is an effective way of detecting the disease. The Jodi Lee Foundation's corporate bowel cancer screening program was a very simple and effective way of making our staff aware of bowel cancer; educating them on some of the symptoms and risk factors and advising them of the importance of screening and follow-up action. Once a screening test has been done an automatic reminder is sent to the employee when their next screening date is due. From our perspective, by introducing someone to bowel screening, we are setting them up for future tests as well. Ongoing attention is vitally important for successful long term screening and this is an automatic feature of The Jodi Lee Foundation's program. The response from our staff has been excellent and we will certainly aim to run this program again in the future."



JAMES YOUNG

**State Chief Executive SA
Colliers International**

"My own awareness and understanding of bowel cancer and the prevalence in our society was heightened through The Jodi Lee Foundation and their initiatives. My immediate thought as an employer was to make the same opportunity available to my colleagues, particularly those over 40 like myself. Colliers International (SA) Pty Ltd were early to sign up to the corporate bowel cancer screening program because it makes sense, it is easy to coordinate, it is in line with our Core Values, it is low cost yet high value and has an ongoing employee benefit in that regular future notices will be automatically issued to those who joined in. We had a solid participation rate and many employees asked to extend the screening program to family and friends which we of course agreed to fund. We absolutely encourage other employers to take action and get on with it."



JAMIE SCOTT

**Managing Director
Showpony Advertising**

"Like anyone in their forties I have friends and family who have battled with cancer over the years. I thought I had a reasonable understanding of the various types of cancer and so was stunned to learn just how little I knew about bowel cancer. That it is the second most prevalent cancer, that 5,000 Australians die from bowel cancer each year or that one in 12 Australians will be diagnosed in their lifetime – all statistics that shocked me. With a 90 per cent chance of beating the disease through early detection, the screening program for my staff was a no-brainer. The idea that you could help save the life of a colleague through early detection, for under \$30, was too compelling."

KNOW YOUR RISK

Only a small percentage of people that develop bowel cancer have a family history of the disease. However, people who have had close relatives diagnosed with bowel cancer are at elevated risk of the disease.

Know Your Risk is an easy and interactive website that helps people self-assess their risk of developing bowel cancer based on a series of questions about their family history. After working through the website, the user will be provided with a personalised assessment of their risk of developing bowel cancer, which they are encouraged to discuss with their doctor.

We are grateful for the opportunity to work with the Cancer Council SA and CSIRO on this important and potentially life-saving initiative, which is scheduled for release in April 2012.



Nick Lee and Todd Brown raised a total of \$35,000 through their participation in the Gold Coast Marathon in June 2010. The money has been donated to Cancer Council SA to fund development of the Know Your Risk website.

Nick entered the race with friend and first-time marathon runner Todd. Nick completed it with a personal best time of 3 hours 28 minutes. After finishing the race, Nick ran back to meet Todd so they could cross the finish-line together with Todd running a remarkable 3 hours 46 minutes.



2011 EVENTS



The Jodi Lee Foundation has many passionate supporters who are prepared to go to extreme lengths to raise money for the Foundation. We have also been overwhelmed by the number of community events organised to support us – the Ladies Shopping Day, a Bike-A-Thon at St Peter's College and a VIP day at Morrison to name a few. In the process, these events have generated a great deal of publicity and awareness of bowel cancer.



LITTLE BLACK DRESS PARTY

Jodi loved a little black dress and it has since become an iconic symbol of The Jodi Lee Foundation.

On 25 January 2011, Jodi would have turned 42 years old. To celebrate her life, The Jodi Lee Foundation held a Little Black Dress party at Glen Ewin Estate. Over 350 people attended the event, nearly all dressed in black. They were greeted with cocktails, champagne and delicious canapés prepared by Extreme Cuisine.

The crowd were entertained by an auction which included Little Black Dresses donated by Australian designers; followed by Amity Dry and The Hepburn Band. Other auction items were donated by the AFL, James Thredgold Jeweller, ResourceCo and Events SA.

Cocktails for the night were kindly provided by Diageo and Belvedere, with wines from our friends at Hesketh Wines, Reschke Wines, Bird In Hand, Fox Gordon, GISA Wines, Fosters and Yalumba.



RIDE FOR THE LITTLE BLACK DRESS

In January 2011, 13 riders swapped their business suits for black tutus and peddled more than 1,200km from Melbourne to Adelaide for the inaugural Ride for the Little Black Dress.

Raising an astounding \$141,000, the riders were welcomed and cheered as they passed through towns along the route, raising awareness and money as they went. Riders came from overseas and interstate to participate, with many sticking a small picture of Jodi on their handlebars to urge them on when times got a little tough.

The peloton was forced to re-route on a number of occasions due to extensive flooding across Victoria, adding a couple of hundred extra kilometres to the ride – but it has not put them off. Ride for the Little Black Dress organiser Andrew Poole has started planning the 2012 ride and the group has nearly doubled in size.



NEW YORK MARATHON, NOVEMBER 2010

In November 2010, six bold runners completed the New York Marathon, our first official event.

Nick Lee and Alistair Cavill met up with Aussie expatriates Tamara Lee and Norman Denton from the USA, Sean Rahaley from the UK and Patrick Looram from Vietnam, to don the now-mandatory black tutu and pound the pavements of the Big Apple.

For some it was their first ever marathon and for others it was a life-time dream; but for all of them it was a great opportunity to push themselves to the limit and raise money for a cause that is extremely close to their hearts.



GOBI MARCH, JUNE 2010

When Jodi passed away from bowel cancer in 2010, Alistair pledged he would do something in her honour. True to his word, in March 2011 Alistair completed the Gobi March – a gruelling seven-day, 250 km self-supported run across the Gobi Desert in China.

Raising more than \$33,000, Alistair battled high altitude, temperatures in excess of 58 degrees Celsius, blisters and camel spiders to finish 37th out of 150 race starters – with just 100 people completing the race.

Alistair's herculean effort is all the more remarkable considering he has suffered from arthritis for most of his life. While the symptoms have eased over time, his dedication and commitment to the Foundation and ongoing participation in events is a great testament to his determination to increase bowel cancer awareness amongst Australians.



GOVERNANCE



REPORT FROM THE BOARD OF DIRECTORS

We believe that ethical conduct sets the standard for a not-for-profit organisation. Corporate governance is of the utmost importance to the Board and we are determined to ensure that The Jodi Lee Foundation is at all times transparent and accountable. The distribution of finances has been outlined in this report and will be permanently available for public viewing.

In this first year of operation The Jodi Lee Foundation's Directors have concentrated on defining and executing a strategy capable of delivering a sustainable and effective contribution toward the early detection of bowel cancer. Considerable thought has been given to how best to invest funding to ensure we achieve the following objectives:

- 1. To promote awareness about the high instance of bowel cancer and risk of developing the disease**
- 2. To educate people about the importance of screening and the tests available**
- 3. To encourage regular screening from the age of 40**

The last year has been very successful from a fundraising perspective and the coming year promises to be the same. A clear part of our strategic plan for the year ahead is to broaden our reach both in terms of fundraising and program delivery. Our local community has been exceedingly generous and we recognise that we cannot continue to rely on these people for the same level of support in future years.

Remuneration of the executive team for the year ahead has been formally reviewed by external remuneration consultants and approved by an independent committee of the Board. No remuneration was paid to Nick Lee for the period to 30 June 2011. Notwithstanding this, the Board is also of the view that the Foundation's objectives can only be achieved with dedicated staff working tirelessly on executing our strategy. Nick's passion for the cause and determination to reduce the incidence of death from bowel cancer make him, without question, the person best suited to the position of Chief Executive Officer and the Board is extremely confident that the objectives of the Foundation will be best met under his leadership.

To some extent, the past year has been about building a platform for our future success. The year ahead will be about focussing on one objective – to reduce the incidence of bowel cancer related deaths through early detection. Through our initiatives, we aim to raise the profile of bowel cancer and do our very best to ensure the link between early detection and survivorship is well understood in the community.

On behalf of the Board, I would like to thank all those who have supported The Jodi Lee Foundation and helped us off to a strong start. Our achievements would not be possible without you and we look forward to a successful and productive year ahead.

ALISTAIR CAVILL



FINANCIAL STATEMENTS

STATEMENT OF COMPREHENSIVE INCOME

For the period 10 August 2010 to 30 June 2011

REVENUE	\$
DONATIONS	212,300
LITTLE BLACK DRESS PARTY	85,720
OTHER	740
INTEREST INCOME	2,613
TOTAL REVENUE	301,373
EXPENSES	\$
FUNDRAISING & EVENTS	87,449
SALARY & CONSULTANTS	33,327
TELEPHONE	2,590
MEETINGS	1,464
STATIONERY	451
INSURANCE	450
INTERNET ACCESS	213
POSTAGE	176
SUBSCRIPTIONS	71
TOTAL EXPENSES	126,191
NET SURPLUS FOR THE PERIOD	175,182

The above statement of comprehensive income should be read in conjunction with the accompanying notes.

BALANCE SHEET

As at 30 June 2011

ASSETS	
CURRENT ASSETS	
CASH & CASH EQUIVALENTS	175,013
RECEIVABLES	1,666
TOTAL CURRENT ASSETS	176,679
NON-CURRENT ASSETS	
INTANGIBLE ASSETS	8,503
TOTAL ASSETS	185,182
LIABILITIES	
CURRENT LIABILITIES	
ACCRUALS	10,000
TOTAL CURRENT LIABILITIES	10,000
TOTAL LIABILITIES	10,000
NET ASSETS	175,182
EQUITY	
ACCUMULATED FUNDS, 10 AUGUST 2011	-
NET SURPLUS FOR THE PERIOD	175,182
OTHER COMPREHENSIVE INCOME	-
ACCUMULATED FUNDS, 30 JUNE 2011	175,182
TOTAL EQUITY	175,182

The above statement of financial position should be read in conjunction with the accompanying notes.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE PERIOD 10 AUGUST 2010 TO 30 JUNE 2011

NOTE 1: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The Jodi Lee Foundation (the Foundation) is a trust established and maintained for the primary purpose of being a charitable institution whose principal activity is to promote the prevention or control of diseases in human beings.

The Foundation was established by the deed of trust dated 10 August 2010 (the deed) between its founder and Jodi Lee Foundation Pty Ltd, the Foundation's trustee. Under this deed, the Foundation operated as a public ancillary fund as defined by Australian Taxation Office rules on Deductible Gift Recipients. The Foundation operated under this structure from 10 August 2010 to 30 June 2011.

The principal accounting policies adopted in the preparation of these financial statements are set out below. These policies have been consistently applied throughout the year presented, unless otherwise stated.

a) Basis of preparation of financial report

In the Directors' opinion, The Jodi Lee Foundation is not a reporting entity because there are no users dependent on general purpose financial reports.

This special purpose financial report has been prepared in accordance with the requirements of the *Collections for Charitable Purposes Act 1939* of South Australia (the Act) and the Board Members of the Foundation. The Directors have determined that the accounting policies adopted are appropriate to meet the requirements of the Act and the needs of the Board Members.

The financial report has been prepared in accordance with the Australian Accounting Standards, other authoritative pronouncements of the Australian Accounting Standards Board and Urgent Issues Group Interpretations to the extent as described in the policies detailed in Note 1. In addition, only those disclosure requirements that the Directors deem necessary have been applied from these standards pronouncements and interpretations.

The financial report has been prepared in Australian dollars under the historical cost convention unless stated otherwise.

The accounting policies have been consistently applied throughout the period.

b) Revenue recognition

Revenue is recognised when the company is legally entitled to the income and the amount can be quantified with reasonable accuracy. Revenues are recognised net of the amounts of goods and services tax (GST) payable to the Australian Taxation Office.

Donations collected are recognised as revenue when the company gains control, economic benefits are probable and the amount of the donation can be measured reliably. Income is measured at the fair value of the consideration received or receivable.

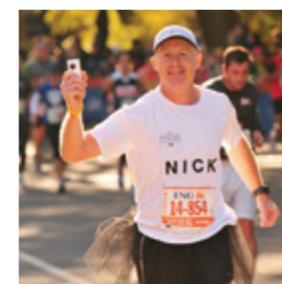
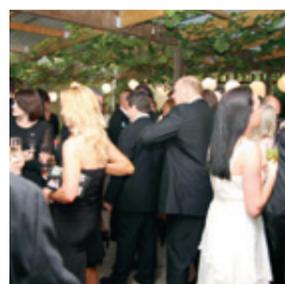
No amounts are included in the financial statements for donations in kind.

c) Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to a particular category they have been allocated to activities on a basis consistent with use of the resources.

Fundraising expenses are those incurred in seeking voluntary contributions by donation and do not include costs of disseminating information relating to the activities of the Foundation.

Management and administration expenses are those incurred in connection with administration of the Foundation and compliance with constitutional and statutory requirements.



d) Cash and cash equivalents

Cash and cash equivalents in the balance sheet comprise cash at bank and in hand and short-term deposits with an original maturity of three months or less. For the purposes of the cash flow statement, cash and cash equivalents consist of cash and cash equivalents as defined above, net of any outstanding bank overdrafts.

e) Intangible assets**WEBSITE DEVELOPMENT**

Cost incurred in developing products or systems and costs incurred in acquiring software and licenses that will contribute to future period financial benefits through revenue generation or cost reduction are capitalised to software and systems. Cost capitalised include external direct costs of materials and consulting services on time spent to develop the website. Amortisation is calculated on a straight-line basis over 5 years.

f) Taxation**INCOME TAX**

The Foundation is a charitable institution for the purposes of Australian taxation legislation and is therefore exempt from income tax. This exemption has been confirmed by the Australian Taxation Office. The company holds deductible gift recipient status.

GOODS AND SERVICES TAX (GST)

Revenues, expenses and assets are recognised net of the amount of GST except where the amount of GST incurred is not recoverable from the Australian Taxation Office, in which case it is recognised as part of the cost of acquisition of an asset or as part of an item of expense.

Receivables and payables are recognised inclusive of GST.

The net amount of GST recoverable from or payable to the Australian Taxation Office is included as part of receivables or payables.

NOTE 2: CRITICAL ACCOUNTING ESTIMATES

The preparation of financial statements requires the use of certain critical accounting estimates. It also requires management to exercise its judgment in the process of applying the Foundation's policies. For the period ended 30 June 2011, the Directors are not aware of any areas involving a higher degree of judgment or complexity, or areas where assumptions and estimates significant to the financial statements.

NOTE 3: SUBSEQUENT EVENTS

A new trust deed was executed on 1 July 2011 between the Foundation's founder and Jodi Lee Foundation Pty Ltd as trustee. Under this deed, the Foundation ceased to operate as a public ancillary fund and began to operate as a health promotion charity as defined by Australian Taxation Office rules on Deductible Gift Recipients.

Statement by the Board Members

As stated in Note 1(a) to the financial report, the Board Members have determined that the Foundation is not a reporting entity because there are no users dependent on general purpose financial reports. This is a special purpose financial report that has been prepared to meet the requirements of the *Collections for Charitable Purposes Act 1939* of South Australia and the Members of the Foundation.

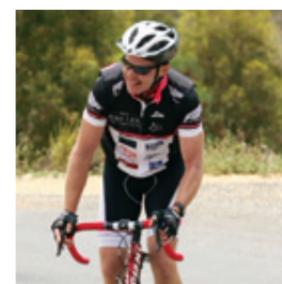
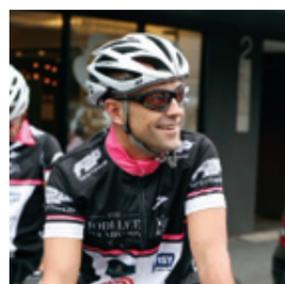
The Board Members declare that the financial report and accompanying notes comply with applicable Australian Accounting Standards, to the extent as described in the policies described in Note 1 to the financial report and present fairly the Foundation's statement of financial position as at 30 June 2011 and statement of comprehensive income for the financial year ending 30 June 2011.

In the opinion of the Board Members:

- The financial report and the notes are in accordance with accounting policies described in Note 1 to the financial report and the provisions of the *Collections for Charitable Purposes Act 1939* of South Australia
- There are reasonable grounds to believe that the Foundation will be able to pay its debts as and when they become due and payable.



TIFFANY YOUNG
DIRECTOR, COMMUNICATIONS & FINANCE
31st OCTOBER 2011





Independent auditor's report to the Directors of the Jodi Lee Foundation

Report on the financial report

We have audited the accompanying financial report, being a special purpose financial report, of the Jodi Lee Foundation, which comprises the statement of financial position as at 30 June 2011 and the statement of comprehensive income for the period then ended, a summary of significant accounting policies, other explanatory notes and the statement by the by the board members of the Jodi Lee Foundation.

Directors' responsibility for the financial report

The directors of the Jodi Lee Foundation are responsible for the preparation of the financial report and have determined that the basis of preparation described in Note 1 to the financial statements, which forms part of the financial report, is appropriate to meet the requirements of the *Collections for Charitable Purposes Act 1939* of South Australia.

The directors' responsibility also includes such internal control as the directors determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the foundation's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the foundation's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors of the foundation, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

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Independent auditor's report to Directors of the Jodi Lee Foundation (continued)

Basis for Qualified Opinion

Cash donations from fundraising activities amounted to \$5,606. The Jodi Lee Foundation's directors have determined that it is impracticable to establish control over the collection of revenue from cash donations prior to entry into its financial records. Accordingly, as the evidence available to us regarding revenue from cash donations was limited, our audit procedures with respect to revenue from cash donations had to be restricted to the amounts recorded in the Jodi Lee Foundation's financial records. As a result, we are unable to express an opinion as to whether revenue from cash donations from fundraising activities is complete.

Qualified Opinion

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph, the financial report of the Jodi Lee Foundation, gives a true and fair view of the financial position as at 30 June 2011, and its financial performance for the period then ended in accordance with the accounting policies described in Note 1 to the financial statements.

Basis of Accounting and Restriction on Distribution and Use

Without modifying our opinion, we draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to meet the requirements of the *Collections for Charitable Purposes Act 1939* of South Australia. As a result, the financial report may not be suitable for another purpose. Our report is intended solely for the members of the Jodi Lee Foundation.

PricewaterhouseCoopers
PricewaterhouseCoopers

Adelaide
1 November 2011

A VERY BIG THANK YOU

TO EVERYONE WHO HAS:

Made a gold coin donation

Sewed a tutu

Laced up their running shoes

Pumped up their tyres

Got desert sand in their eyes

Pulled on a little black dress

Sponsored a friend

Provided exceptional expert advice

Talked about bowel cancer

Got involved

CONTACTS



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ACKNOWLEDGMENT OF OUR SUPPORTERS

50 Kaliber Films	Bud Hocking	Donna Harding	Harris Real Estate	Leigh St Luggage	National Australia Bank	Rebecca & Patrick Kelly	St Peters College
Aaron Mayes	Cancer Council SA	Enjoy Fitness	Hesketh Wine Company	Lincoln Harris	National Foods	Reschke Wines	Stacey Orrock
AFL Footy Show	Cancer Voices SA	Enterix	Imogene Schaefer	Lion Nathan	Neutrog Australia	ResourceCo	Step Rd Winery
Alannah Hill	Carman's	EOD Food	James Thredgold Jeweller	Liza Emanuele	Nick Hocking	Rexona	Steve Thurlby
Amanda Hannaford	Carol Law	Ernst & Young	James Young	Macquarie Group	Nikki Moffat	Richard Turner	Steve Tilley
Amity Dry & The Hepburn Band	Cavill Power Products	Events SA	Jamshop	Marissa Packer	O'Connell St General	Ricky Ponting	Streets
Andrew Poole	Central Audio Visual	Extreme Cuisine	Jellis Craig Real Estate	Mark Footer	Patrick Looram	Rob Cameron	The AFL
Andy and Sam McKay	Channel 7	F2P Sportsware	Jo Tierney	Marlene Wood	Paul Burke	Rob Dolan	The Jamieson Family
Anna Vincent	Chris Ennis	Feast! Fine Foods	Jobfit	Matt Hopkinson	Paul Grant	Robert Barlow	The Social PR Consultancy
ANZ	Colliers International (SA)	Fox Gordon	Jodie Lyons	Matthew Gaetano Basso	Perri Cutten	Sally Phillips	Todd Brown
Artsoup	communicate et al	GATE Uniques	John Heard	MBE Business Service Centre	Peter Grant	Santos	Tom Hedditch
Atmosphere Events	Country Club Villages	Gatorade	John White	(Adelaide South)	Peter McLucas	Sara Morbey	Tory Toogood
BankSA	Craig Lightfoot	Gay Naffine	Julian Burton Burns Trust	MGA Insurance Brokers Australia	Power Bar	Sarah Watson	Visy
Bird In Hand	CSIRO	Georgia Powell	Kelly & Co	Minnie Taylor	PwC	Sass & Bide	Wayne Jackson
Botanic Homes	Detmold Packaging	Georgie McKay	Ken Basha	Morrison	Q Gallery	Scott Elvish	Wigg & Son
Bowel Cancer Australia	Devine Group	Gerard Walsh	Kings Cars	Mosquito Hill Wines	Racers' Toolbox	Showpony Advertising	Williams Burton
Brendan Sharp	Diageo Australia	GISA Wines	Lake Imaging	Musashi	Radicle Group	Simone Hanckel Photography	XBox 360
Britt Hetherington	Distinctive Gardens	Glen Ewin Estate	Leanne March	Natalie Baack	Rakesh Sinha	Somersault	

— THE —
JODI LEE
FOUNDATION



