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Turn 67 Minutes into a Lifetime Impact

Be the lifeline this Mandela Day

Every Mandela Day, South Africans answer the call to make a difference. Across the country, people dedicate 67 minutes to uplifting others by serving meals, painting schools, planting trees, mentoring young people, and supporting those in need.

But what if your 67 minutes could leave a legacy of hope?

What if they could help save up to three lives?

This Mandela Day, the South African National Blood Service (SANBS) is inviting South Africans to transform a simple act of generosity into a lifetime of impact by donating blood.

Unlike many acts of service, the impact of a blood donation doesn't end when you leave the donor centre. It continues in emergency rooms, operating theatres, maternity wards and hospital beds across the country, where donated blood gives someone another chance to recover, celebrate another milestone, and experience another tomorrow.

Every lifesaving blood transfusion begins with one person making one simple decision: to show up.

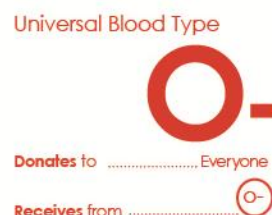
That's why SANBS is encouraging more South Africans, especially first-time donors to become part of a community of everyday heroes whose generosity gives strangers a second chance at life.

"Whether you have donated before or have always wondered if you should, Mandela Day is the perfect opportunity to take that first step," says Monique Schreiner, Senior Manager: Donor Relations at SANBS. "The donation process is safe, simple and takes less than 67 minutes from start to finish. Yet those minutes could mean a lifetime for someone else."

Nelson Mandela believed that each of us has the power to make a meaningful difference through service. Blood donors live that legacy every day - not for recognition or reward, but because they understand that, somewhere, someone is depending on the kindness of a stranger.

sanbs.org.za
Toll free 0800 11 9031

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This Mandela Day, let your 67 minutes create a lifetime of impact.

Be The Lifeline. Give Blood. Give A Tomorrow.

Stay connected with SANBS on social media:

- X (@theSANBS)
- Facebook (@SANBS)
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ABOUT SANBS

The South African National Blood Service (SANBS) is an independent non-profit organisation and a leader in blood transfusion. SANBS operates in eight of the nine provinces in South Africa (excluding the Western Cape, which is served by the Western Cape Blood Service) and provides crucial support to countries in the SADC region.

The organisation prides itself on being the lifeblood of South Africa's healthcare system, providing over one million world-class blood products annually. This pedigree comes from world-class testing and collection protocols, ensuring a safe supply for patients. SANBS operates a vast network of donor centres, including more than 60 fixed centres and over 100 mobile collection sites daily.

SANBS aims to collect 3,500 units of blood daily to ensure a safe and sufficient supply for South Africa's healthcare system. Regular donations are critical because a unit of blood lasts only 42 days. We encourage donors to commit to giving blood regularly, ensuring a continuous supply for those in need.

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