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Press Release

South Africa Unites for National Blood Donor Month 2025

“Give Blood, Give Hope: Together We Save Lives”

Johannesburg, 5 June 2025 — The South African National Blood Service (SANBS) is proud to launch National Blood Donor Month (NBDM) 2025 under the inspiring global theme, *“Give blood, give hope: together we save lives.”* This year’s campaign celebrates the life-changing impact of blood donors and the powerful message of community, compassion, and solidarity that underpins every donation.

World Blood Donor Day (WBDD), commemorated annually on 14 June, serves as the pinnacle of the month-long campaign. It honours the selfless individuals whose donations help save countless lives across the nation.

“On WBDD, we honour those who selflessly give the gift of life and show how their blood flows through our veins,” says Thandi Mosupye, Senior Manager of Marketing, Communication and Brand at SANBS. “Behind every unit of blood is a heartbeat, a second chance, a mother, a father, a child, a future. It’s more than a donation, donors are the invisible lifeline connecting families to tomorrow.”

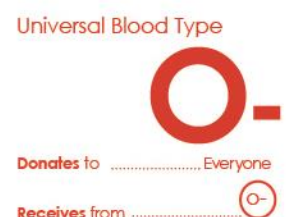
To mark the start of Blood Donor Month, SANBS welcomed members of the media to its state-of-the-art laboratories at its head office in Constantia, Gauteng, on 4 June 2025. The exclusive “Journey of Blood” tour offered an inside look at the meticulous scientific processes that ensure every drop of donated blood is safe and life-saving — from donation to delivery.

“Our aim was to show South Africans the human stories behind every blood unit,” said Mosupye, “From veins to victories, this journey is about science and compassion coming together.”

Attendees were guided through the lab tour, witnessing how blood is collected, tested, processed, and delivered with precision and care to those in need. The immersive experience deepened public understanding of SANBS’s dedication to innovation, safety, and excellence.

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"It's truly inspiring to see the commitment, the technology, and the heart that goes into every drop of blood processed here," said Mosupye "Bringing our media partners closer to our mission allows them to share these powerful stories with the nation."

One blood recipient attending the tour shared: "Seeing the journey of lifesaving blood was emotional. I'm here today because someone cared enough to donate."

As part of its youth engagement and education efforts, and in support of the #LifeGivas Network youth-donor programme, SANBS also welcomed students from the Tshwane University of Technology (TUT) for an educational tour of its laboratory facilities on Monday, 2 June 2025.

"This experience opened our eyes to the science and compassion behind blood donation," said one TUT student. "As future health professionals, it's inspiring to see where innovation meets impact."

At the heart of NBDM is a powerful appeal to turn compassion into action. This year's campaign calls on all South Africans to:

- Raise awareness about the ongoing need for blood, platelet, and plasma donations.
- Encourage regular donations to maintain a stable and sufficient blood supply.
- Promote solidarity, compassion, and community through the act of giving.

Throughout June, SANBS will roll out commemorative events, donor appreciation ceremonies, community activations, tributes, and digital campaigns — all aimed at celebrating donors and encouraging all South Africans to give the gift of life.

This year, SANBS is proud to spotlight real-life stories of survival — stories that would not be possible without the kindness of strangers who donate blood.

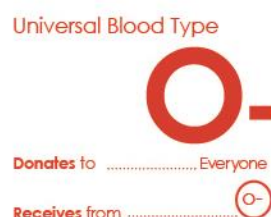
Rotondwa Silima (Age 11)

In October 2022, Rotondwa was involved in a horrific car crash on the N1 between Limpopo and Gauteng. She suffered third-degree burns, fractures, and severe blood loss. Her mother, pregnant at the time and unable to donate, watched as her daughter received six lifesaving blood transfusions during a three-month hospital stay.

"I never truly understood the importance of blood donation until it saved my daughter's life," says Pfarelo Mafela-Silima. "Thanks to selfless donors, my daughter is alive today—and after giving birth, I was inspired to become a donor myself."

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Vernon Muso – Musician & Father

Cape Town-born guitarist and vocalist Vernon Muso was diagnosed with aggressive colorectal cancer in 2024. Suffering internal bleeding, he received eight units of donated blood during two critical hospitalisations.

“I never donated. I thought I was too busy,” Vernon admits. “But blood donors gave me more time with my three children. You didn’t just save my life, you saved a father.”

Edna Smith – A Daughter’s Gratitude

At 16, Edna was preparing for surgery when her mother shared a life-changing revelation: she had been diagnosed with a rare, gene-mutated cancer. Over the years, her mother received 47 units of blood and it made all the difference. She lived to see Edna’s wedding, the birth of her grandchildren, and far surpassed her original prognosis.

“That one bag of blood gave me the wedding I dreamed of, family photos I’ll cherish forever, and memories I never thought we’d get,” says Edna. “Blood donors gave my family a tomorrow.”

As SANBS paves the way in blood safety and innovation, one message rings louder than ever: **Be a hero. Give blood. Give hope.**

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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 out of nine provinces in South Africa (except for the Western Cape, which the Western Cape Blood Service services) 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. This pedigree comes from world-class testing and collection protocols, ensuring that the transfused blood is always of the highest quality. SANBS operates a vast network of donor centres, including over 70 fixed centres and over 100 mobile collection sites daily.

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