

Be The Lifeline

Give Blood. Give A Tomorrow.

Website

The South African National Blood Service (SANBS) proudly launches its national campaign "**Be The Lifeline**" on 1 June 2026, ahead of World Blood Donor Day on 14 June, under the powerful message: "Give Blood. Give a Tomorrow."

At its core is a simple truth: one donation can save multiple lives.

As SANBS marks 25 years of saving lives through safe and reliable blood donation, this campaign honours the everyday South Africans who continue to become lifelines for patients nationwide.

Every donation creates a tomorrow

Behind every unit of blood is a future made possible:

a mother holding her newborn for the first time,

an accident victim receiving urgent care,

a cancer patient continuing treatment with hope,

a child recovering and simply being a child again.

It's also the everyday milestones - a first day at school, a first driving lesson, a first business opening - moments that exist because someone chose to donate blood.

Why it matters

"Be The Lifeline" is a reminder of the unseen connection between donors and patients. One donation can save multiple lives - making it one of the most powerful acts of humanity.

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SANBS calls on all eligible South Africans, especially young people, to become regular blood donors and join a life-saving community built on compassion and action.

Because when you give blood, you don't just give help - you give someone tomorrow.

Be The Lifeline. Give Blood. Give A Tomorrow.