



MEDIA RELEASE

Human Rights at the Heart of Every Donation SANBS calls on South Africans to honour Human Rights Day with blood donation

Johannesburg, 18 March 2025 – As we commemorate Human Rights Day, a day dedicated to celebrating the sacrifices made for freedom, dignity, and the right to life, the South African National Blood Service (SANBS) is calling on all South Africans to honour these values in a tangible, life-saving way: by donating blood.

Every blood donation carries more than just essential medical components—it holds the power to heal, save lives, and change futures. SANBS continues its life-saving mission, urging all South Africans to show their commitment to human rights by donating blood this Human Rights Day. By doing so, you help maintain a steady supply of blood, ensuring that patients receive the vital support they need, when it matters most.

Did you know that every blood donation can save up to three lives?

Yes, one donation can be separated into three vital components: red blood cells, plasma, and platelets.

Each of these components serves a critical role in medical treatments:

- **Red blood cells** are used to treat severe anaemia and support patients undergoing surgery.
- **Plasma** is crucial for hydration, healing, and treating burn victims.
- **Platelets** are essential for blood clotting, commonly used by cancer patients and those with blood disorders.

Your commitment to donating blood is a powerful act of compassion and humanity. With every donation, you don't just give blood—you give hope to patients, restore dreams for families, and offer the priceless gift of life.

This Human Rights Month, we honour our dedicated blood donors who embody the spirit of Human Rights, *Human Hearts: Giving Blood, Giving Life*. Because of you, lives are saved, futures rewritten, and communities strengthened. Thank you for being the heartbeat of this life-saving mission. Your generosity ensures that no one is left without the help they deserve.

"This Human Rights Day, we ask South Africans to remember that the right to life is the most fundamental of all rights. By donating, you are actively protecting that right for others," says Thandi Mosupye, Senior Manager: Marketing, Communications and Brand at SANBS.

Every drop of blood donated is an act of humanity—one that upholds the right to life and gives hope to those in need. From patients fighting chronic illnesses to those in medical emergencies, your donation is a powerful reminder that our shared humanity has the power to heal, restore, and give life.

"We encourage you to keep making a difference—one donation at a time. Every drop counts, and every act of kindness brings hope to someone in need. Visit your nearest donation centre and continue being the hero that so many rely on," adds Thandi.

SANBS donation centres and mobile drives across the country are ready to receive your donation. To make a difference and honour the spirit of Human Rights Day, visit www.sanbs.org.za or contact 0800 119 031. Stay connected with SANBS on social media:

- X (@theSANBS)
- Facebook (@SANBS)
- Instagram (@thesanbs)
- TikTok (@thesanbs)

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Issued on behalf of SANBS by Meropa Communications. For further information, please contact: Tshilidzi Matidza, +27763061197, tshilidzim@meropa.co.za

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, which ensure that the transfused blood is always of the highest quality. The organisation's operations are supported by a wide network of donor centres consisting of more than 70 fixed donor centres and more than 100 mobile collection sites per day.

SANBS aims to collect 3500 units of blood daily to ensure a safe and sufficient supply for South Africa's healthcare system. Given that a unit of blood only lasts 42 days, regular donations are critical. We encourage donors to commit to giving blood as frequently as every 56 days, ensuring a continuous supply for those in need.