



The Sunflower Fund
Hope begins with you

MEDIA RELEASE

For immediate release

BETTING ON HOPE: LEGO'S SPREAD THE JOY

Every year hundreds of children and adults in South Africa are diagnosed with life-threatening blood diseases. The Sunflower Fund offers support to these families in various ways and ultimately spends endless hours working on creating awareness and education about blood diseases and stem cell donation to further our mission of bringing hope and getting more patients to transplant.

In support of the patients and families we serve, World Sports Betting online gifted The Sunflower Fund with 100 boxes of Lego play sets, to bring joy to the children whilst they undergo treatment. In partnership with CHOC, these gifts brought smiles to young kids in CHOC houses that are spending protracted periods away from their familiar home environment.

Toy runs to the different CHOC houses, Tygerberg and Plumstead took place in January 2020 as smiles filled the faces of patients and staff at CHOC.

Ryno Du Plessis, Marketing Manager at World Sports Betting says "We take great pride in supporting the most influential organisations in SA. The Sunflower Fund ticks all the boxes for us and we hope that this initiative is the first of many. We look forward to working with the foundation and its team members to assist them with the great work they do for children affected by these terrible diseases. Our contribution is small compared to the wonderful efforts of the entire team at the Sunflower Fund and we take our hats off to them. Anyone looking for a charity in SA to support need look no further".

CHOC has accommodation facilities close to the specialised treatment centres in Plumstead as well as Tygerberg hospital to accommodate out-of-town patients and a parent/caregiver during the lengthy cancer treatment phase. The child and their parent/caregiver stay at these facilities at no cost and get to spend time with other families facing similar circumstances.

"We are very pleased World Sports Betting has included us in their initiative to support organisations in South Africa and that we've been able to extend this support to CHOC " says Alana James, CEO of The Sunflower Fund.

"Partnership and collaboration is the only way we can provide a more holistic support to patients and their families, as we strive to get more patients to transplant," continued James.

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Individuals between the ages of 18 and 45 years, with a BMI of less than 40 that are in general good health with a consistent weight of more than 50kgs should consider becoming stem cell donors. To support The Sunflower Fund by becoming a stem cell donor or to fund the tissue-typing test cost involved in the recruitment of donors, contact The Sunflower Fund on 0800 12 10 82 or visit www.sunflowerfund.org.

About The Sunflower Fund

The Sunflower Fund is a donor recruitment centre and stem cell registry that is part of a global network, dedicated to creating awareness about blood diseases and stem cell donation, recruiting blood stem cell donors and maintaining a registry of committed donors.

The Sunflower Fund pays for the cost of the tissue-type testing. This is fundamental to saving the lives of South Africans who need a stem cell transplant.

The chance of finding a matching donor is 1 in 100,000 – and as ethnic origin plays a significant role in the search for a donor, South Africa's rainbow nation is at a distinct disadvantage, requiring a large pool of prospective donors.

Should you wish to become a donor, support one of the fundraising projects or make a financial contribution, please contact The Sunflower Fund on 0800 12 10 82 or via WhatsApp 074 715 0212. You can also visit www.sunflowerfund.org to learn more or look out for the DONATE button to make a cash donation via the website.

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