



The Sunflower Fund

Hope begins with you

MEDIA RELEASE

For immediate release

NEW CORD BLOOD BANK PARTNERSHIP WILL HELP SAVE LIVES

[13 November 2019] A baby's umbilical cord contains blood and tissue, which is a rich source of valuable stem cells. Stem cells are the body's internal repair kit and have the potential to regenerate and repair damaged tissue.

Current treatments, like stem cell transplants (also called bone marrow transplants) already make use of their potential to regenerate healthy blood and immune systems. That is why it has been used globally for more than thirty years to help regenerate patients' healthy blood and immune systems in more than 40 000 stem cell transplants.

CELVI is the only hybrid private cord blood bank in Africa. The hybrid model gives parents the opportunity to store their baby's newborn stem cells for their family and additionally, make it donatable to a patient in need of a life-saving stem cell transplant.

"Our story started 23 years ago when my then nine-year-old daughter was diagnosed with a life-threatening disease. In a world of tests, doctors and desperation, she needed a miracle cure to stay alive. The only potential cure was a matched sibling donor stem cell transplant, but she had no siblings", says Erna West Co-Founder and CEO of CELVI.

"Out of desperation, I was tested and found to be a 100% tissue match. The stem cell transplant saved her life and mine was changed to one with a new purpose: to give back to this community in any way I possibly could," West continued.

After a journey of two decades gaining experience and meeting people with a shared vision, CELVI was born. The team's mission is to provide options of lifesaving treatments, made possible with new-born cord blood and tissue stem cells.

CELVI, in collaboration with Next Biosciences and the Sunflower Fund, is embarking on an exciting journey to save more lives and want you to be a part of it. By storing your baby's newborn stem cells with CELVI, it will also be registered on the Sunflower Fund Stem Cell Registry. Should it be identified as a potential match for a patient, you will have the obligation free option of donating it to help save the life of someone in need of a life-saving stem cell transplant.

The Sunflower Fund fights blood diseases like leukaemia by recruiting potential stem cell donors and maintaining a registry of committed donors willing to help anyone in need of a life-saving transplant.

Patients only have a 30% chance of finding a match from within their family. The remaining 70% chance is from an unrelated matching donor.

The Sunflower Fund NPC, Reg. No: 2000/008979/08, VAT Reg. No. 4350236958
Non-Profit Organisation Reg. No.: 020-728-NPO
Public Benefit Organisation (section 18A) Reg. No : 130000158
In Terms of Section 18A(2) of the Income Tax, No. 58 of 1962

PO Box 31163 Tokai 7966 Cape Town, South Africa
Office 106B Richmond Centre, 174-206 Main Road, Plumstead, 7800
Telephone: 021 701 0661 • Fax: 021 701 6790 • e-mail: info@sunflowerfund.org
Regional offices: Johannesburg and Durban

Directors: J Sedgwick (Chairman), Dr M. du Toit, B. Jessop, Dr L. Mpuntsha,
Prof. R Ramesar, D. Walker **CEO:** Alana James

share. give. register

0800 12 10 82

www.sunflowerfund.org





The Sunflower Fund

Hope begins with you

“The Sunflower Fund is a member of the World Marrow Donor Association and has been recruiting adult stem cell donors for the past 19 years. The partnership with CELVI enables us to serve patients through the additional option of finding a match from the cord blood registry,” says Alana James, CEO of The Sunflower Fund.

“This is another step towards getting more patients to transplant,” James concluded.

To register and store your child’s cord blood with CELVI contact +27 10 013 1225 Monday to Friday 8am to 4pm.

For more information about The Sunflower Fund contact 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 the toll-free number: 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.

Released on behalf of The Sunflower Fund by:

Traci Sassenberg
traci@sunflowerfund.org
Tel: 021 701 0661
Cell: 083 303 9200

For more information or for interviews contact: Traci Sassenberg or Kim Webster on 021 701 0661.