

## **MEDIA RELEASE**

*FOR IMMEDIATE RELEASE*

### **KEEP BUSY WITH STEPS4HOPE IN SUPPORT OF PATIENTS WITH BLOOD CANCER AND OTHER BLOOD DISORDERS**

The impact of the Covid-19 pandemic is being felt in so many ways across society with many people desperate for life to return to a sense of normality.

The NGO sector is particularly impacted as many organisations have had to cancel a number of fundraising events due to social distancing requirements.

The Sunflower Fund is calling on your support to join the Steps4Hope challenge to help them raise funds. The Sunflower Fund is a donor recruitment centre and stem cell registry. They assist patients with blood cancers like leukaemia and other blood disorders who are in need of a life-saving blood stem cell (bone marrow) transplant, by growing and maintaining an ethnically diverse registry of donors committed to helping anyone in need of a transplant.

You can make a difference from the comfort of your home by joining the Steps4Hope challenge. One of The Sunflower Fund's most successful fundraising events is the Everest Challenge, which was initiated by a transplant survivor, who subsequently summited Everest and continues to be a great supporter of the cause.

Steps4Hope, is modelled off the idea of The Everest Challenge, which aims to replicate the distance from the base to the summit by climbing stairs in a team relay totaling 8 848 m. The Sunflower Fund is bringing the challenge to your home. It is much easier than climbing Everest, but fun all the same.

Get the family involved and get moving. You need to complete roughly 12 000 steps to cover the distance.

#### **How to get involved:**

1. Visit [www.givengain.com/c/sunflowerfund](http://www.givengain.com/c/sunflowerfund) and sign up as a fundraiser to show your support and involvement.
2. Share the link with your friends and family and get them to support The sunflower Fund for every step you complete towards the challenge.
3. Share photos and videos of your/your family's efforts as you tackle your 12 000 steps and add obstacles to make it more challenging for yourself.

The Sunflower Fund NPC, Reg. No: 2000/008979/08, VAT Reg. No. 4350236958  
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In Terms of Section 18A(2) of the Income Tax, No. 58 of 1962

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**20**Year  
ANNIVERSARY

share. give. register  
0800 12 10 82 | [www.sunflowerfund.org](http://www.sunflowerfund.org)



4. Post your videos on Social Media, tag @SunflowerFund and use #Steps4Hope in your post.

It costs The Sunflower Fund R3100 per donor that they recruit. All funds raised will go towards subsidising these costs as well as to grow the patient support fund, through which The Sunflower Funds assists patients with the cost associated with getting to transplant.

For more information about becoming a donor or how to support financially visit [www.sunflowerfund.org](http://www.sunflowerfund.org), WhatsApp 074 715 0212 or call 0800 12 10 82.

ENDS...

#### 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](http://www.sunflowerfund.org) to learn more or look out for the DONATE button to make a cash donation via the website.

ISSUED BY: THE SUNFLOWER FUND

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