

For Immediate Release

Western Cape Blood Service launches new charity initiative “The Extra Drop” to support local communities.

Cape Town, Western Cape - 3 March 2025 - The Western Cape Blood Service (WCBS) is excited to announce the launch of its first-ever charity initiative, The Extra Drop. This initiative not only encourages blood donation but also empowers donors to make a difference by helping charities from our communities in the Western Cape.

The Extra Drop initiative is a unique opportunity for blood donors to contribute beyond the act of saving lives by supporting local, deserving charities in the Western Cape. Every time you donate blood you receive a small token of appreciation from WCBS. You can now either choose to keep your token of appreciation or pay it forward, whereby WCBS will donate R15 to a selected cause.

How It Works:

- **Donate Blood:** Visit any of our WCBS centres to donate blood and receive a token of appreciation as a thank you for your life-saving blood donation.
- **Choice:** After donating, you can either keep your token of appreciation or donate the R15 to charity (this is in the form of a paper card that can be dropped into the box).
- **Making a Difference:** If you choose to donate your token of appreciation, WCBS will contribute R15 on your behalf to the charity of the month.
- **Charity Focus:** Every two months, WCBS will support a different charity, carefully selected by the WCBS committee. These charities will focus on areas such as healthcare, education, poverty alleviation, youth development, early childhood development, humanitarian work, people with disability, environment and animal welfare throughout the Western Cape.

Our First Charity Partner: The League of Friends of the Blind (LOFOB)

The first charity to benefit from the Extra Drop initiative is [The League of Friends of the Blind \(LOFOB\)](#), starting 1 March 2025. LOFOB is dedicated to empowering blind and visually impaired individuals through rehabilitation, skills training, employment readiness, and mobility support. By choosing to donate your token of appreciation to LOFOB, your generosity will directly support their life-changing work, providing hope and opportunities for those with visual disabilities.

With the launch of The Extra Drop, WCBS is inviting donors to be part of something bigger - a community-driven initiative that extends beyond blood donation. We encourage all to join us in this new way of giving and to make a difference in the lives of those in need.

 www.wcbs.org.za  info@wcbs.org.za

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PO Box 422, Paarl, 7620
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Worcester
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PO Box 194, Worcester, 6849
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Western Cape Blood Service NPC | Pr. No: 7800045 | Reg. No: 1943/016692/08

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For more information on how you can participate in The Extra Drop and support local charities, please visit www.wcbs.org.za or WhatsApp us 060 549 7244.

Distributed by the Western Cape Blood Service
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