



South London Gives & Give Blood, Spread Love

About Us

South London Gives & Give Blood, Spread Love is the Sickle Cell Society's blood donation awareness project. The project's goals are to engage individuals and communities from African and Caribbean backgrounds to become aware of the need for ethnically matched blood to treat people with sickle cell disorder.

Now in its second year, *South London Gives*, funded by NHS Blood and Transplant (NHSBT) commit to breaking down some of the myths and fears that exist around blood donation, educate people around what happens when you give blood and sign people up to the blood donation register.

In its infancy, *Give Blood, Spread Love*, funded by Terumo is our exciting, new digital arm of the project, sharing the same commitments and goals, but relocating them into the digital world. The new project will collaborate with South London Gives, with a focus on online engagement across the UK.

Our Goals

- Share facts around blood donation to replace the myths.
- Explain the positive impact blood donation has on people's lives.
- Share personal experiences of receiving life-saving blood transfusions.
- Encourage first-time blood donors to share their experiences online.
- Build a community of social media users to spread important messaging.
- Continue to build a network of trained Community Advocate volunteers.

Our Mission

South London Gives & Give Blood, Spread Love will work collectively with key community, statutory and corporate partners to turn up the volume on topics around blood donation and in turn, increase the number of black and mixed-race blood donors in the UK.

Contact

To learn more about our work and how your Haemoglobin Coordinating Centre can get involved:

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