

BON Hotels launches multi-tiered CSI partnership with Sunflower Fund

The BON Hotels group has launched a multi-tiered CSI partnership with The Sunflower Fund Registry for Africa, a donor recruitment centre and stem cell registry that fights blood diseases such as leukaemia, aplastic anaemia and sickle cell disease.



Image source: [Facebook](#)

“Partnering with business is one of the ways in which we secure sustainable income streams to continue the work we’ve been doing for the past 19 years now and to reach new audiences to recruit onto our registry,” says Alana James, CEO of The Sunflower Fund.

“Our vision is to save lives by ensuring that more individuals make it to transplant, and ensuring we have the finance to subsidise the cost of the DNA tissue-typing test is vital to delivering on this vision,” continues James.

BON Angels programme

The partnership between the two organisations will see The Sunflower Fund benefiting from guest donations on check out, incorporation into the BON Angels programme, as well as support from the group for the Sunflower Day 2019 campaign.

“Nothing in life is more important than helping others. At BON Hotels we consider ourselves to be privileged and we strongly believe that privileged people owe it to themselves and those less privileged, to help wherever we can,” says Guy Stehlik, brainchild of BON Hotels.

The [Sunflower Fund](#) pays R3000 per DNA tissue-typing test for every donor they recruit. Individuals between the ages of 18-45 years with a body mass index (BMI) of less than 40 and a consistent weight of more than 50kgs are eligible to register.

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