

Help raise R1.5 million for children with cancer

Danone Clover has launched its 'Caring for Our Children' 2008 campaign and this year, the company has promised to raise R1,5 million for the CHOC Childhood Cancer Foundation for the establishment of a much needed CHOC House in East London.



The money will come from sales of Danone Clover yoghurt, diary fruit juice blend, maas and Ultramel Custard products consumers purchase during July and August.

Shoppers can increase the donation by giving R10 of their own money. Danone Clover have made it very easy for shoppers to make such gifts. All they need do is SMS the words DCK to the number 38772 given on the promotional sticker on every pack.

This being the fifth successive year of its support, the money will, as in previous years, go to the CHOC Childhood Cancer Foundation South Africa for the establishment of another CHOC House which act as sanctuaries offering free accommodation to the most needy during their therapy.

The other houses have been set up in Bloemfontein, Soweto, Cape Town, and Pretoria, each conveniently close to the local children's cancer unit.

"The facilities are critical for the children," says Stéphane Jacqmin, marketing director at Danone Clover. "Many parents or carers live too far from the children's cancer units to make the daily journeys from home and back again. Or they cannot afford the fares.

"What's more, cancer therapy usually makes children suffer from a very low resistance to germs. They simply must have clean surroundings and decent meals, which may be lacking at home. Naturally, the kids should not be separated from all their loved ones, so Danone Clover CHOC Houses offer accommodation for child and carer too.

"The benefits of these facilities include faster and less stressful recoveries."

"Very few parents ever stop to think their little ones could fall prey to cancer," Jacqmin says. "Even fewer would know what symptoms to look for. So, Danone Clover is doing much more than fundraising. We are printing and distributing 1,5 million leaflets about the early warning signs of cancer in children."