



BLOODLINK
FOUNDATION



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Corporate Blood Donor Program

Every 3 minutes, someone in Kenya needs blood.....

Bloodlink Foundation has made significant progress in recruiting New corporate organisations in the Blood Donor Program. Most Corporates have adapted this initiative as part of their corporate Social Responsibility Agenda.

corporate Blood Donation Drives have shown significant progress, therefore contributing to the efforts put towards reducing the current Blood deficit in the Country. Amongst the Corporates Mobilised and supporting the Blood Donor program include;Safaricom, GlaxoSmithKline, National Hospital Insurance Fund,Kenya Flower Council,Lloyd Masika, East Africa Portland Cement,General Motors, Blow Plast, Nation Media Group, East African Breweries, Cosolidated Bank,National Bank, Kenya Broadcasting Corporation,Kenya Commercial Bank, Kenya Pipeline Corporation, Kenya Power & Lighting Company, Kenya Revenue Authority,Kenya Ports Authority, Ken Knit , Homalime Limited, Kenya Postal Corporation, Telkom Kenya, CFC - All Heritage Insurance, Standard Chartered Bank, Mumias Sugar,Equator Bottlers, Swift Global, Serena Hotel, Telkom Kenya, Brook side Dairy, Haco Industries, NIC Bank ,CFC Life, Private Safaris, Kenya Flourspar, DT.Dobie, Community Habitat and Finance, Unga Limited, National Cereals and Produce Board, Kenya Shell, Signon Freight, Bidco Oil Refineries, Lamsons Industries, CMC Motors, Kinango Community, Mazeras Community, Paradise Kikambala, Boabab Resort Ukunda,Shimba Hills Community, Burani Kwale, MultiCraft, Barraton University, Moi UIniversity, Maseno University, The Uniformed Forces, Serena Hotel, East Africa Malting Company, Voyager Hotel among others.

Corporate Partnerships

In our Mandate to work with corporate bodies, We have adapted different approaches for effective mobilization

One way which **BLF** has adapted to ensure sufficient safe blood is through partnership with the private sector in mobilizing local resources to recruit blood donors.Bloodlink Foundation has established partnerships with Corporate Organizations, Safaricom and GlaxoSmithKline towards support of the Blood Donor Program through committing their resources. The partnership with Safaricom " Safaricom Blood For Life Drive" concluded in December 2006. The Nation - Wide Blood Donation Campaign collected Over 7,000 Units.

Currently Bloodlink Foundation in Partnership with GlaxoSmithKline and National Blood Transfusion Services have Launched a similar Nation - Wide Campaign " Lucozade Bloodline Drive". GlaxoSmithKline has committed towards provision of "Lucozade" as Donor Fluid Replacement drink, Donor Incentives, Media Sponsorship among others. This five day campaign was first Launched in Nairobi on 13th March 2007, Mombasa on 10th April, 2007, diuring Easter Week, Kisumu on 12th June 2007 which coincided with the World Blood Donor Day marked on 14th June, and later successfully held in Eldoret on 7th August.

"Lucozade Bloodline Drive", moves to Nakuru on 9th - 13th October, 2007.

Other Sponsors of the Lucozade Bloodline Drive include, National Hospital Insurance Fund, who have also committed their resources to ensure its Success.

Publicity and awareness has been created through road shows and use of local talents targeting both in and out of city population, however FM stations have also given the campaign a great boost.



Corporate Sensitization Workshops

The foundation has been conducting education seminars for these organizations aimed at dispelling the fears associated with blood donation and education on the accruing benefits both to the donor and society at large. The organizations are at the same time encouraged to incorporate blood donation into their CSR activities. Blood donation is probably the only CSR activity that requires no budgetary commitment from these organizations. In the long term BLF hopes to recruit a sufficient number of organizations to ensure an adequate supply of safe blood for our hospitals at all times especially given that the shelf life of blood is only 30 days thus the need for regular donors. BLF targets to induct 150 corporations by the end of March 2008. The target organizations will be based in Nairobi, Mombasa and Kisumu and donations will be for blood banks based in the respective towns.



A Corporate Sensitization Workshop held at Voyager Beach Resort, Mombasa.



A Corporate Sensitization Workshop held at Imperial Hotel, Kisumu.