

Akelius' doubling inspires – large companies donate money

With two weeks to go, Akelius' charity campaign is in full swing. Several companies have donated large sums and instead skip the Christmas presents to the employees.

"It can be the difference between life and death," says Camila Buzaglo at Peab.

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Text



Roger Akelius. **Photo:** Cicci Jonson

Throughout December, real estate billionaire Roger Akelius doubles all gifts that come in to the aid organizations Unicef, UNHCR and SOS Children's Villages.

The real estate billionaire has previously contributed in the same way to charity fundraisers. At the outbreak of war in Ukraine in 2022, the real estate billionaire promised to double all gifts to UNHCR and Unicef in Sweden. The total amount landed at a record high of SEK 1.7 billion.

Among this year's donors are several large companies. Byggbolaget Peab **PEAB B +1.59%** has entered into a so-called strategic partnership with Sweden for UNHCR, which means that the company donates at least one million kroner.

"Millions of children and young people receive support through them. It could be the difference between life and death. Not least now, in these times. We do nothing but read about war and conflict, it feels extremely important to support," says Camila Buzaglo, communications director at Peab.

"We have a strategic goal at Peab to be a leader in social responsibility. We are a Nordic company with operations in Finland, Norway, Sweden and Denmark. We do many initiatives here that are local, but it also feels important to contribute internationally."



Camila Buzaglo, communications director at Peab.

The theme for this year's matching is education, and in order for the gifts to be doubled by real estate billionaire Roger Akelius, they must be earmarked for that particular purpose.

"UNHCR will build schools and classrooms. Also accommodation for teachers. If the children are to learn, they must have classrooms, but the teachers must also have somewhere to live. Since we build and build, it feels important to be able to contribute to that," says Camila Buzaglo.

In addition to the doubling, everyone who donates at least SEK 1,000 to the aid organizations during December receives an art book produced by the Akelius foundation. The book consists of 400 famous works of art by 50 artists and is used by students in refugee camps to learn English.

Also the listed consulting company Afry **AFRY +1.42%** donates a large sum, which goes to Unicef.

”Kunskap är nyckeln för att skapa möjligheter för varje barn och för en grön omställning. När vi nu närmar oss juletider tycker vi att det är ett hållbart sätt att stötta Unicef istället för att ge julklappar, då undviker vi slit och släng, och kan samtidigt bidra till något som verkligen gör skillnad för många barn. Vi är otroligt glada för att vår donation matchas av Akelius Foundation, så att fler barn får tillgång till en utbildning”, säger Cathrine Sandegren, kommunikationsdirektör på Afry.



Foto: Jesper Frisk

Depona, som erbjuder fysiska och digitala arkivtjänster för företag, organisationer, kommuner och myndigheter, har valt att skänka 400.000 kronor till SOS Barnbyar som dubbleras av Akelius Foundation.

”Vi har en tradition att skänka en substantiell julgåva som alltid går till dem vi tror kan göra störst skillnad för barn i nöd. Akelius inspirerande initiativ gör att det känns ännu mer positivt att stödja Sos Barnbyar, säger Johan Litens, vice vd på Depona.

SÅ KAN DU SKÄNKA PENGAR

Matchningen från Akelius Foundation gäller gåvor som kommer in under december, eller i januari om fakturan är utställd i december.

UNICEF SVERIGE

- **Kontaktperson för företag:** Annika Bränning, annika.branning@unicef.se
- **Köp dina julklappar på unicef.se/gavoshop.** De paket som ingår i matchningen kommer att publiceras den 1 december och vara märkta med en dubblingssymbol.
- **Swish:** 9020017, skriv "utbildning" i meddelandefältet
- **Plusgiro:** 90 20 01-7, skriv "utbildning" i meddelandefältet

- **Bankgiro:** 902-0017, skriv "utbildning" i meddelandefältet

SOS BARNBYAR

- **Kontaktperson:** Caroline Kallenberg, insamlingschef företag och filantroper, caroline.kallenberg@sos-barnbyar.se
- **Pengarna öronmärks** till insatser för att möjliggöra utbildning för ukrainska barn. Ge din gåva på sos-barnbyar.se.
- **Swish:** 900 22 96, skriv "Ukraina" i meddelandefältet
- **Plusgiro:** 90 02 29-6, skriv "Ukraina" i meddelandefältet
- **Bankgiro:** 900-2031, skriv "Ukraina" i meddelandefältet

SVERIGE FÖR UNHCR

- **Kontaktperson:** Amelie Häger, amelie.hager@sverigeforunhcr.se
- **Ge en företagsgåva** i jul sverigeforunhcr.se/foretag/julgava
- **Ge bort ett skolpaket** i julklapp sverigeforunhcr.se/stod-oss/gavoshop
- **Swish:** 1230363531
- **Plusgiro:** 900164-5, skriv "utbildning" i meddelandefältet
- **Bankgiro:** 900-1645, skriv "utbildning" i meddelandefältet

SÅ SÄGER VÄLGÖRENHETSORGANISATIONERNA

Jessica Zimmerman, fundraising manager for private donors at Unicef Sweden.

"The needs are enormous, we have a global education crisis where nearly seven out of ten 10-year-olds cannot read and understand a simpler text . It is a disaster for these children, whose future is at stake. At the same time, we know that the economy is strained for both companies and private individuals in Sweden. And to see in that situation the response and commitment that this campaign arouses among our donors and partners, not least among small and medium-sized companies, is really nice."

Caroline Kallenberg, fundraising manager for companies and large donations at SOS Children's Villages.

"We have noticed a very positive response to the Akelius Foundation's doubling, both from existing and new business partners. The companies like that the result of the investment in the Ukrainian children's education will be twice as large thanks to the doubling, regardless of whether you donate 10,000 kroner or a million."

Charlotte Köhler Lindahl, head of corporate partnerships and philanthropy, Sweden for UNHCR.

"We are happy to see that there is a great deal of commitment for children and young people on the run to have access to education . The Akelius Foundation's doubling also means that the gifts last twice as far."