



Starting and securing
major gifts in Sweden

Case the Swedish Childhood Cancer Fund

Agenda

- **What is Barncancerfonden?**
- **Working with Major Donors**
- **Examples**
- **Major Donors in Finland?**
- **Questions**

Barncancerfonden's creation

- **1979:** Childhood cancer unit at Karolinska Hospital is threatened with closure. Our fight starts.
- **1982:** Barncancerfonden is founded to be the voice of children with childhood cancer and fundraise for research. The estimated survival rate for childhood cancer is 50%.
- **2019:** Latest figures show a survival rate of 85% .
- **2022:** Barncancerfonden celebrates 40 years.



Presenting Barncancerfonden

- One child every day is diagnosed with childhood cancer in Sweden.
- Cancer is still the most common cause of death for children aged 1-14 y in Sweden.
- Barncancerfonden is the biggest funder of childhood cancer research in Sweden (can also fund reaserch in the Nordics and the Baltic states)



What is childhood cancer?

- Children have other types of cancer than adults.
- Not lifestyle related.
- We know how cancer appears but now why.
- Because childrens bodies grow, their treatment needs to be adjusted and often be stronger.
- Healthy childrens bodies can withstand heavier treatments.

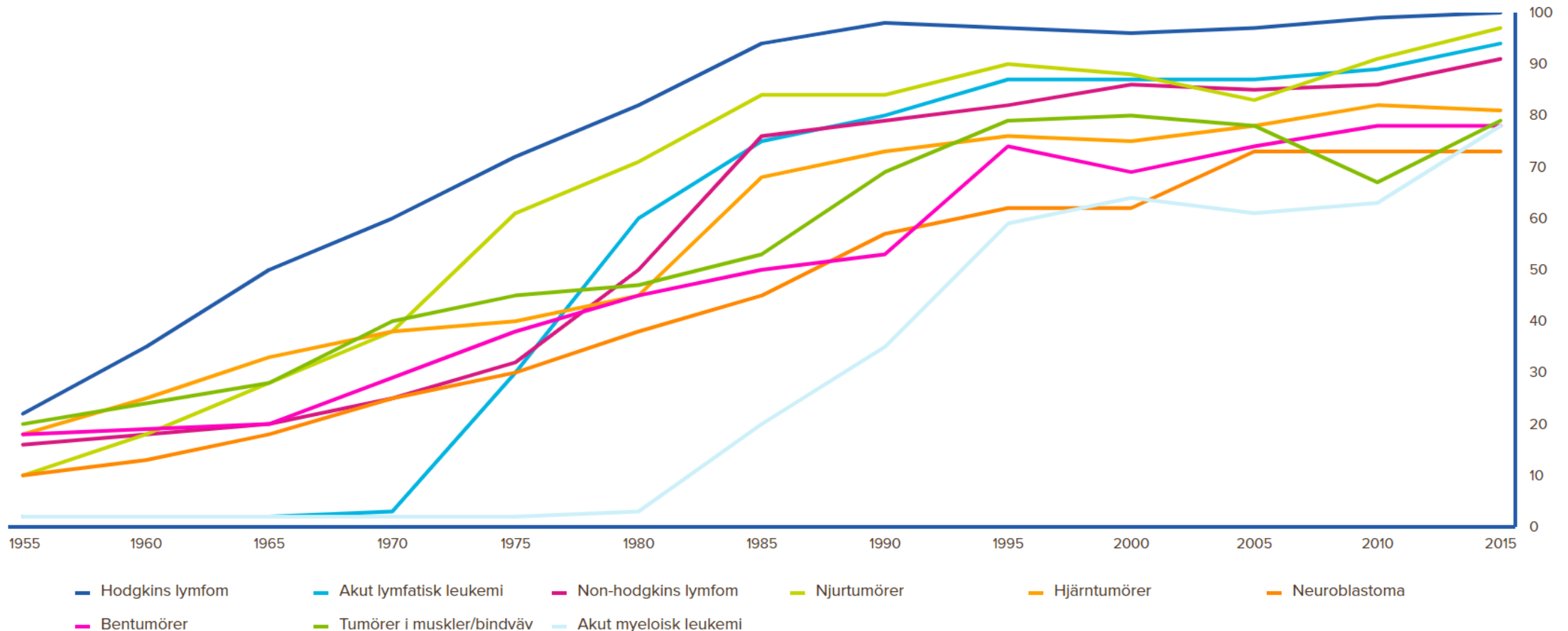


Everyone that has childhood
cancer should live-
not just survive



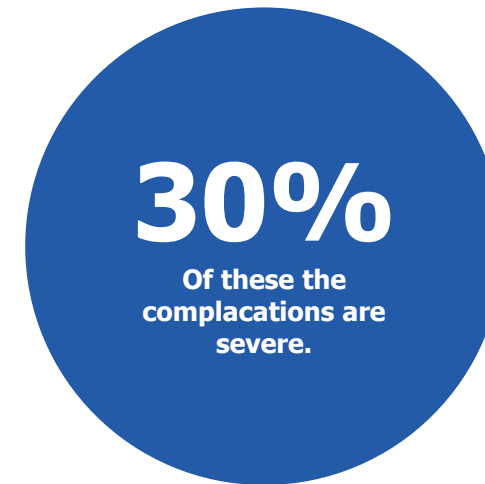
The fight against childhood
cancer

85% survive, fabulous but it is not enough



Survival after five years after completed treatment, children that got a cancer diagnosis 2011-2015

The growing group of survivors



One organisation, two roles

Barncancerfonden

- The biggest financer of childhood cancer research in Sweden.
- Works to get a national support that is equal.
- Support for the six regional associations.
- Finance siblingsupporters and consultant nurses at the the univesrsity hospitals.

Six regional associations within Barncancerfonden

- Local support in everyday life: here and now.
- Supportgroups for affected families:
 - Family contact
 - youths
 - Young adults
 - siblings
 - Families that have lost a child





BARN CANCER

Working with Major Donors

Are there any major donors that we can reach out to?

Board; volunteers; corporate givers; foundations; wealthy individuals with an interest in your cause. Reach out to them

Prospect research

För [rollespel-påhittad](#) profil

Personlig profil- Sture Blick



Kontaktinformation

Namn	Sture Gösta Blick (51 år)
Hemadress	Göteborgsgatan 24, lg 1202, 411 34 Göteborg
Telefon privat	070-123 45 67
Email adress	-
Adress arbete	Kopparbergsvägen 2, 721 71 Västerås
Telefon arbete	-
Övriga bostäder	Sommarställe på Tjörn och lägenhet i San Sebastian (Spanien)

Biografi

Födelsedatum	April 1970 (51)
Nationalitet	Svensk
Gift med/partner	Gift med Lena Blick (48)
Familj	Alexander Blick (19)

Utbildning

Grundskola, gymnasium	okänt
Högre utbildning	MSc Business and Economics, LSE

Karriär

Nuvarande befattning	Chairman at Blick Invest AB Chairman at ABB Chairman, Blick Life Sciences
Sektor	Fondförvaltare och investerare
Karriär/CV	
Viktiga styrelseposter	Var i styrelsen på Plastsaker AB och Plastic Insurance Group AB . Har lång erfarenhet av att investera i " life sciences " och tar en aktiv roll o investeringsbeslut på Blick Life Sciences .

[Play Holding AB- Styrelseuppseant](#),
[Yellow Design AB- Styrelseledamot](#)
[Sveriges Fastigheter AB- Styrelseledamot, Ordförande](#)

Huvudman för följande företag (äger 100%):
[Lego Sweden Holding AB](#)
[Blick Sweden Aktiefbolag](#)
[Blick Investment AB- Styrelseledamot, Ordförande](#)
[Sveriges Fastigheter AB- Styrelseledamot, Ordförande](#)

Finansiell ställning

Finansiell bedömning	Inkomst 2020: Inkomst-5.961mkr och kapitalinkomst- 370.6mkr Bostad värderad: cirka 14mkr Landställe: 10mkr Lägenhet i Spanien: uppskattat €100,000-170,000
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Intressen, aktiviteter, nyheter

Filantropisk verksamhet	Inga kända för närvarande
Medlemskap	okänt
Utmärkelser	Arets svensk i världen 2005 när han bodde i Spanien.
Intressen	Hälsa, life science , investeringar, konst
Aktuella nyheter	Sålde av en del av sitt kapital 2020. Har intervjuats i radio Vinterpratarna om sitt intresse till vår organisation.

Nätverk

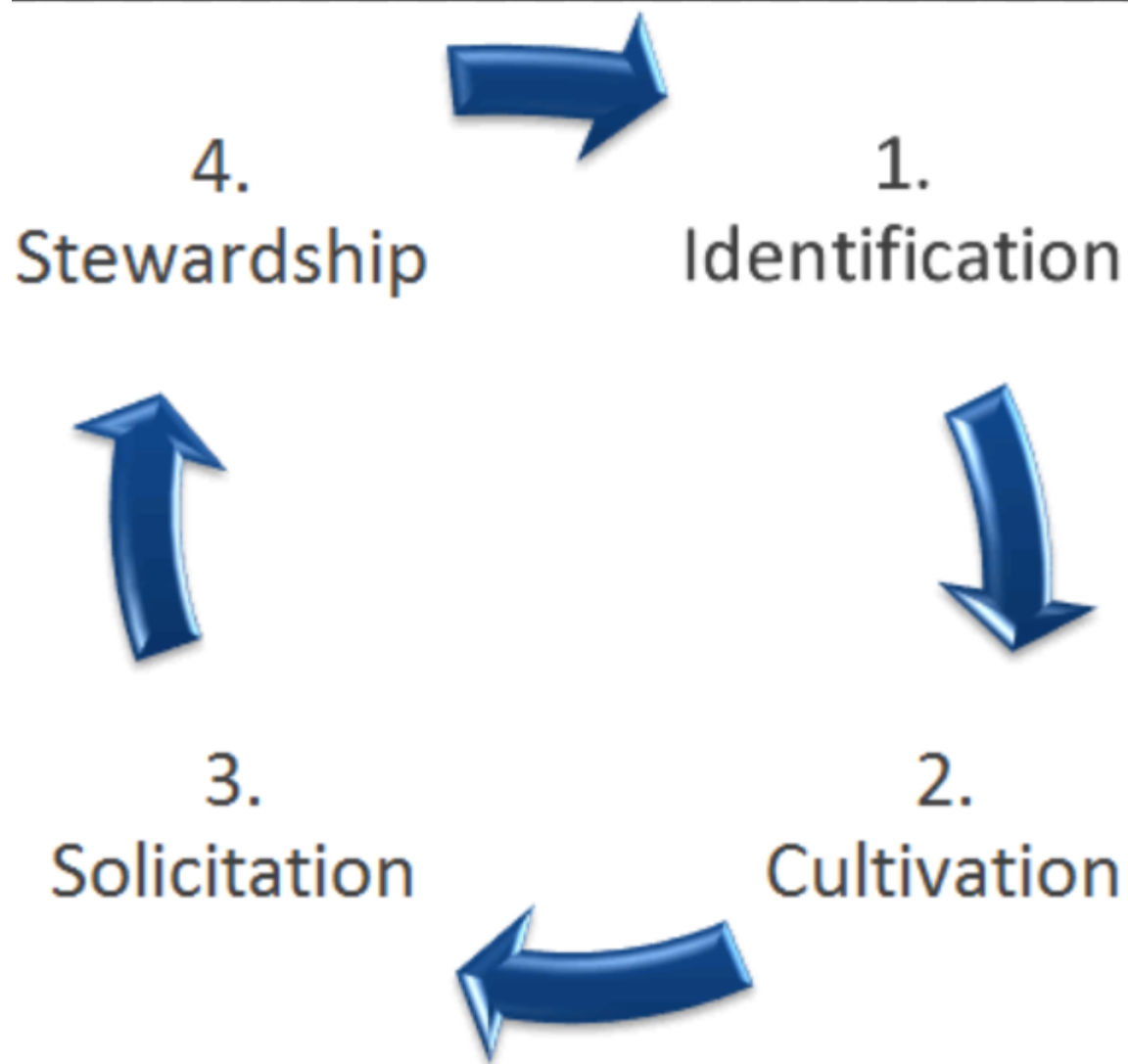
Nyckelpersoner	Er styrelseordförande är nära vän och hans fru har varit volontär innan pandemin
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Relation till er organisation

Nuvarande relation	Har inte skänkt. Men trun har relation genom att ha varit volontär i 5 år tills pandemin kom 2020, samt gav 40,000kr i samband med en stor kampanj 2019.
Historik	
Kopplingar till er organisation	Ingen. Endast genom trun

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Process





Major donors in Finland?

Finland has lots of wealthy individuals...

- **And you can find the high income earners via [vero.fi](#)**
- **You can estimate their wealth**
- **The market is fairly new outside of the higher education sector in Finland and has therefore **lots of potential.****
- **Don't forget legacies**
- **Make volunteers, call centre and senior staff aware of your major gifts work**
- **Write about the **possibility to earmark gifts in your marketing** (with minimum amount)**

Finlands billionaire list 2023

1. Antti Herlin: \$4.2 billion
2. Heikki Kyostila: \$2.0 billion
3. Mika Anttonen: \$2.0 billion
4. Ilkka Herlin: \$1.7 billion
5. Ilona Herlin: \$1.6 billion
6. Antti Aarnio-Wihuri: \$1.5 billion
7. Heikki Herlin: \$1.2 billion



Source: [Wealthiest People in Finland \(April 6, 2023\) - CEOWORLD magazine](#)

Top Tips

- Do a **survey of your existing donors, volunteers, board members**
- Make a **list of top foundations that give to your cause** and list the people involved in these foundations. Is there a link in from anyone in your network?
- **Make a plan!** What do you want money for that you can't fund today? What don't you want?
- Don't forget LEGACIES. **Major donors are often also future legators**



Top tips continued

- Do you have the **capacity to earmark gifts?**
- Set **policies and guidelines** so you know **who has the mandate to say yes or no to a donor** for a potential gift.
- You can have the outcome of any legacy communication in real time: Vala did a talk with Lawly last week 3 May. **Contact Lawly to get a demonstration** and see if you can benefit from it as well and get more legacies for your organisation.
hej@lawly.app



Top tips continued

- If you are not the fundraiser to make the ask, ensure the person that does gets some practice. **Do a role play with an ask**
- If you have a list of your top prospects, but know now is not a good time to ask. **Subscribe to a notification so you get news about your prospects so you know as soon as there is a change in their circumstances.** Retriever is one such service.



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Any Questions?

Thank you!



Rebecka Winell- Major Donors

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