

Children selling *majblommor* are real heroes

Majblomman is a nonprofit organisation with the mission to decrease the impact of child poverty in Sweden. Majblomman is funded by the annual sale of “majblommor” – a small flower paper pin – that thousands of children sell all around Sweden every spring. This year children will be selling majblommor online through personal web shops so that they don't have to meet anyone physically. The money that the children raise is distributed as financial support to children living in poverty in the local area. Families living under financial constraints can apply to Majblomman for financial support to cover costs such as fees for after school activities, clothes, a birthday party or sports equipment for the children.

How does the fundraising work?

1. The children participating get a group code from the adult who is responsible for the sale of majblommor.
2. The children then create an online shop in Majblomman's app or on insamling.majblomman.se by entering their name and group code.
3. The children spread the link to their web shop to relatives, friends and acquaintances through text messages, emails and social media. *(Purchase agreement is entered between the buyer and Majblomman. The child is only an intermediary, like a clerk in a regular store. The child does not need to have his own mobile, only access to the internet).* The flowers are sent directly to the buyers from Majblomman's warehouse.
4. The children receive 10% of the income from their sale through a voucher or money via Swish. The choice of how the 10% should be paid out, must be made no later than the 15th of May in the app or on the website.

The fundraiser starts **on the 15th of April at 12.00** and lasts until the 2nd of May.

Thank you very much for letting your child be a part of Majblomman's fundraiser!

/Majblomman