

Help Majblomman support children in need

Majblomman is a non-profit organisation that counteracts child poverty in Sweden. Each spring, children around the country raise funds for the organisation by selling 'majblommor', small paper mayflower pins. Majblomman's local associations then use these funds to support economically vulnerable children in their communities. The money can cover the cost of a new pair of shoes, clothes, or afterschool activity fees – purchases many of us don't need to think twice about. Your child can help sell mayflower pins either by carrying around a bag and using their personal web shop, or solely through their personal web shop.

How does selling mayflower pins work?

1. Your child will be given a group code by the person in charge of the sales.
2. They then have to download Majblomman's app and register by filling in their group code and their first and last name.
3. There are two ways for your child to sell mayflower pins:
 - a) Street sales with a green bag plus online sales through their own web shop. Note: children can only sell pins from a bag if the person in charge of the sales ordered physical pins for the group.
 - b) Online-only sales through their own web shop. When your child registers in the app, a web shop is automatically activated for them. If your child doesn't have a Majblomman bag, the pins they sell will be mailed directly to the buyers.
4. The fundraising drive starts on **10 April** and ends on **1 May**. Sales need to be logged in the Majblomman app between 2–16 May.
5. Once all sales have been logged, your child and the group they belong to each get to keep 10% of the funds they raised, as a thank-you for their efforts. Your child will receive their share via Swish. Please register the phone number that your child's share should be Swished to in the app. The deadline to do so is **16 May**.

Only the buyer and Majblomman enter into a purchase agreement. Your child simply helps link the two parties, much like a cashier in a store. This means your child will not need to enter into any agreement with buyers. To set up their web shop, your child simply needs internet access; they do not need to have their own mobile phone. Selling mayflower pins does not cost anything.

More info: www.majblomman.se/varnadsavare

X- -----

To sell pins, children need the approval of their legal guardian. As your child's guardian, you are responsible for making sure their sales are logged correctly. Please fill in the fields below and hand this slip to the person in charge of the mayflower pin sales.

Child's first name:

Child's last name:

School/association:

Date and place:

Signature:

Name in block capitals:

- ☐ My child is allowed to sell mayflower pins with a bag and web shop
☐ My child is allowed to sell mayflower pins with a web shop



Majblomman

Vi motverkar barnfattigdomen i Sverige.