



Roger Akelius is really looking forward to the charity event. Photo Lilian Andersson

Akelius doubles Öckerö's collection for the Children of the World

"Sweden's most generous municipality" is a title Öckerö has received several times through great commitment and huge collections for the Children of the World. In the last five years, however, Öckerö has ended up in a miserable third place. The

well-known entrepreneur Roger Akelius – himself a resident of Hen Island during parts of the year – has come up with a clever way to take Öckerö all the way to the top again in 2023.

© September 22, 2023 at 12:53 p.m(updated today at 09:59) (<https://www.tidningen.se/ockero-kommun/akelius-dubblar-ockeros-insamling-till-varldens-barn/>).

- "Öckerö gives more" is a double-bottomed slogan I like and would like to coin. It's not just that the islanders are generous with money, but that everything on the islands – the people, the community and the fantastic nature – gives more, Roger tells us when we meet in his house on Hönö, where he enjoys himself.



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This year, Roger has decided that Öckerö will donate the most of all and therefore started a real joint project.

- I contacted Öckerö Företagarförening, which is a network for companies in Öckerö municipality, and suggested that we do a charity event so that Öckerö wins the municipal battle this year. I needed their help with the practical. They ignited the idea immediately, and on Monday it will be finished, says Roger.

Make the world a better place

Roger Akelius' life journey and career is phenomenal to say the least. At a young age, he started with two empty hands, became an entrepreneur, author of non-fiction, finance and real estate profiles, and has worked together a staggering fortune.

When it comes to putting his assets to good use, Roger is a well-established charitable veteran. For nearly thirty years, he has been doing charity work and has over seventy employees in thirty countries who work exclusively to make the world a better place in the best possible way.

The Akelius Foundation owns the property companies and manages the money. The same tremendous efficiency that characterizes Roger's way of working throughout his life also characterizes his charity work.

- I know exactly where the money goes, carefully examine who will manage and take care of it. So far, SOS Children's Villages and UNICEF have received more than one billion kroner each. The foundation builds schools, orphanages and hospitals around the world, and also works a lot to develop language courses and math courses for UNICEF's work for refugees. Anyone who wants to take a completely free language course can easily go to my website and get started, Roger explains.

Doubles the amount

"Duplication campaign" has become one of his hallmarks. So even when it comes to his latest idea to bring Öckerö back to first place as Sweden's most generous municipality.



The advertisement is for Fåglevik Fastighetsbyrå. It features a blue header with the company name in white. Below the header, the text reads: "Varmt välkommen att höra av dig till mig för en enkel & god affär med personligt engagemang." There is a small portrait of Marie Humleby, a woman with blonde hair, smiling. To the right of the portrait, her name and title are listed: "Marie Humleby, Fastighetsmäklare i Ledamot Mäklarsamfundet". At the bottom of the advertisement, there is a Facebook icon followed by "/Faglevik/" and the website "www.faglevik.com".

(<http://faglevik.com/>)

At the upcoming charity event, Roger Akelius and Öckerö Företagarförening invite you to an evening at Nimbus where a good dinner is served.

- The ticket price of SEK 5,000 goes directly to Världens Barn. Also, I double the amount. So for each guest, SEK 10,000 goes to World's Children. If half a million comes in, I'll double it to a million. That's enough for a school for 200 children, says Roger.

The invitation is completely open and applies to both companies and individuals. ([link to invitation](https://www.ockeroforetag.se/event/rakna-med-roger-en-kvall-for-varldens-barn/)) (<https://www.ockeroforetag.se/event/rakna-med-roger-en-kvall-for-varldens-barn/>).

- Even companies outside the municipality's borders are cordially welcome to come and take part in everything I have to offer this evening, says Roger.

During a long life as one of the country's most successful wealth builders, Roger has accumulated a wealth of experience which he will share this evening in an entertaining way.

- I will offer my best advice on how to invest your money so that things will be much better. With pleasure, I will explain how to make money from shares and teach the mathematics you need to be able to calculate long-term investments - both privately and as a company. I like teaching people to count. There are amazing ways to count. A great many small businesses would do significantly better things if they calculated in a different way, explains Roger.

He feels it is important to talk about inflation and the financial crisis and what measures will help. And would like to give advice on how to develop a company and how to think about the customer.

- In as short a time as possible, I will squeeze in a lot of knowledge. The kind that people want to learn. I will also tell you why insurance, lotteries, gambling and leasing are very bad business, says Roger.

Time to grab first place

He feels great anticipation for the evening. Whatever the cost, Roger has promised to double exactly everything that the islanders donate to the Children of the World. And he stands by his promises.

- I hope that many companies and private individuals sign up for the dinner. Now it's time for us to grab first place, says Roger with a smile.

It is clear that Roger Akelius is a man who thinks with his whole head and gives with his whole heart.

/Lilian Andersson

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