

Akelius opens the wallet again: "Hope for a few hundred million"

Property billionaire Roger Akelius opens his wallet again this Christmas. For every kroner that the aid organizations Unicef, UNHCR and SOS Children's Villages receive in December, the Akelius Foundation donates the same amount.

"The billions that I have earned should go to education," says Roger Akelius.

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Text



Roger Akelius continues to match the gifts that relief organizations receive. **Photo:** Cicci Jonson

Starting on December 1, real estate billionaire Roger Akelius will double all donations to the aid organizations Unicef, UNHCR and SOS Children's Villages.

ANNONS

"I cry when I think of the surviving children in Ukraine and Gaza. Their trauma will be lifelong, their life will never be normal, but better with care through education. The billions that I have earned should go to education," says Roger Akelius.

The real estate billionaire has several times previously donated as much money as charities have collected from companies and individuals. In 2020, a Christmas campaign in connection with the wave of refugees from Syria yielded SEK 600 million, then a new Swedish record.

At the outbreak of war in Ukraine, the real estate billionaire promised to double all gifts to UNHCR and Unicef in Sweden that were collected in March 2022. The total amount landed at a record 1.7 billion kroner.

"Now I hope for a few hundred million. It is much harder to judge this time. I don't know how strongly the Swedes feel about the war in Gaza and Ukraine. Maybe you've gotten used to it now."



Children fleeing war are in need of education. Roger Akelius' money will go to that.

Photo: TT

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. In the fact box below, you can see how to go about donating money so that he matches the amount.

The Akelius Foundation has collaborated with, among others, Unicef since 2017 and developed a digital learning tool that can be used to teach languages to children and young people who have difficulty accessing good education.

The teaching material was first developed for use at temporary learning centers in refugee camps, [which Di visited in 2019](#), but is now also used as part of regular language teaching in public schools in 13 countries. In total, more than 60,000 students have used it.

"Using modern methods, the training time in mathematics and languages can be reduced to a third. In addition, you can give the children in vulnerable areas more harmony by succeeding in language and mathematics than just having leisure activities. No education - no future," says Roger Akelius.



Pernilla Baralt, Secretary General of Unicef Sweden. **Photo:** Press photo

New for this year is that everyone who donates at least SEK 1,000 to the aid organizations during December will receive 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.

"I have noticed that it is more important for employees that the money does not go to luxury yachts or to whoever owns the company. If a company can send SEK 500,000 to an aid organization, they can receive 500 fine art books. It can probably attract some people," says Roger Akelius.

Education, not least girls' right to education, is on a global level an important protection against child labour, child marriage and other forms of violence and abuse, says Unicef Sweden's Secretary General Pernilla Baralt.

"At school, every child gets the power to grow, dare to dream and create their future. It has never been more important to invest in children's education – for the child, for society and for the world. The Akelius Foundation's decision to match all gifts to education responds to major challenges and contributes to creating a better, long-term sustainable future."

SO YOU CAN DONATE MONEY

The matching from the Akelius Foundation applies to gifts received during December, or in January if the invoice is issued in December.

UNICEF SWEDEN

- **Contact person for companies:** Annika Bränning, annika.branning@unicef.se
- **Buy your Christmas presents at unicef.se/gavoshop.** The packages included in the match will be published on December 1st and will be marked with a duplicate symbol.
- **Swish:** 9020017, write "education" in the message field
- **Plusgiro:** 90 20 01-7, write "education" in the message field
- **Bankgiro:** 902-0017, write "education" in the message field

SOS CHILDREN'S VILLAGES

- **Contact person:** Caroline Kallenberg, head of fundraising companies and philanthropists, caroline.kallenberg@sos-barnbyar.se
- **The money is earmarked** for efforts to enable education for Ukrainian children. Give your gift at sos-barnbyar.se.
- **Swish:** 900 22 96, write "Ukraine" in the message field
- **Plusgiro:** 90 02 29-6, write "Ukraine" in the message field
- **Bankgiro:** 900-2031, write "Ukraine" in the message field

SWEDEN FOR UNHCR

- **Contact person:** Amelie Häger, amelie.hager@sverigeforunhcr.se
- **Give a corporate gift** this Christmas sverigeforunhcr.se/foretag/julgava
- **Give away a school package** as a Christmas present sverigeforunhcr.se/stod-oss/gavoshop
- **Swish:** 1230363531
- **Plusgiro:** 900164-5, write "education" in the message field
- **Bankgiro:** 900-1645, write "education" in the message field