



EVA AHLSTRÖMIN FOUNDATION  
ANNUAL REPORT 2018



# Foreword from the Chair:

*"Nobody made a greater mistake than he who did nothing because he could only do a little."*

-Edmund Burke

Change wanted!

In order to meet the 17 UN Sustainable Development Goals, it would require investments totaling about 5-7 trillion (!) US dollars **per year**. These amounts do not exist, and money alone is not the solution – a more large-scale change is required.

The SDGs aim to eradicate poverty and hunger, achieve health and equality as well as provide good education and access to clean water for **everyone** by 2030. In order to achieve this we must change our way of thinking and acting, as well as how we treat each other. It is necessary that we start seeing the world and its resources through a new, gender-neutral lens. If we want to eradicate poverty and inequality – the two major causes of terrorism, conflicts and migration – we must change **together**, and **together** change our society and our world from scratch.

Many of us are seeing a lack of authentic and responsible leadership, capable of uniting humanity and leading us towards a common and better future. We need good role models and I believe that the Nordic, independent and educated woman as well as man have a unique opportunity – a responsibility even – to boldly shoulder that responsibility and assume a more prominent role in the domestic as well as the global arena. By being the best version of ourselves we all can act as role models, and thereby together create a more humane world.

I believe in the good in people and I believe we all wish to participate in society.

By treating each other equally and respectfully it is easier to co-operate, including when we disagree.

A sustainable change is possible when we together and consistently work towards a common vision and a better world for future generations.



Maria Bondestam, Chair,  
The Eva Ahlströms Foundation

# Annual Report 2018

Eva Ahlströms stiftelse sr (FON 2361056-5)

## ABOUT THE FOUNDATION

The idea for a foundation was first hatched in August 2008 by some of the female members of the Ahlström family. In May 2010 the 25 individuals behind the idea got the go-ahead from the Finnish Patent and Registration Office to form the Foundation. The mission of the Foundation is to **support charitable organisations, foundations or individuals in Finland or abroad. These beneficiaries shall be reputable and have a proven record of working globally or locally to give financial support principally to women and children who are victims of poverty, oppression, war, political instability, natural disasters or other difficult circumstances.**

The Foundation works with a long-term perspective towards achieving its goals and aims to have a long-term commitment to its selected partner organizations and beneficiaries, not just one-time donations.

The Foundation was added to the Register of Foundations on 27/10/2010. The website of the foundation is: [www.evaahlstromsstiftelse.fi](http://www.evaahlstromsstiftelse.fi)

**Membership:** The Foundation is a member of the Council of Finnish Foundations (COFF).

## Board of Directors and Auditors

**The Board** consists of the following: Maria Bondestam (chair), Johanna Ahlström, Malin Ahlström, Joanna Danielsson, Edwin Franck, Laura Meyer, Helena Nahi and Anna Tornivuori.

**Auditor:** Henrik Holmbom, KPMG. Substitute: Kim Järvi.

## Board meetings 2018

Ordinary meetings were held on: 17/1, 13/2, 21/3, 25/4, year-end meeting on 25/4, 6/6, 21/8, 12/9, 25/10, 21/11, 12/12





# Important Events During the Year 2018

## **Merger with the Foundation Stiftelsen Christina och Torsten Ahlströms minne**

On 9/3 the decision to go ahead with the merger with the foundation Stiftelsen Christina och Torsten Ahlströms minne was signed by board representatives of both foundations. The merger was implemented by CTAS being merged into The Eva Ahlströms Foundation, and the merger was approved by authorities on 31/8/2018.

The new by-laws of the foundation were also approved on the same date. The reason for the merger was the fact that the two foundations share similar activities and set of values. Through this merger the foundation's operating conditions were improved, since the capital base of The Eva Ahlström Foundation nearly doubled. Assets that were transferred from CTAS to EAF had a book value of approx. 0.9M EUR at the end of 2017, and the current value of the assets at the time of the merger was approx. 1.8M EUR.

## **Large donation**

On 18/5 at the annual meeting of shareholders of Antti Ahlström Perilliset Oy in Norrmark, shareholders unanimously decided to donate 1.5 million Euros to the foundation. Thanks to this generous donation as well as the aforementioned merger the foundation's capital has almost tripled since 2017. We would like to thank all the private persons who have supported the foundation with significant financial means during last year.

# The Foundation's Finances

## Statement on financial links to the close circle of the foundation

No one in the foundation's close circle have the kind of ties to the foundation that are referred to in the Finnish Foundations Act chapter 5 2§, nor do they enjoy any kind of wholly or partly gratuitous benefits.

## Statement on compensation for board members

The board members have not charged any compensation.

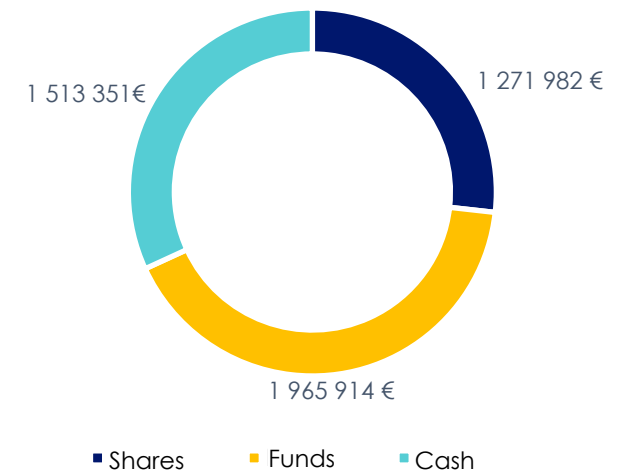
## Investment strategy

The capital base of the foundation increased significantly in 2018 thanks to a large donation as well as a merger with a similar foundation. The foundation has further developed the management of its finances by establishing an investment committee.

These two aforementioned events have especially affected the finances of the foundation. On May 18<sup>th</sup> 2018, the foundation received a considerable donation of 1.5 million Euros from the Ahlström family, through Antti Ahlström Perilliset Oy. The other significant event was the merger of The Eva Ahlström Foundation with the foundation Stiftelsen Christina och Torsten Ahlströms minne on August 31<sup>st</sup> 2018. As a result of this merger the portfolio of EAF increased by 1.8 million Euros.

As of December, 31<sup>st</sup> 2018 the fortune of the foundation amounted to 4 751 247 € (2017: 1 888 684 €). The administrative costs amounted to a total of 33 286, 24 € (2017: 20 531,40 €). The foundation saw an increase in administration costs, mostly due to legal expenses related to the implementation of the merger.

Breakdown of portfolio 31.12.2018



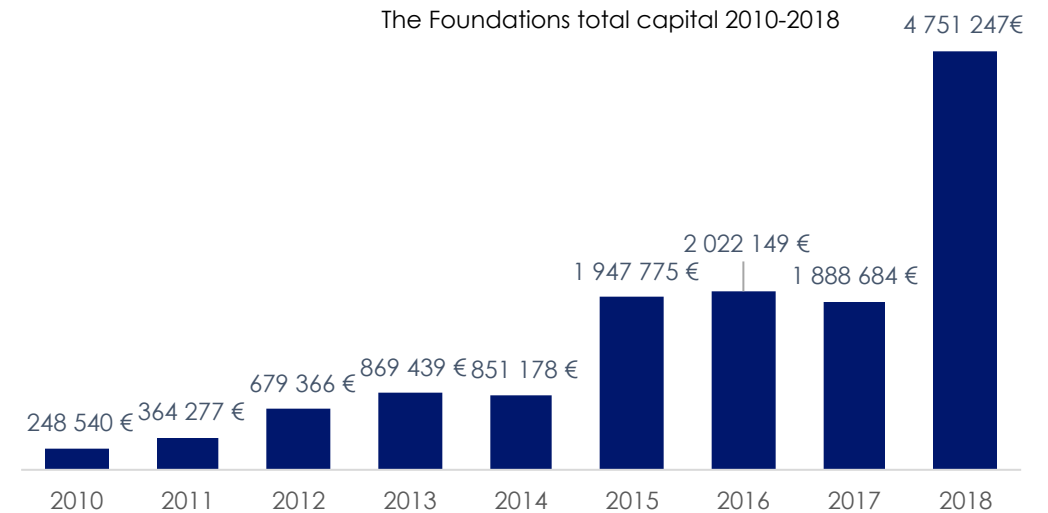
# The Foundation's Finances

## Investment activities

During the spring of 2018 an investment committee consisting of four members was established, for the purpose of review the now noticeably larger capital of the foundation. The committee met four times during 2018. The current members of the committee are Carl Ahlström (Chair), Walter Ahlström, Maria Bondestam and Joanna Danielsson.

The committee members hold office for one year, and election of new members will take place at the foundation's annual general meeting. The investment committee will operate in accordance with an investment policy established by the board of directors. The objectives of the investment operations are creating long-term conditions for a good return on investment on the deposited means, as well as enabling stable opportunities for dividends.

The time horizon is unlimited.



# Strategic Partnerships and Subsidies Paid in 2018

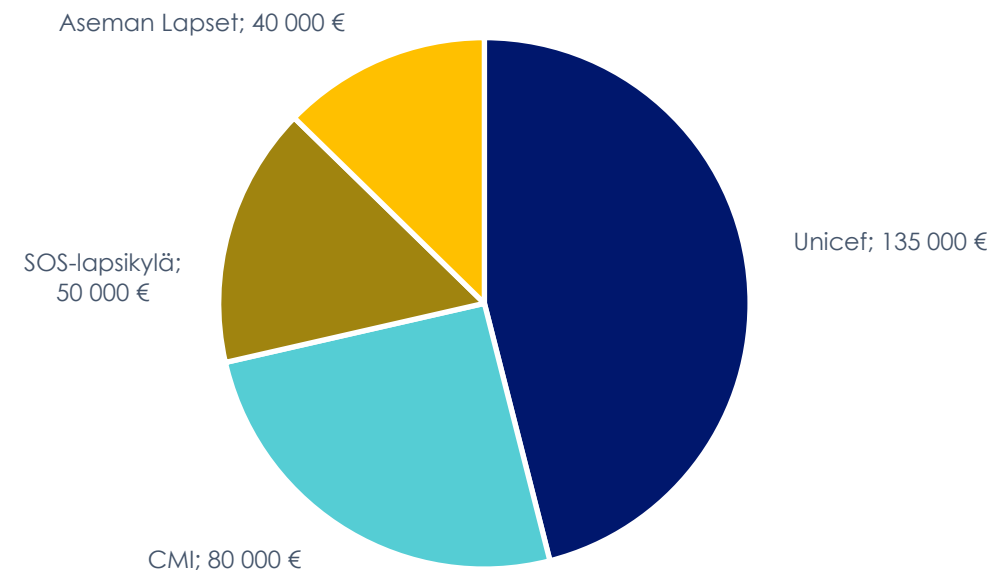
The Eva Ahlström Foundation seeks to form strong bonds and partnerships of mutual co-operation with a few strategically selected partners that meet the requirements the foundation has set for their donors.

During 2018 the foundation made some decisions regarding their strategic partners for the coming years. It is our goal that each investment (donation) would have maximum effect, and the board believes that this is best achieved with the help of established, professional and recognized actors on a national as well as international level.

The foundation has decided to continue its partnership with UNICEF and CMI (Crisis Management Initiative), arguing that these organizations have great influence, mandates and capabilities to impact societal structures to a larger extent.

In Finland more instances are reporting an increase in troubled children and adolescents. Therefore the foundation has decided to make a greater effort by investing in programs that support children's rights to a healthy childhood in Finland. The foundation's strategic partners in 2018 for this purpose were the SOS Children's Villages Finland, as well as the organisation Children of the Station.

Subsidies paid in 2018



# CMI (Crisis Management Initiative)

During 2018 The Eva Ahlström Foundation supported the work of CMI, and also made the decision to make a more long-term cooperation agreement with the organization. The objective of this cooperation is to support the organization's work towards peaceful solutions in conflict situations around the world.

Since its foundation in 2000 CMI has grown to become one of the world's leading organizations when it comes to peace negotiations. By supporting the work of CMI, the foundation is increasing the possibilities for positive change.

Women account for only 8% of peace negotiators despite making up half of the world's population. In September 2018 CMI ran a campaign in order to raise awareness about this problem and raised funds to support their strategic goal to increase the proportion of women in peace processes.

It has been proven that lasting peace is only achieved when both women and men are represented in the peace process, therefore the presence of women is of utmost importance. The Eva Ahlström Foundation was among the first ones to donate to the campaign, and hence inspired both individuals as well as businesses to take part.

As part of the new cooperation agreement, the foundation supports the work of CMI to mitigate the tension and facilitate peace in the Korean peninsula. The Korean conflict is characterized by an old local political, international political as well as a power-political aspect. There is a division between the multiple separate interests in the conflict. CMI has been asked to probe the possibilities for peace – a unique opportunity for a Finnish organization to take part in preventative peace-building work in the context of a conflict on an international scale.

It is the foundation's viewpoint that the peace process plays a central role in improving the living conditions for the population of North Korea. Jointly negotiated solutions are the only way to achieve a sustainable cooperation that benefits even the most vulnerable of the Korean population.

## Subsidies paid in 2018:

The #Worldsworstjoke campaign: € 40,000

Subsidy for probing peace-building work in the Korean peninsula: € 40,000



# Unicef

unicef  | for every child

Ever since 2011 the foundation has supported UNICEF's work for the benefit of children around the world, and in 2018 we made the decision to continue that partnership.

2019 will mark the end of the 3 year long HAPPY partnership, through which The Eva Ahlström Foundation together with the August Ludvig Hartwall's Foundation and the Paulig family have supported UNICEF's work for the benefit of disabled children in Vietnam with the project Inclusive Education for Handicapped Children in Vietnam. With this initiative the three families wish to engage and inspire families and family businesses to contribute towards creating a fair, sustainable and equal world.

Remarkable changes have been made during the project, benefitting handicapped children all over Vietnam. To give a few examples, the country has introduced the job title support teacher, a module on special education has been added to the universities' teacher training programme as a mandatory part of the training and teachers who have graduated now have access to additional training in teaching children with special needs.

Adding to that, support centers for handicapped children have opened in each province during the duration of the programme, tools for diagnosing various handicaps have been developed and decision-makers in charge of education in the provinces have received training.

In early November 2017 the project YHDESSÄ was launched in parallel with HAPPY. The objective of this initiative was to get more families and family businesses to join together to make a contribution. The initiative was able to rally 43 representatives of Finnish business families to join their efforts for a more equal and sustainable world and do good together. The initiative, which has the motto "together we are stronger", did awaken a great deal of interest among family businesses around the world, and it is the wish of the foundation that we would see similar initiatives elsewhere in Europe.







Africa is a continent where enormous investments in children are needed in order to avoid being caught into a spiral of poverty and inequality, which aside from human suffering also would cause instability, exile and emigration. The foundation has a three year commitment with UNICEF to support child protection programmes in Zambia. The objectives of these programmes are, among others, increasing the registration of newborn children and reducing the amount of child marriages, teen pregnancies and sexual violence against girls. The foundation believes there is great potential to have an impact on children's situations through this project, considering that both the African Union as well as the Zambian government support the initiative to prevent child marriages and increase the respect of girls' rights.

#### **Subsidies paid in 2018:**

The HAPPY project: € 35,000

The child protection programme in Zambia: € 100,000

*"The value of the partnership with Eva Ahlström Foundation goes beyond the financial support itself. Eva Ahlström Foundation is a strong advocate for child rights and the work of UNICEF. The foundation has successfully engaged a variety of new stakeholders in UNICEF's work, resulting in both financial results and in UNICEF's message reaching new audiences. We are extremely proud that Eva Ahlström Foundation sees our collaboration not only as donations but as an investment in the future of humanity. Through its own approaches Eva Ahlström Foundation boldly changes the way doing good is perceived."*

*Marja-Riitta Ketola, Executive Director of UNICEF Finland.*



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# SOS Children's Villages Finland

The organization SOS Children's Villages helps families by providing services that support families at an early stage, before problems escalate. SOS Children's Villages strive to provide all children the opportunity to live as normal a childhood as possible, in a family and a safe environment. SOS Children's Villages work towards the same values and goals that the foundation has seen an increased need for in Finland and therefore chosen to get involved in.

The foundation's subsidy to the organization is targeting the programme of support families. SOS Children's Villages Finland has been developing the support family programme for 3 years. The aim is to support families at an early stage, at the right time, before the challenges become considerably greater.

The need for a support family may arise due to single parenthood, a difficult life situation or lack of adequate social support. Through the help of a support family the exhausted parent gets a chance to rest while the child gets to spend time with safe adults on a regular basis.

**The Eva Ahlström Foundation subsidy will be used to expand the SOS Children's Village support family programme regionally in Finland.**

## Thereby the funds can be used to

- develop and expand SOS Children's Villages Finland
- support family programme nationally
- accomplish meaningful work that increases children's and families' wellbeing
- arrange preparatory and additional training for support families
- arrange excursions, day camps and events that increase the sense of togetherness
- speed up the recruitment of support families
- produce necessary material for the training of support families
- provide toys, books, games and leisure equipment for support families so that the little guests will thrive as much as possible

## Subsidies paid in 2018:

The support family programme: € 50,000



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# Children of the Station

The objective of Children of the Station's work is to preventatively create a personal and functioning dialogue between adults and youth, as well as facilitate a sound upbringing for adolescents around the country.

Working with children and adolescents is very much centered around the present. It is however also of utmost importance to provide the youth with tools for the future. We live in a world where mental illness among children and adolescents is on the rise, and an increasing number of young people are struggling to find their place in society and a sense of meaning to their existence. This is both a human as well as financial challenge for society.

Children of the Station have identified a specific need for supporting girls' self-esteem and have therefore initiated a project focusing on girls.

With this girl project, Children of the Station aim to strengthen girls' self-esteem and sense of safety, as well as teach them to set boundaries. Some of the girls Children of the Station comes in contact with have a distorted view of their rights, body image, self-determination, intimacy and the role of adults. In many cases these girls fall victim to heavy manipulation, which is particularly problematic.

The Eva Ahlström Foundation's subsidy of 40,000 Euros is used in its entirety for hiring a person for the project focusing on girls as well as covering expenses for group work.

The person that is hired with the funds from The Eva Ahlström Foundation will be working with girls both one-on-one as well as in groups. The person will mostly come in contact with the girls through the Walker house, the Walker bus, as well as the outreach work which is done in the public space.

The person will be hired for the time period from 1/2/2019 until 31/12/2019

## Subsidies paid in 2018:

Subsidy towards girls' self-esteem by a new recruitment: € 40,000



# THE EVA AHLSTRÖM FOUNDATION ENGAGES PEOPLE AND SPREADS THEIR MESSAGE OF CHANGE AND OWNERSHIP LIABILITY

The foundation seeks to be an advocate and initiator of ownership liability, and works actively to spread its message. By actively participating in different events, the foundation also has an indirect ability to make a difference.

## **Report from Syria by Inka Hetemäki, program director at UNICEF Finland and Hanaa Singer, former site manager at UNICEF in Syria**

On February 14<sup>th</sup> 2018 those family businesses and private persons who contributed to the YHDESSÄ campaign for the benefit of children in Syria were invited to a breakfast meeting at the UNICEF office. Inka Hetemäki traveled to Syria shortly before Christmas. Her report including pictures of the war-torn country and the peoples' immense suffering left no one untouched. There was however also an element of hope, a kind of resilient determination to overcome the difficulties.

UNICEF works together with local actors, who together do their utmost to normalize the children's everyday life and alleviate their trauma through psychosocial rehabilitation.

Hanaa Singer, former site manager for UNICEF Syria held her last UNICEF presentation for the YHDESSÄ group in August in Helsinki. One of Singer's main messages was that the Syrian population generally are well educated and that Syria before the war was a well-functioning and modern society. Although the devastation is total the country could still, with effective aid operations, be rebuilt relatively quickly, since the knowledge and tradition of disciplined work still is present in the country. What the Syrians most of all wish for, aside from peace, is education for their children. There is already talk of almost an entire generation being lost to the war, which made rebuilding the country much more difficult.

## **A way out of the crisis?**

A CMI representative and a UNICEF Finland representative were discussing the refugee crisis at an event held at hotel Palace in Helsinki on August 3<sup>rd</sup> 2018. News anchor and foreign correspondent Aino Huijala served as moderator of the discussion. Sam Huber served as musical contribution for the evening which was a success. The event was unique in the sense that it was the first time that our main beneficiaries shared their views on the crisis in Syria, from slightly different perspectives. 75 people participated in the event. The event was sponsored by Antti Ahlström Perilliset.

The Eva Ahlström Foundation, the HAPPY and YHDESSÄ initiatives were presented to family businesses in Sweden and Denmark as well as before a large audience at Family Business Networks (FBN) Global's seminary in Venice.

#### **Family Business Network, Stockholm, Sweden**

In May, the Chair presented the foundation, upon invitation, to a group of Swedish philanthropists, who wished to get practical tips on what to consider when starting a family foundation. An engaged discussion was held about structure, donation purposes, potential partners, financial capabilities etc. The event resulted in the establishing of a very own philanthropic network within FBN Sweden. The Chair also presented the main thoughts behind HAPPY and YHDESSÄ, as alternative ways of cooperation for families who wish to accomplish more with a lesser effort.

#### **Family Business Network seminary in Venice, Italy**

At the FBN:s 2018 annual global meeting The Eva Ahlström Foundation, together with representatives of the Hartwall family, shared its experiences of the cooperation model that was launched with the HAPPY project (the Hartwall, Ahlström and Paulig families together) and that culminated in the YHDESSÄ initiative.

#### **PwC Family Business Event, Denmark**

Upon invitation by PwC Denmark, in November 2018 Chair Maria Bondestam spoke before some sixty Danish family businesses on how The Eva Ahlström Foundation has created new innovation in social responsibility, based on the values and history of the family of Antti Ahlström. The topic for the presentation was "Creating something new from joint heritage based on shared values", and was followed by a question and answer session where the Chair answered different questions surrounding the history and activities of the foundation.



## Eva Ahlström Foundation joins UNICEF INTERNATIONAL COUNCIL

The Eva Ahlström Foundation has become the first Finnish organisation to be invited to join the UNICEF International Council (UIC). UIC was founded in 2017 to offer UNICEF's most influential private donors/partners a forum for sharing ideas and experiences about social responsibility and UNICEF's work. UIC held its inaugural meeting in Florence, Italy, on 11-13 November 2018 at Innocenti, the UNICEF innovation center. Representing the Eva Ahlström Foundation were its chair, Maria Bondestam, and Johannes Gullichsen.





# Eva Youth

Eva Youth is part of The Eva Ahlström Foundation, but works independently in accordance with the foundation's by-laws and values. Eva Youth organizes events, campaigns and other activities that are in line with the objectives of the foundation to support vulnerable women, children and adolescents. In addition to that Eva Youth also works to raise awareness of environmental issues.

One of the latest projects is the Plastic-free Week and #ahlstrommunksjochallenge, where youths challenged the employees of the Ahlström Munksjö company to go outside and clean up trash from around the factory sites. The initiative was well received and the challenge was accepted by Ahlström Munksjö factories both nationally and internationally.



# Future Plans

Since the capital of the foundation nearly has tripled due to the aforementioned merger with CTAS as well as the donation by Antti Ahlström Perilliset, the foundation has a very positive outlook on its future and potential to make a difference. The work to manage the portfolio in a way which yields a return on investment, meanwhile following the guidelines of sustainable investments taking into consideration climate-related investment risks, such as material and technological risks as well as legal and societal risks will continue.

Together with its strategically selected collaboration partners the foundation will over the coming three years continue working towards achieving maximum positive effect through its investments, for the sake of a better future. The foundation is happy to act as a mouthpiece for its partners and their work.

The foundation also seeks to continue evolving and assuming its responsibility as an influencer and an advocate of ownership liability, Shareholder Social Responsibility, and sees that it has a lot to contribute in this field.

The foundation wishes to act as a role model by engaging and inspiring individuals, families and family businesses to a greater responsibility. This will be achieved i.e. by arranging yearly events as well as participating in seminars and workshops in Finland as well as globally.

*Easa Ahlström*  
SÄÄTIÖ STIFTELSE FOUNDATION



