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Erikshjälpen Second Hand donates the daily allowance to the Children of the World

By Örebronyheter on October 6, 2023

Doubly when Erikshjälpen Second Hand donates the daily allowance to World's Children, on Saturday 7 October, all Erikshjälpen Second Hand's daily allowances go to Radiohjälpen's fundraising campaign World's Children.

The Akelius Foundation has promised to double the amount collected during October, and that gives an extra boost to the stores.

- Last year, the stores sold for SEK 3,444,225 and of course we want to beat that record, says Anette Alm Gustafsson, executive director of Erikshjälpen Second Hand.

Through its second-hand shops, Erikshjälpen contributes to the Världens Barn collection for the 26th year in a row. On Saturday, October 7, all Erikshjälpen Second Hand stores, and Erikshjälpen's e-shop secondhand.se, will donate their daily boxes to the Children of the World.

Many stores also choose to draw attention to the Children of the World in other ways, by organizing children's activities in the store or offering something extra tasty in Farbror Erik's Café.

- In all our stores there is always a great commitment to the children and the world they dream of, says Anette Alm Gustafsson. - The World's Children campaign gives us another opportunity to create commitment and do more for children around the world.

A happy news this year is that the Akelius Foundation has promised to double all gifts that come in during the month of October. For every hundred reais collected, the Akelius Foundation will therefore donate another one hundred reais. The investment will particularly support educational projects within the World's Children campaign.

- The initiative from the Akelius Foundation gives us extra strength to want to do that little extra to collect even more money, says Anette Alm Gustafsson.

Världens Barn is Radiohjälpen's largest fundraising campaign and takes place in a collaboration between Sveriges Television, Sveriges Radio P4 and 14 aid and children's rights organizations, of which Erikshjälpen is one of them. The starting point for World's Children is the right of all children to health, school and security.

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Source: Erikshjälpen

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IMAGE: ERIKSHJÄLPEN