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# All children have a right to their childhood.

#### Maskrosbarn

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## **About Maskrosbarn**

At the children's rights organization Maskrosbarn, which translates to Dandelion Children, we have been working since 2005 to improve the living conditions of the 500 000 children in Sweden whose parents have an addiction, a mental illness or are violent towards them. Through us, children aged 13-19 receive support from safe and reliable adults who also had a difficult childhood, and they are able to meet others their own age who are in a similar situation to them. We offer multiple support programmes in Skåne, Västra Götaland and the Stockholm region, as well as digital support nationwide, providing children with long-term support, a community and the opportunity to change their own lives. Children tell us every day about abuse, injustice and adult assumptions about their needs. We therefore work on behalf of young people to raise awareness among adults who work with children in vulnerable situations, as well as lobbying to improve laws, processes and systems. We collaborate with municipalities, regions, authorities and other actors who come into contact with our target group around Sweden.



## **Milstones**

Maskrosbarn is founded in Stockholm.

We start to offer lectures to both students and adults who work with children.

The first summer camp is held, with children in attendance from all over Sweden.

We work to expand our support through children's advocates, support groups, chat and youth centres.

Our first report based on children's experiences and their own voices is released "Frågar man inget- får man inget veta" (If you don't ask, you will never know").

We initiate a cooperation with the social services via the assistance-based intervention coaching programme.

We become a referral body and are recognised by the UN for our work with human rights.

Our first weekend camps are organised.

2015 Counselling sessions are made available to children in Stockholm.

The local office in Gothenburg opens.

We release the report "Jag är bara en påse med pengar" ("I am just a bag of money") based on children's experiences and voices about being placed.

The support initiative Extravuxen (Extra Adult) is launched.

We make an impact with the award-winning campaign Soc Hör du mig (Soc do you hear me?) which was about children's right to support.

The report "Skolkurage- Fråga hur vi mår, inte hur det går" ("School courage – Ask how we feel, not how it's going" about vulnerable children's schooling is released.

We become a part of the government's children's rights delegation.

The local office in Malmö opens. We launch the online counsellor support tool and initiate a collaboration with the City of Gothenburg regarding young people who are placed in care. Our report on violence and abuse within the walls of the home "Jag tyckte jag bodde i helvetet" (I thought I was living in hell") is released.

We initiate a collaboration with the Swedish Police Authority to educate police officers on how to interact with children who are exposed to violence within the family.

The report to the UN Committee on the Rights of the Child is released.

Together with four other organisations,

we initiated a joint campaign about the rights of children who are placed in care. The campaign concluded with a conference, where several people in authority participated.

We expand our support programme to include weekend camps for children from all over southern Sweden.

2023

The progress report "If I had recieved help earlier, things wouldn't have had to go so far" is presented by our Youth Council during a seminar.

We start distributing food, hygiene items and clothes to children receiving our support.

Our youth centres open on Christmas Eve for the very first time.

The government moves forward with a proposal to pilot independent children's rights offices in civil society – something we have been lobbying for for many years!

We become a beneficiary of the Postcode Lottery.



# A solid foundation provides conditions for growth

Looking back on 2024, I am so incredibly happy to be able to say that it was a good year for Maskrosbarn. We have managed to remain steady and stable in our basic mission, while taking many important steps forward during the year. This feels particularly important in a year of worsened conditions for the children we support.

We have seen vulnerability increase as the authorities serving the children struggle, with both social services and schools facing major challenges. We are seeing a rise in mental illness among children and our children's families have been affected by the tough economic situation. I feel an extra strong sense of gratitude that we have been able to meet the additional needs they have expressed.

In 2024, we launched an initiative to distribute food, hygiene items and winter clothing to the children we meet who are in need. For some time now, we have seen this need increase, as confirmed in the autumn, when we worked out that we had distributed almost 4 000 meals. Distributing food is something we will continue to do in the coming year.

2024 was also a year in which our children's participation set the tone. As the organization grows, so does the influence of the children. Our Youth Council has played a key role in getting our messages across and being a voice for all the children we meet. In November, the Youth Council presented the report "If I had received help earlier, things wouldn't have had to go so far", with its recommendations for the new Social Services Act.

We have also gathered important insights from adults who benefitted from our support during their teenage years. Their stories have reinforced our conviction of how important it is for children to have a place where they feel safe, a place and a context that is their own, separate from the family, and with adults who see them.

"I was acting out all the time. I had low self-esteem which I projected onto others. Being disruptive became a character trait that I embraced. But at Maskrosbarn, there was nothing to be angry about. They reshaped me. The biggest thing I take with me is the self-confidence I gained. The belief in my own ability, that I can do things."

These words from an adult who participated in our support activities in their youth are something I will take with me into 2025. Feeling that nothing is impossible if you believe in yourself is a good thought to start a new year with.

Elin Hågeby Caicedo, Secretary-General

# Our organization is growing

In 2024, Maskrosbarn had an average of 32 full-time employees and over 200 committed people working part-time as leaders at our youth centres and camps, as coaches, counsellors or volunteers on our chat function. Four completely new positions were created during the year: HR manager, project manager in support activities, manager of weekend camps in Skåne and a supervisor for volunteers in the support chat.

We were proud finalists for **Employer of the Year** in the Brilliant Awards – Employee Experience 2024, competing in the Service Organizations category. Based entirely on data from our employee surveys, this accolade confirms our success in creating a work environment where employees are able to thrive and develop. We also set a record for the number of people applying for jobs and positions with us.

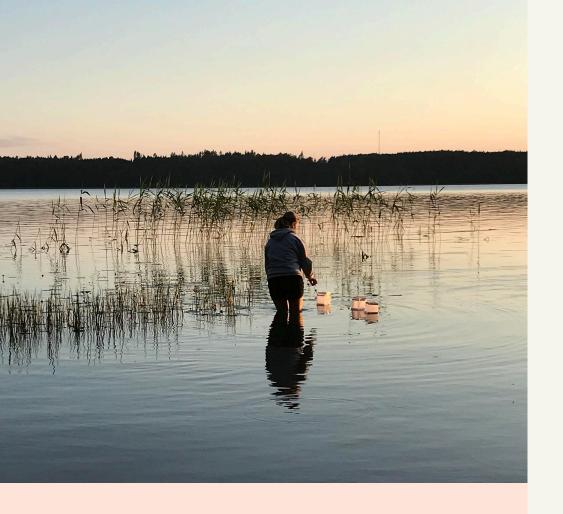
#### Office volunteers – an opportunity for more people to get involved

Over the past few years, people have constantly asked us how they can help and get involved in our activities, in addition to providing us with financial support. This high demand for new types of volunteer positions led us to welcome our first office volunteers in Stockholm this spring! This proved a successful venture and during the autumn term we also welcomed volunteers to our offices in Gothenburg and Malmö. The office volunteers help with practical tasks such as stuffing envelopes, repainting the offices or helping us transport things to and from our camps. By the end of the year, a total of 25 office volunteers had given their time and commitment – providing help for which we are so grateful.

We are also very pleased to have been able to take on a total of 11 interns during the spring and autumn terms in our various areas of activity. These interns contributed greatly to our operations through their enthusiasm and curiosity, as well as gaining a broad insight into the work of a non-profit organization focused on children's rights.

It's a great feeling to be able to contribute to something as important as what
 Maskrosbarn does - to make a small contribution to something so amazing and vital!
 / Görel, office volunteer Gothenburg

- I've seen many examples of how in different ways, everyone's work aims to put young people's own voices, needs, experiences, feelings and input front and centre. I've never come across an organization with such a strong child perspective and pathways for user influence.
- / Moa, intern in support activities, Stockholm



# SUPPORT

# New initiatives to meet the needs of children

Our child advocates describe a year with heavier caseloads than before. The number of contacts between child advocates and children increased sharply, and concerns continued to be reported to social services at a high rate. Many of the reports concerned domestic, sometimes extremely serious, violence. We also saw an increase in children seeking help with applying for supported housing. The cases concerned children who had been forced to live at home with their biological parents despite issues in the home environment, but also looked-after children who were not doing well in their foster home. Unfortunately, in our experience, children are often forced to live in a violent home environment even after concerns have been raised.

Over the year, we have expanded our expertise in support activities through recruitment of several new staff, thus bringing in new eyes and useful perspectives from people who previously worked in schools and social services. Thanks to this, we have been able to further develop our support programmes, in order to provide vulnerable children with the very best support.

Since I came to Maskrosbarn, my life has improved, it feels like a home. A place to relax and get a break from everyday life. Coming to Maskrosbarn is the best choice I've made.

/ Young person

# Chat function – low threshold for first contact

Launching several different communication initiatives over the year, we reached out to children around Sweden to inform them about our support chat and how it offers an easy first step in beginning to talk about their home situation. The activities paid off – the number of conversations with children in the chat increased by 36 percent during the year. To cope with this large increase, we recruited 30 new volunteers during the year and changed our chat tool so that it could handle more conversations. By the end of the year, we had 50 volunteers manning the chat and being there for children who needed a safe adult to talk to.

To give the volunteers the best conditions to support the children, who often share very difficult stories, we also added a volunteer supervisor to the staff to provide ongoing support, advice and feedback to the volunteers.



"Like in previous years, mental health problems have been the most frequently mentioned topic among young people in the support chat. The children have increasingly come to realise that their lack of well-being is linked to their home environment – they see their poor mental health as a symptom of having a hard time at home. The second most common topic of conversation was psychological violence from carers – a topic that was more prevalent than in previous years.

More children than before returned to the chat, opening up about their situation to increasing degrees each time. This is an important step in the process of getting them motivated to continue talking to safe adults about how they're doing at home, and eventually to move on to our other support activities, where they cease to be anonymous. This gives us a much better chance of helping the children get adequate help for their situation in the long run."

/ Eline Bogen, head of the support chat function



# Greater community through our physical support programmes

We have continued to see considerable pressures on both our **physical and digital counsellors**, but children increasingly prefer to meet in person for counselling. Over the year, we have grown the number of counsellors so that we can meet the children's wish to see a counsellor in person at one of our sites.

Our three **Torsdagsmys youth centres** have been open on a total of **131** occasions, giving children the chance to meet other young people from similar backgrounds, eat together and do fun activities. The youth centres give children a chance to take a break from home one evening a week and socialise with others in a safe environment.

The team working on our **Coaching programme** has been expanded this year, making us able to support the more than **70** coaches who are on hand every week to talk to and provide support as safe adults for the children on the programme, and to be able to continue to work closely with the social services that set the intervention in motion.

"With my coach, I do exercises that give me more insight and learning on important topics such as my self-worth, mental health, relationships and my parent's illness." / Participant in the coaching programme

Over the year, our **holiday and weekend camps** have brought children together at welcoming campsites around Sweden for **37** memorable days, giving them the chance to get away and enjoy fun activities together with others who are experiencing difficulties at home.

"At camp I learnt that someone actually cares about me, that it's OK not to be OK, and that I'm not alone."

/ Participant in our youth camps



# New support programme: weekend camps for children in southern Sweden

We are pleased to have been able to launch a new support programme this year. Starting in the autumn term, children from all over southern Sweden have been given the opportunity to attend weekend camps together with other Maskrosbarn children and safe adults. The children get to spend the weekend at a welcoming campsite where they can participate in fun camp activities, but they are also given the opportunity to talk about how things are going at home and provided with tools to deal with their situation.

The support programme is completely new for children living in Skåne, but has previously been offered to children in Gothenburg. In autumn 2024, we also expanded the support programme in the Gothenburg region so that children who

are not placed in a foster family or emergency care now also have the opportunity to attend our weekend camps. During the autumn, we held weekend camps for a total of 21 days, with children coming from all over southern Sweden. The children in our organization requested the support programme which, like all our other such programmes, is completely free of charge for the children to attend.

"The children have taken on the weekend camps in Skåne with enthusiasm and joy. Those who previously attended other support programmes have been so pleased that they can now stay overnight, while the children who are completely new to us have expressed gratitude that they can get away from home, meet others in the same situation, get home made food and take part in activities. During supportive conversations with the leaders, many of the children have gathered courage to tell us how they feel and how things are going at home. It has been amazing to see them confide in our leaders so quickly."

/ Johanna Johansson, head of the weekend camps in Skåne

## Food and clothing distribution

One of the biggest and most rewarding projects of the year involved setting up food and clothing distribution for the children using our services. For some time now, we have seen the wider economic situation, marked by inflation and uncertainty, hitting many families hard. On the initiative of the children, and with support from the Swedish Agency for Youth and Civil Society and several companies, we have been able to offer children lunch boxes, breakfast and snacks from our well-stocked refrigerators throughout the autumn term. Almost 4 000 portions of food were handed out in just the first five months of the project! Demand has far outstripped our expectations, even though we knew there was considerable need. In addition to food, the children have also been able to take home hygiene products every week.

One of the 2024 highlights for the children was our giveaways, held six times in the autumn. Our youth centres were transformed into "free shops" filled with warm winter jackets, knitwear, jeans, t-shirts, footwear, hats, mittens and more. And of course, the children were able to pick out new clothes for the winter completely free of charge.

- Over the course of the term, I've seen how incredibly important the distribution of food and hygiene products has been. Many of the children come and collect food for a whole week. Through this programme, we also get the chance to meet the children to more regularly and check up on them, and it gives us the opportunity to open up conversations about their economic situation at home.

/ Hannah Lindblom, project manager



In December, our various support programmes provided Christmas celebrations for 169 children, giving them great festive memories. At the children's request, our three youth centres also stayed open on Christmas Eve. 34 children celebrated a safe Christmas with christmas food, Donald Duck and a visit from Santal Claus.





# Facing adulthood with greater self-esteem

Through our support, we offer children a long-term community of children and safe adults who are willing to share their experiences, with the adults acting as important role models and contributing to a belief in the future. The children also receive tools and knowledge about their situation, as well as a break from everyday life at home where they can let go of any responsibility and just be children. The support provided helps to boost protective factors in the children.

Over the year, we conducted in-depth interviews with adults who had previously been supported by us as children and asked them to tell us what the support had meant to them.

"Maskrosbarn provides a safe family. They were always there, even when you felt like the loneliest person in the world. Going to Maskrosbarn became a way to give myself love."

"Before Maskrosbarn, I was so angry. I was constantly acting out and I felt worthless [...] I had no value as a human being, I was just a pain. All that changed with Maskrosbarn. After just the first camp I made a full 180-degree turnaround. [...] I learned to express my feelings, to allow myself to feel emotions. I became open about how I grew up."

"I was so serious and so grown up. My whole life revolved around making sure others were happy. At Maskrosbarn, I got to laugh and feel that my life had value. I didn't have to be like my parents."

"Jag förstod att jag förtjänade att må bra. Att drömma och ha ett bra liv. Och att känna mig älskad."

# Support activities in figures

Our counsellors held 387

sessions with children.

The youth centres were transformed into free shops full of clothes on

6 occasions.

#### The number

of conversations in our chat function

increased by 36%.

66 children met with a coach every week.

#### We had 37

unforgettable days with the children at our holiday and weekend camps.

We supported children

# on over 6 000 occasions,

providing them with a safe adult willing to listen, knowledge about their situation, understanding and warmth.

### Our child advocates helped 66

children in their dealings with the auhthorities on 248 occasions.

### **Our Torsdagsmys youth centres**

were open on

#### 131 occasions

in Malmö, Gothenburg and Stockholm offering 202 children a break from everyday life.

## We provided over 4 500

meals to children in our support programmes and activities

and distributed over 4 000

meals for children to take home.

#### We educated 38

new coaches

#### and 23 new

volunteers for the support chat.



# ADVOCACY WORK

# An eventful year in advocacy

In 2024, we have continued to develop the work of our Youth Council, thereby giving children and emerging adults greater scope to participate in our advocacy work. We are proud and happy to be a platform where young people have the opportunity to make their voices heard and so create social change with us.

Our advocacy work during the year was largely defined by the wait for the new Social Services Act. Social services are responsible for providing our target group with the support and protection they need. The new Social Services Act is described as the biggest reform in over 40 years and our focus for the year was on highlighting young people's perspectives on the new legislation.

During the year, we also continued to work on awareness-raising activities, with a strong emphasis on staff in social services, schools and healthcare. In our lectures and meetings, we explained to over 6 000 adults what kind of support the children we serve want from adults.

Funding from the Swedish Agency for Youth and Civil Society enabled us to produce educational videos for social workers who work with children in care. The videos have been downloaded by almost 500 people since their launch in April. In addition, we began work on producing Familjehemsboxen, aimed at strengthening the relationship between children and their foster families through various tools and support materials.



improve things, so the issues don't continue across the generations."

/ Young person on their Youth Council work

## Report release and seminar

In November, we released the report "If I had received help earlier, things wouldn't have had to go so far", a status report and summary of young people's perspectives on the reform of social services under the new Social Services Act, which is expected to come into force in summer 2025.

The report is based on several focus groups of around 20 children and emerging adults' from Maskrosbarn's support activities, the majority of whom have experience of social services, plus a survey of a further 85 respondents from our support activities and Maskrosbarn's collective experience of listening to thousands of children over the years with experience of social services.

The report contains important messages for the profession to incorporate into its reform work and highlights what changes the children themselves believe need to be made in pursuit of new preventive, accessible and trust-building practices.

Members of our Youth Council presented the report on 14 November during a seminar attended by a total of around 300 representatives from the profession, both online and in person at Kulturhuset in Stockholm.

The seminar was followed by a panel discussion with Camilla Waltersson Grönvall, Minister for Social Services, Juno Blom, Children's Ombudsman, Maria Heimer, researcher and associate professor, Dalia Eid, 1st Vice Chairman of the Vision union, and Fredrik Hjulström, Head of Social Policy at the Union for Professionals (Akademikerförbundet SSR). During the panel discussion, it became clear that much of what the children are asking for can already be done under the current system, but that the new Social Services Act gives municipalities even greater scope, for example, to develop support measures aimed directly at children.



"When I was sitting in the waiting room, I was struck by how the reception with its grey chairs makes it feel like you're waiting for a train. Someone had been crying, someone looked like they weren't wearing very clean clothes, someone was drunk. I found it unpleasant as an 18-year-old, imagine how a child would feel."

/ Young person

# The report paints a picture of the starting point for the coming transition where:

- **84%** of the respondents said they felt that social services should have helped them earlier.
- 79% of the respondents answered no to the question of whether social services are easy to get help from as a child.
- 78% of the respondents felt that the interventions/support offered by social services are not sufficient.

"It's about putting a face to who the social services are, because all I know about social services are rumours. I haven't received any information from social services, the state or the school. I don't even know what they do, really. We're taught what the youth centre is but not what social services are." / Young person



# Participation in government inquiries

Over the year, we submitted consultation responses to three government inquiries.

# Improved opportunities for children to claim their rights under the Convention on the Rights of the Child

We were highly positive about the findings of the investigation and support all the proposals. We would particularly like to emphasize how exemplary this investigation has been in involving children. Children's voices and their descriptions of the problems and needs were a common thread throughout the official report. Working on children's participation in this way is essential in ensuring that this investigation affecting children's lives is not just filled with adult guesswork.

#### For children and young people in social care

The investigation found what we at Maskrosbarn have been pointing out for many years – that there are major shortcomings in today's social care and that a reform is needed to overcome these shortcomings. We welcome the official report in its entirety but, based on our target group, we would particularly like to highlight the proposals for: greater responsibility for the social welfare board to meet children's needs for



support in addition to their placement, better quality and checks of foster homes, and improved support options after social care ends.

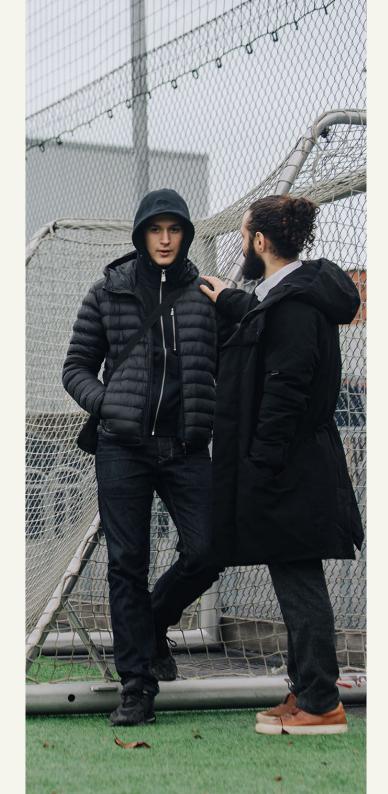
# A state scheme on crime prevention for children and young people

The official report proposed the establishment of a new state system of youth crime boards tasked with deciding on and following up individual crime prevention measures for children and young people. Maskrosbarn is critical and rejects the proposal in its entirety. We believe, among other things, that the child impact assessment and the inquiry's assessment of the proposal's compatibility with the best interests of the child are inadequate, and that other crime prevention initiatives contained in the proposal have major shortcomings from a legal compliance perspective, coupled with a high risk of arbitrary application and discrimination against children.

# Independent child advocates

In September, we were delighted to hear that the government is taking forward the proposal to pilot independent children's rights offices in civil society.

We have been fighting for this for many years, together with Barnrättsbyrån and other stakeholders. Back in 2010, Maskrosbarn developed its child advocate service for children in our organization who have contact with authorities. Since then, based on the children's own wishes, we have continued to push for child advocates to be available to the children who need one. The demand is particularly great among children with no stable guardian to help them in their contact with the authorities. The children in our organization contributed their opinions, views and experiences to the inquiry, which in 2023 submitted its proposal to the government to establish a pilot project. The government's announcement was a vital step in the right direction and we look forward to the children's wish finally becoming a reality!



## Extravuxen

The Extravuxen programme is a compensatory intervention developed by Maskrosbarn for children and emerging adults whose needs cannot be met by community support services, but who do not meet the criteria for a placement. In 2024, we began implementing the programme in another municipality, Eksjö, making Extravuxen now available in a total of nine municipalities. During the year, we have also held regular network meetings with the municipalities that offer the programme, to reflect together and learn from each other. We continue to see a great deal of interest in the programme and hope that we can roll it out to additional municipalities in 2025.

It's fantastic to see a young person light up in the presence of their dedicated Extravuxen support adult. This intervention enables the young person to grow and boost their self-esteem.

/ Social worker who referred the young person to the service

# Key networks for disseminating knowledge about the target group

We have participated in several events, exhibitions and conferences during the year to publicize our work, reach out to more children and educate adults about how to support children who are struggling at home.

Maskrosbarn's founder Therese Sturesson (née Eriksson) was invited to **Japan** in February by Kansai University to meet researchers, children's rights organizations, politicians and people working with children's rights. Among other things, she met 22-year-old Toi, who founded the organization CoCoTELI for children who have a parent with a mental illness. Like Maskrosbarn, this organization was founded by young people with personal experience and is driven by a desire to achieve social change for children living under difficult conditions at home. Together, they visited the Ministry of Health, Labour and Welfare and gave several talks in both Osaka and Tokyo.

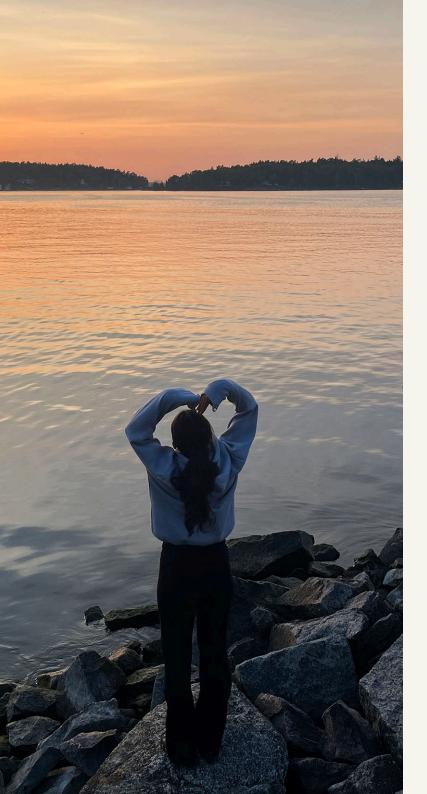
In April, we participated in the **Children's Rights Days**, with this year's event adopting the theme of "Children's rights when parents have issues". In a lecture titled "How do we create support activities that children want to participate in?", Maskrosbarn's founders (Denise Madsen and Therése Sturesson) shared their learnings and experiences, while also presenting the support method developed during the 19 years of the organization. In addition, we held a seminar and had a well-attended stand over the days of the event. During **Järvaveckan** in May, a week of events focused on bridging the gap between elected politicians and citizens, we distributed information about our work to



both children and parents. In June, we attended **Almedalen Week** together with a young person from the Youth Council to discuss children's participation, experiences of social services and how civil society can collaborate with the business community. In partnership with Vision, we organised a panel discussion on the opportunities and limitations of the new Social Services Act, and participated as panellists in two other seminars.

For the first time ever, we also participated in the **Gothenburg Book Fair**. Both students and school staff visited our stand to learn more about our target group and to check out our material developed for schools.

Alongside our participation in external conferences, we organised several workshops and talks, working with young people to invite along politicians, social workers, counsellors and other professionals who have dealings with our target group. Together, we discussed how we can improve communication between children and the authorities and ensure that children's perspectives are not overlooked.



# Framtidshelgen – a chance for children to influence the future of Maskrosbarn

In June, we held our annual Framtidshelgen (Future Weekend), which involved children, staff and volunteers from all over Sweden gathering at a campsite outside Stockholm to plan the future of Maskrosbarn together. The weekend started on Friday with nine members of our Youth Council getting the opportunity to learn more about advocacy and media engagement. A total of 32 children and 19 adults took part in the weekend, which included workshops to give their perspective on how they would like to see Maskrosbarn develop in the future. Moreover, the children had an opportunity to reflect on their own development during their time at Maskrosbarn. Of course, the weekend also included fun activities, good food and great conversations as the sunset!

One of the tasks for the children was to write letters to others who had not yet dared to contact Maskrosbarn, to encourage them to take the first step.

"Hi! Since I came to Maskrosbarn my life has improved, it feels like a home. A place to relax and get a break from everyday life. Coming to Maskrosbarn is the best choice I've made. The way things are for you at home is not OK and there is help available. Your story is valid and it is not your fault or responsibility to take care of the adults, you are just a child and at Maskrosbarn you get to be one. I know it's scary to ask for help, but it's so worth it. Take care, we believe in you. Lots of hugs!"

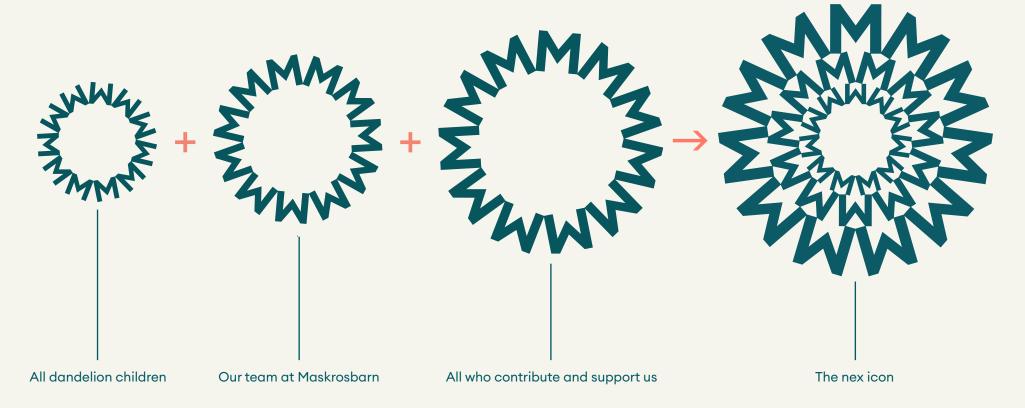
At the end of the year, we held another learning weekend for seven children/emerging adults who then became part of the Youth Council. During this weekend, they learnt more about our advocacy work and the social system, and discussed the changes they want to achieve.

## Say hello to our new icon!

At the beginning of the year, we launched Maskrosbarn's new icon, developed together with Succé Kommunikation.

Many people across Sweden share the experience of growing up in a family where at least one parent has an addiction, a mental illness or is violent towards their children. The dandelion icon ("maskros" in Swedish) therefore symbolizes a national movement for children's right to their childhood.

The inner circle of the icon represents all the children in Sweden, the centre circle all the safe adults within Maskrosbarn and the outer circle all those who support our work – people young and old, hand in hand. **Together we are strong**.



# Communication that makes a difference

One of the areas that we focused on in 2024 was lowering the threshold for young people to make first contact with us. We started by investigating the barriers to seeking support by conducting surveys among those who know about us but have not yet contacted us, as well as conducting interviews with young people already receiving our support. This information led to several communication initiatives during the year, which encouraged more children to take the plunge and make that first contact with us.

We also had an extra focus this year on reaching out and communicating to young people through both organic content and social media marketing, one of the goals of which was to increase our visibility on TikTok. In the autumn, we released a series of interviews with influencers who themselves have experience of Maskrosbarn. The posts were widely shared, with an organic reach of approx. 570 000 views! We saw a major increase in children coming to us, prompted by the series of posts and our other initiatives on TikTok.

With support from the Swedish Crime Victim Authority, we were also able to launch an information campaign on Snapchat about different forms of violence. The aim of the campaign was to create a broader understanding of the

different types of violence that exist, and thus make more children aware of their own situation and possible exposure to violence, as well as spelling out that support is available. One outcome from the campaign was that we saw more children talking about violence, both mental and physical, in our chat function.

To reach children through schools, a mailing was also sent to almost a thousand schools across Sweden. Our office volunteers and staff from our corporate partners all helped to assemble packs of posters, leaflets and information cards about our support and activities.



## Interview series with influencers on TikTok.



Our PR and media work takes place in several different channels in order to reach as many people as possible with knowledge about life for our target group. During the year, we have participated in TV programmes such as Nyhetsmorgon, Rapport and Lilla Aktuellt, and have been interviewed in dozens of articles and features both in the press and on radio, as well as writing opinion pieces in the newspapers Aftonbladet and Altinget.

Through **Barndom utan baksmälla** initiative, a collaboration between Maskrosbarn, Bris, the World Childhood Foundation, Trygga Barnen and Systembolaget, we have promoted knowledge about what adults should do when children are being harmed by their parents' drinking. Via social media, our information about the initiative reached over 1549 491 people and more than 1400 people downloaded our guide with tips on what to do if you are concerned about a child. During the year, we had a particular focus on staff working with children's camps, using physical and digital lectures to reach around 2500 people who have contact with children at camps around Sweden.

# The most important newsletter in someone's life

Over the years, we have seen considerable public demand for more ways to get involved







Foto: Madeleine Blidberg / Sveriges Radio

MASKROSBARN

Ökat tryck på Maskrosbarn i Göteborg: "Tufft år"

with children who are struggling at home. This led us to launch a new newsletter in the autumn – "The most important newsletter in someone's life" – packed with information about our target group, tips on simple ways to make a difference for children in your neighbourhood, jobs and positions with us and other easy ways for people to get involved. In just three months, almost **6 500** interested people signed up for the newsletter!

We have also worked actively to expand our network of professionals working with children, to provide them with relevant materials and tools to help them in their work, as well as inviting them to seminars and training sessions. By the end of the year, we had around **10 000** contacts in our network, mostly in social services and schools.

To further increase our brand awareness and boost our skill levels, we partnered with the advertising agency New Normal. The agency helped us with a number of communication initiatives during the year, including **Maskrossommar** (Dandelion Summer) and the back-to-school campaign **Om någon frågar** (If anyone asks). At the start of the school year, outdoor billboards gave the campaign high visibility around Stockholm, Malmö and Gothenburg.

#### Maskrossommar

In June, as people embraced the arrival of summer radio programme Sommar i P1, we released Maskrossommar in collaboration with Storytel.

Rather than featuring famous names,

Maskrossommar told current, real-life
stories from children and young people
- stories that have not yet reached their
happy ever after, but for which we can all
play a part in writing the ending.

Maskrossommar was warmly received, with thousands of listens via Storytel and our own platform.

# **Comments from Storytel listeners:**

"I started crying as I listened! But I was still happy because I reckoned it can be good for people who are doing OK to know that others are not!"

"Got goosebumps listening to this smart girl! Everyone should listen and learn from those who have personal experience! They know!"



# **Advocacy in figures**

#### **Around 18 000 children**

and adults attended our lectures and training programmes.

#### We made

submissions to

3 governement inquiries.

194 young people

were involved in our advocacy work.

### We inreased our

social media followers

by 15%.

## schools across

Sweden had information

Around 1000

material about our support posted to them.

# The material in our Child Rights Boxes

downloaded by

over 1100 people.

# We participated in 27 different

forums with key stakeholders on children's rights issues.

# Nearly 6 500 people

signed up for our new newsletter during the first three months.



# **FUNDRAISING**

# Together we're breaking the social legacy

If we are to continue making a difference for children, reaching out to more people, creating long-term sustainability and rallying around the children in our organization whose lives are getting worse, we need resources.

The support we receive from foundations, companies and individuals is invaluable. Despite a year of major economic challenges for large parts of society, we once again beat our fundraising record, which is fantastic news. We increased our fundraising by 63 percent, which we see as proof that people want to get involved in the same things that matter so much to us.

I consider myself a dandelion child, and I could have done with help like yours when I was little. It's such important work and that's why I want to be involved in helping children who need it.

/ Monthly donor

#### Partnerships that make a difference in children's lives

In 2024, we were greatly honoured to become a beneficiary of Sweden's largest private donor – the Postcode Lottery. The SEK 5 million we now receive annually provides long-term, trust-based funding that is not earmarked in any way. This year, we have used some of the grant money to employ more staff, which has helped strengthen the stable foundation that is so crucial for us to grow sustainably and offer more children the help they need – and are entitled to.

We have also further refurbished and improved the physical environment of our counselling rooms and youth centres. We endeavour to make these premises a place where it feels easy to be yourself and open up about the things that are getting you down.

In 2024, we welcomed INGO as a new corporate partner and in this first year they have already organised two major campaigns to spread information and awareness about us and our target group. We are incredibly grateful that last year many of our existing partners and corporate friends stepped up and conducted communication work, campaigns and fundraising for us. It is great to see the staff being so engaged in issues related to our target group.

The support from the Postcode Lottery, coupled with all the corporate campaigns and a record number of one-off donations from companies, drove up our corporate fundraising by an incredible 153 percent. In addition to monetary support from our partner companies and corporate donors, we have also received products and experiences for the children, which is another wonderful way to contribute.



"Here at INGO, we're proud of our collaboration with Maskrosbarn because, like them, we believe that all children have a right to their childhood. In addition to our annual donation, we and our employees have had the opportunity to participate in Maskrosbarn's volunteer work. Being able to contribute to the organization in such a concrete way builds a sense of pride and community within INGO. Our customers also appreciate that by choosing INGO they are contributing to a good cause, something we have also made them aware of in our campaigns."

/ Erika Johansson, Business Unit Leader, INGO

#### Our movement is growing

We also saw strong engagement from private individuals, with our fundraising climbing by 30 percent and this year's two fundraising campaigns breaking records in both engagement rates and donations. People opened their wallet for us 40 177 times. Imagine that!

We are also particularly pleased that we managed to increase the number of monthly donors by 92 percent. Monthly donors' gifts give us an enduring level of stability in the development of the organization.

In 2024, we were able to make significant investments to strengthen our activities where they were most needed, thanks to valuable support from public funding providers.

We are so grateful that so many people embraced our issues in 2024 – and not only because of the purely monetary and material support. We are also seeing businesses and individuals becoming messengers and an extension of our own work to reach out, provide support and raise awareness of our issues.

# Many thanks to everyone who contributed!





In just 3 days, we raised SEK 175 225 to provide Christmas presents for all the children we support!

"Children are the future and they should not be weighed down by problems that are not their fault. They should be supported and encouraged to develop and grow to their full potential."

/ Monthly donor

# Thank you for all your support in 2024

## Foundations and grants

- Ann-Sofie Mattsons familjestiftelse
- Brottsofferfonden
- Carl Jönssons Understödsstiftelse II.
- Centralförbundet för Socialt Arbete
- Crafoordska stiftelsen
- Folkhälsomyndigheten
- Frimurare Barnhuset i Stockholm
- Göteborgs stad
- Kommunförbundet Skåne
- Kronprinsessan Margaretas Minnesfond
- Kungliga sällskapet Pro Patria
- Ludvig Tingströms Stiftelse
- Magnus Bergvalls stiftelse
- Malmö stad
- Mats Klebergs stiftelse
- Myndigheten för ungdoms- och civilsamhällesfrågor, MUCF
- Odd Fellow
- Olof och Caroline Wijs stiftelse

- Region Skåne
- Renströmska fonden
- Rotary
- S:t Andreaslogen Glindrande Stiernans fond
- Socialstyrelsen
- Stenbecks Stiftelse
- Stiftelse till Ingrid och Gustaf Fribergs Minne
- Stiftelsen Apotekare Fredrik Mossbergs donation
- Stiftelsen Carl A Wockatz Barnhem
- Stiftelsen Claes och Minna Livijns Fond
- Stiftelsen Clas Groschinskys Minnesfond
- Stiftelsen Ernst Hanssons donationsfond
- Stiftelsen Konung Oscar den II:s och Drottning Sophias Guldbröllopsminne
- Stiftelsen Lunds Barnhem
- Stiftelsen Osbeckska fonden
- Stiftelsen Oscar Hirschs Minne
- Stiftelsen Oscar och Maria Ekmans Donationsfond
- Stiftesen MEST

- Stockholms stad
- Timmermansorden
- Ulla och Lennart Wallenstamstiftelsen
- Västra Götalandsregionen
- World Childhood Foundation
- Åhlén-Stiftelsen

## Partner companies

- Allbastiftelsen
- Espresso House
- Fortum
- Gabrielsson Stiftelse
- ICA Maxi Nacka
- INGO
- Lars Olof Mattssons Stiftelse
- Orkla Snacks Sverige
- Svenska Postkodlotteriet
- Systembolaget, Barndom utan baksmälla
- Viking Line
- Zurich Insurance Sweden

# **Corporate** friends

- Clarion Hotel The Pier
- Elgiganten
- First Hotel G
- Fitness24Seven
- Fleetfox Studios
- Freys Hotell
- Fruktdealen
- Hertz
- Hotell Reisen
- ICA Kvantum Värtan
- Kilpatrick Townsend
- Lejonet & Björnen
- New Normal
- Rowico
- Salesforce
- Succé Kommunikation
- Taco Bar

## Thanks also to

- Afonso
- Arket
- Bearded Villains
- Bluebird Film
- Bubbleroom
- Catena
- Cellmark
- Clinton Mätkonsult
- Glory days
- Hagabadet
- Hogia
- Nudie Jeans
- RSM Göteborg
- SCA
- SWECO
- Vattenfall Services Nordic
- Volvo finans Bank
- Weekday





# **The Board**

Chairperson

**Vice-Chairperson** 

Annika Marking

Julia Mäkitalo Roos

#### **Members**

Therese Johansson Isa Widerståhl

The Board met on four occasions during the year and the organization held its Annual General Meeting for members in May 2024.

# **Multi-year overview**

	2024	2023	2022	2021
Total revenue (SEK thousand)	41 339	27 538	24 106	26 350
Profit/loss after fin. items (KSEK)	5 260	72	-859	3 539
Equity (KSEK)	17 088	11 827	11 756	12 614
Employees (no.)	32	27	26	27
Equity ratio (%)	73	74	75	69

For the organization's financial results and general status, see the Annual Report.





# **Administration report**

## General information about the organization

The children's rights organization Maskrosbarn is a non-profit organization that has supported thousands of children since its inception in 2005 and developed several support programmes, lectures, courses and services based on children's own wishes and needs. Maskrosbarn meets children all over Sweden through its nationwide support and provides local support activities in Skåne, Västra Götaland and the Stockholm region. Maskrosbarn's target group is children between the ages of 13–19 whose parents have an addiction, a mental illness or are violent towards them.

We collaborate with municipalities, regions, authorities and other actors who come into contact with our target group around Sweden. There are two pillars to our work: support activities that deliver multiple support programmes for children, and extensive advocacy work where we take children's views and suggested improvements to decision-makers.

In 2024, Maskrosbarn had around 32 employees at its offices in Stockholm, Gothenburg and Malmö, as well as over 200 volunteers and hourly workers within the various support programmes. As identification is an important part of our methodology, we require that all those working with children within the organization share similar experiences of growing up with difficult conditions at home.

We conduct most of our support activities at our sites in Stockholm, Gothenburg and Malmö. The physical premises are the daily workplace for our employees, but also the children's own safe place, where they come to socialise at our youth centres and meet our counsellors. In addition, our offices host regular workshops, educational courses and meetings with professionals and decision-makers.

Funding is vital for us to be able to run our operations. Maskrosbarn obtains around half of its revenue through applying for grants from government agencies, municipalities and regions, as well as private foundations and trusts. The other half comes from partnerships with businesses, donations from the public and partnerships with social services across the country. Maskrosbarn is a member of the industry organization Giva Sweden, which promotes transparent giving, and has a special "90-account" approved by Swedish Fundraising Control. The organization is headquartered in Stockholm.

#### **Promoting the mission**

Maskrosbarn's mission is to support children who live or have lived in a family in which one or both parents have an addiction, a mental illness or subject them to violence. The organization is committed to raising awareness, by various means, about what it is like to live in a difficult home situation, as well as increasing knowledge and improving attitudes in society towards addiction, mental illness and violence. The organization is further mandated to help young people who live or have lived with an addicted or mentally ill parent, by means of supportive activities.

#### **Support activities**

2024 was a particularly challenging year for children living in a difficult home situation. Our child advocates saw the cases they dealt with become more complex, and support staff saw an increase in mental health problems among the children in our support programmes. Many of the children also reported how their families had been hit hard by the tough economic situation. The number of conversations with children in our chat function increased by a substantial 36 percent during the year, and our physical and digital counsellors also remained in high demand. The number of contacts between child advocates and

children increased sharply, and concerns continued to be reported to social services at a high rate. We also saw an increase in children seeking help with applying for supported housing.

#### New support programmes to meet children's needs

In the autumn, we launched a new project offering the children using our support programmes the opportunity to pick up hygiene items, food and winter clothing from us. Demand was high and in autumn alone we distributed 4 000 portions of food.

This year, at the request of the children, and in order to offer more children the opportunity to get a break from home, we launched a weekend camp programme for children from across southern Sweden. The weekend camps are part of a multi-year programme that enables children to spend a weekend at a welcoming campsite along with other children in similar circumstances and safe adults.

Over the year, we supported children on over 6 000 occasions, providing them with a safe adult willing to listen, knowledge about their situation, understanding and warmth.

#### Advocacy

In 2024, we continued to develop the work of our Youth Council, thereby giving young people greater scope to participate in our advocacy work. During the year, we continued work on awareness-raising activities, with a strong emphasis on staff in social services and schools. In total, we reached around 18 000 children and adults through our talks and courses. We participated in 27 different forums involving key people in the field of children's rights, and made submissions to three government inquiries. We were also able to produce educational videos for social workers who work with children in care.

In September, we were delighted to hear that the government is taking forward the proposal to pilot independent children's rights offices in civil society. We have been fighting for this for many years, together with Barnrättsbyrån and other stakeholders.

One of the major events on the advocacy front was the November release of the report "If I had received help earlier, things wouldn't have had to go so far" – a status report and summary of children's perspectives on the reform of social services under the new Social Services Act, which is expected to come into force in summer 2025. Members of from our Youth Council presented the report during a seminar attended by a total of around 300 representatives from the profession, both online and in person at Kulturhuset in Stockholm.

#### Significant events during the financial year

In 2024, we were greatly honoured to become a beneficiary of Sweden's largest private donor – the Postcode Lottery. The SEK 5 million we now receive annually provides long-term, trust-based funding that is not earmarked in any way. We have been able to fill four new posts in 2024, thanks in part to the support of the Postcode Lottery, which has helped strengthen the stable foundation that is so crucial for us to grow sustainably and offer more children the help they need – and are entitled to.

#### **Results and position**

Three-year comparison						
		2024	2023	2022	2021	
Total revenue *	tkr	41 339	27 538	24 106	26 350	
Profit/loss after fin. items *	tkr	5 260	72	-859	3 539	
Equity *	tkr	17 088	11 827	11 756	12 614	
Employees no.	st	32	27	26	27	
Equity ratio	%	73	74	75	69	

Maskrosbarn is able to report positive economic development thanks to good governance with a focus on the long term. The Board reviews earmarked funds annually. For the organization's financial results and status more generally, please refer to the following income statement and balance sheet and related notes.

Unless otherwise stated, all amounts are in SEK.

#### Significant events after the financial year

At the beginning of 2025, we launched two Swedish Inheritance Fund projects, one focusing on researching and developing support for young adults and one focusing on adult psychiatry's ability to recognise, respond to and support children who have a parent with a mental illness.

#### **Members**

Maskrosbarn is a membership organization. Its members are the children and young people supported by the organization, as well as the staff and volunteers that work in its operations. In 2024, Maskrosbarn had 550 (2023: 438) members. Membership is free of charge.

#### **Sustainability disclosures**

Maskrosbarn wishes to contribute towards a more socially sustainable society, where all children have the right to feel good and be safe, even if their parents are unwell. We know that with the right support and quality interventions, children have the opportunity to shake off their social heritage and shape their own future. We are constantly working to raise the issue of a child's right to support and better cooperation within society. All the work we do is based on children's own voices and experiences. Maskrosbarn works actively on issues that contribute to the following goals within the 2030 Agenda:

- 3 Good health and well-being
- 4 Quality education
- 10 Reduced inequalities
- 16 Peace, justice and strong institutions

Our staff are our most important asset, and we care deeply about their physical and psychological work environment. Our work environment group meets



"Everyone is like a family and understands each other; you can be open when you meet up at camp and you don't have to put on a front."

/ Participant in Maskrosbarn's support programme

regularly throughout the year to discuss wishes and suggestions for improvement, which staff have the opportunity to submit via anonymous questionnaires and employee surveys.

We were proud finalists for **Employer of the Year in the Brilliant Awards** – Employee Experience 2024, competing in the Service Organizations category. Based entirely on data from our 2024 employee surveys, this accolade confirms our success in creating a work environment where employees are able to thrive and develop. We also set a record for the number of people applying for jobs and positions with us.

#### **Expected future development**

The focus in the coming years will be on managing the existing support activities we have in place. We will be working on method development and quality assurance of our support activities. There will also be a continued emphasis on enabling more children to receive the support they need and are entitled to. Last year, we became a beneficiary of the Postcode Lottery, which puts us in a strong position to continue running the organization in a stable manner with a long-term focus. We are at an important time when it comes to children's rights. This year will see the unveiling of a new Social Services Act, and the key work of implementing the new legislation will run for several years. It is crucial that our target group is involved – that their voices are heard and included in this process.

#### Significant risks and uncertainties

Maskrosbarn aims to offer long-term support to children, an endeavour that comes with high fixed costs, especially staff costs. As many of the financial resources we receive are short-term, this could pose a risk to the organization. We try to address the unpredictability of the financial resources we receive by seeking a broad funding base, stable equity and structured budgeting.

External risk factors can affect both the situation of our target group and the prospects for income from fundraising and grants. This can make it difficult to predict and plan ahead, but we closely monitor the evolution of these factors in order to adapt our strategies and actions appropriately.

#### Governance

The Annual General Meeting is Maskrosbarn's highest decision-making body. The Board is the organization's executive body and comprises Annika Marking, Isa Widerståhl, Therese Johansson and Julia Mäkitalo Roos. Secretary General Elin Hågeby Caicedo is the leader with ultimate responsibility for day-to-day operations. In 2024,

Maskrosbarn's management team consisted of Elin Hågeby Caicedo, Development Manager Therése Sturesson (née Eriksson), Support Manager Denise Madsen, Acting Advocacy Manager Linn Englund, and Communications and Fundraising Manager Marlene Lundli.

The Board met four times in 2024 and the management team met weekly. The Annual General Meeting appoints auditors to scrutinise the accounts and governance. Lena Normann, HQV Stockholm AB and Ulla Sjöman were the organization's auditors for 2024. The nomination committee is elected during the AGM and in 2024 consisted of Therése Sturesson (née Eriksson) and Julia Kruse.

## **Income statement**

KSEK	Not	2024-01-01 2024-12-31	2023-01-01 2023-12-31
Operating income			
Donations	2	20 841 194	11 518 526
Grants	2	15 197 561	11 020 361
Net turnover	3	5 169 835	4 916 937
Other operating income		130 700	82 557
Total operating income		41 339 291	27 538 381
Operating costs	4,5		
Mission costs		-31 093 386	-22 910 614
Fundraising costs		-3 583 569	-3 095 373
Administration costs		-1 575 735	-1 476 295
Total operating costs		-36 252 690	-27 482 283
Operating profit/loss		5 086 601	56 099
Profit/loss from financial items			
Other interest income and similar profit/loss items		176 526	26 736
Interest expenses and similar profit/loss items		-2 870	-11 002
Profit after financial items		5 260 257	71 833
Profit for the year		5 260 257	71 833

# **Balance sheet**

KSEK	Not	2024-12-31	2023-12-31
ASSETS			
Fixed assets			
Tangible assets			
Equipment, tools, fixtures and fittings	6	29 906	44 261
Total tangible assets		29 906	44 261
Financial assets			
Other long-term receivables	7	790 000	790 000
Total financial fixed assets		790 000	790 000
Total fixed assets		819 906	834 261
Current assets			
Current receivables			
Accounts receivable		507 520	498 229
Other receivables		54 621	45 514
Prepaid expenses and accrued income	8	1 975 829	2 149 420
Total current receivables		2 537 970	2 693 163
Cash and bank balances		19 988 584	12 434 906
Total current assets		22 526 554	15 128 069
TOTAL ASSETS		23 346 460	15 962 331

# **Balance sheet**

KSEK	Not	2024-12-31	2023-12-31
EQUITY AND LIABILITIES			
Parities.			
Equity			
Retained earnings		11 827 474	11 755 641
Profit for the year		5 260 257	71 833
Total equity	_	17 087 731	11 827 474
Current liabilities			
Trade creditors		1 294 215	844 498
Tax liabilities		333 277	278 978
Liability for unutilized grants received	9	1 536 751	1 147 753
Other liabilities		996 386	699 803
Accrued expenses and deferred income	10 _	2 098 100	1 163 826
Total current liabilities		6 258 729	4 134 857
TOTAL EQUITY AND LIABILITIES		23 346 460	15 962 331

# Statement of changes in equity

	Earmarked funds	Retained earnings in- cluding profit for the year	Total equity
Opening balance			
2024-01-01	1500 000	10 327 474	11 827 474
Profit for the year		5 260 257	5 260 257
Closing balance sheet total			
2024-12-31	1 500 000	15 587 731	17 087 731



### **Notes**

# Note 1 Accounting and valuation principles

#### Basis of preparation of the annual accounts

The organization's accounting and valuation principles compl with the Swedish Annual Accounts Act, BFNAR 2012:1 (K3), and Giva Sweden's Governing Guidelines for Annual Accounts. The principles are unchanged compared with the previous financial year.

The Annual Report has been prepared on the basis of a going concern assumption. Assets, liabilities and provisions are valued at cost unless otherwise stated below.

#### **Income statment**

#### Operating income

A transaction in which the organization receives an asset or service that has a value without giving back the equivalent value in exchange is a donation or a grant received. If the asset or service is received because the organization has met or will meet certain conditions and the organization has an obligation to repay the counterparty if the conditions are not met, it is a grant received. If it is not a grant, it is a donation.

#### **Donations and grants**

A transaction in which the organization receives an asset or service that has a value without giving back the equivalent value in exchange is a donation or a grant received. If the asset or service is received because the organization has met or will meet certain conditions and the organization has an obligation to repay the counterparty if the conditions are not met, it is a grant received. If it is not a grant, it is a donation.

#### **Donations**

Donations are generally recognised as revenue at the time that they are received. Donations in the form of collected clothing and similar items that the organization intends to pass on are not recognised as revenue or inventories at the balance sheet date. Donations in the form of services are not recognised as revenue.

#### Grants

Grants are recognised as income when the conditions for obtaining the grant are met. Grants received are recognised as a liability until the conditions for obtaining the grant are met. Grants received to cover costs are recognised in the same financial year as the cost they are intended to cover. Grants related to a fixed asset reduce its cost. Grants received are measured at the fair value of the asset received or receivable by the organization.

#### Net turnover

Sales of services are recognised as revenue when performed.

#### Other income

Other income is generally recognised as revenue when it is received. Wage subsidies are recognised in the period to which they relate.

#### Interest income

Interest income is recognised as it is earned.

#### **Operating costs**

Operating costs are divided into the following functions: mission, fundraising and administration costs.

#### **Mission costs**

Mission costs consist of costs that can be attributed to the organization's mission according to its statutes. This primarily means direct costs within support activities and our advocacy work. In addition, other costs that arise as a direct result of an activity or project within the mission are also attributed to mission costs.

#### **Fundraising costs**

Fundraising costs reflect the costs incurred by the organization in raising funds from individuals, companies, organizations and public authorities. This includes costs such as advertising, fundraising campaigns and reporting, and staff costs for those working on fundraising.

#### **Administration costs**

Administration costs are the costs incurred to administer and run the organization. These include the costs of Board meetings and AGMs, bookkeeping and administrative systems. A certain amount of general administration is part of ensuring good quality controls and reporting, both externally and internally.

#### Leasing

All of the organization's leases are expensed on a straight-line basis over the lease term (including the first rent increase).

#### **Employee benefits**

Ongoing employee benefits in the form of salaries, social security contributions and similar are expensed as the employees fulfil their duties. All pension obligations are classified as defined contribution plans and are recognised as a pension expense in the year in which the pension is earned.

#### **Balance sheet**

#### **Tangible assets**

Tangible assets are initially recognised at cost. Subsequently, tangible assets are valued at cost less accumulated depreciation.

#### Depreciation

Depreciation of tangible assets is calculated on the depreciable amount of the asset over its service life and commences when the asset is put into service. Depreciation is calculated using the straight-line method. The following service lives are applied:

\* Equipment, tools, fixtures and fittings: 5 years

#### **Financial assets**

At the time of acquisition, assets and liabilities are measured at cost plus direct transaction costs. Accounts receivable, unreceived grants and other receivables are measured individually at the amount expected to be received.

Subsequent to initial recognition, non-interest-bearing financial

assets are valued at cost.

#### **Earmarked funds**

Unspent donations and other earmarked funds are recognised in the item 'earmarked funds' under equity. See also the statement of changes in equity.

The organization has earmarked funds set aside for the development costs of its operations.

# Liability for unutilized grants received

When the organization has received a grant but has not yet fulfilled the conditions, a liability is recognised.

#### Notes to the income statement

#### **Note 2 Donations and grants**

Donations recognised in the income statement		
Donations	2024	2023
General public	6 762 025	4 831 884
Companies	11 825 170	5 493 767
Foundations	2 254 000	1 192 875
Total funds raised (donations)	20 841 194	11 518 526

Donations not recognised in the income statement				
Funds raised (estimated amount not booked)	2024	2023		
Activities, materials, food/refreshments for youth activities	888 185	449 742		
Advertising	1 140 628	238 179		
Education and training	106 800	102 812		
Rent rebates	472 399	563 161		
Other rebates/sponsorship	408 743	266 058		
Total funds raised (estimated amount)	3 016 754	1 619 952		

#### **Continued: Note 2**

Grants recognised as income		
Funds raised (private contributions)	2024	2023
Foundations and funds	2 860 000	3 671 850
Total funds raised	2 860 000	3 671 850
Public grants	2024	2023
Authorities	10 367 565	6 121 011
Regions	469 996	300 000
Municipalities	1500 000	927 500
Total public grants	12 337 561	7 348 511
Total grants	15 197 561	11 020 361

Total funds raised consist of the following				
	2024	2023		
Donations recognised in the income statement	20 841 194	11 518 526		
Donations not recognised in the income statement	3 016 754	1 619 952		
Private contributions recognised as income	2 860 000	3 671 850		
Total funds raised	26 717 949	16 810 327		

#### **Note 3 Net turnover**

	2024	2023
Talks	463 584	522 844
Partnerships with municipalities	4 706 251	4 394 092
Total	5 169 835	4 916 937

#### Not 4 Leasing

The organization primarily leases office space and printers. Lease payments recognised as an expense during the year amounted to KSEK 2 301 000 (KSEK 2 165 000). Future minimum lease payments fall due as follows:

Minimum lease payments				
	Within 1 year 1-5 year After 5 year Total			
31 december 2024	1 499 860	1200 000	-	2 699 860
31 december 2023	1 585 321	2 653 410	-	4 238 731

#### Note 5 Average number of employees and personnel costs

Average number of employees		
	2024	2023
Number of employees	32	27
Of which women	30	27
	94%	100%

As a non-profit organization, we do not count employees who received no more than half a price base amount in remuneration during the year, in accordance with BFNAR 2006:11. Since the remuneration is so low, the work is considered to have been performed on a voluntary basis.

	2024  No. on closing day Of which women		2023	
			No. on closing day	Of which women
Board members	4	100%	5	100%
Secretary-General and other senior managers	5	100%	5	100%

Salaries, other remuneration and social security expenses		
	2024	2023
Secretary-General	637 823	597 511
Other employees	13 864 161	12 973 943
Total salaries and remuneration	14 501 984	13 571 454
Social costs	5 284 896	4 861 285
(of which pension costs excluding payroll taxes)	763 946	609 826
Total	19 786 880	18 432 739

The total relates to salaries, other remuneration and social security costs from mission, fundraising and administration expenses.

Of the pension costs, SEK 50 000 (KSEK 38 000) relates to the organization's Board and Secretary–General.

#### **Voluntary work**

During the year, 200 (192) people volunteered in the organization's support activities. The value of this volunteer work has not been recognised in the income statement other than remuneration of up to half a price base amount, which is recognised as salary.

#### Notes to the balance sheet

#### Note 6 Equipment, tools, fixtures and fittings

	2024-12-31	2023-12-31
Opening accumulated cost	71 775	71 775
Closing accumulated cost	71 775	71 775
Opening accumulated depreciation	-27 514	-13 159
Depreciation for the year	-14 355	-14 355
Closing accumulated depreciation	-41 869	-27 514
Recognized value	29 906	44 261

#### Note 7 Other long-term receivables

	2024-12-31	2023-12-31
Opening accumulated cost	790 000	790 000
Closing accumulated cost	790 000	790 000
Recognized value	790 000	790 000

#### Note 8 Prepaid expenses and accrued income

	2024-12-31	2023-12-31
Accrued income	1194 039	1 328 178
Prepaid rental expenses	503 790	507 604
Other items	278 000	313 638
Recognized value	1 975 829	2 149 420

#### Note 9 Liability for unutilized grants received

	2024-12-31	2023-12-31
State grants	739 873	363 784
Regional grants	250 000	250 000
Foundations	546 878	533 969
Recognized value	1 536 751	1 147 753

#### Note 10 Accrued expenses and deferred income

	2024-12-31	2023-12-31
Personnel-related accrued expenses	1 235 350	737 807
Other accrued expenses	726 333	238 572
Deferred income	136 418	187 447
Recognized value	2 098 100	1 163 826

#### Other notes

#### Note 11 Significant events after the end of the financial year

At the beginning of 2025, we launched two Swedish Inheritance Fund projects, one focusing on researching and developing support for young adults and one focusing on adult psychiatry's ability to recognise, respond to and support children who have a parent with a mental illness.

#### Stockholm, as per digital signatures below

Annika Marking Chairperson Isa Widerståhl

Julia Mäkitalo Roos

Therese Johansson

Our audit report has been submitted as per digital signatures below HQV Stockholm AB

Lena Normann Authorised Public Accountant Ulla Sjöman General Examiner