



ANNUAL REPORT 2025

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Maskrosbarn

Organisation registration number:

802434-6846

Production:

Maskrosbarn

Graphic design:

Netha Veigas

Photos:

Matilda Söderström (cover image, pp. 3, 10-11, 17-18, 20-23, 26-27, 31, 37-36, 43)

Emmelie Ginste (page 4)

Josefin Lundqvist (page 7)

Other images by Maskrosbarn

maskrosbarn.org

Swish: 900 79 64

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 700 000 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 children 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.



"When I started att Maskrosbarn, I finally felt seen and less alone."

/ Participant in our support activities



Together, we give children support, hope and faith in the future



These are challenging times for the children Maskrosbarn works with. Children who are forced to shoulder adult responsibilities that should never be theirs, and who grow up feeling anxious, lonely and insecure. Our mission to provide these children with support, hope and a sense of optimism about the future is a task that cannot be put off until later.

2025 was an eventful year. We celebrated our 20th anniversary and had the chance to pause and reflect on everything we have achieved over the years. We also announced that our target group had grown from 500,000 to 700,000 children, which equates to seven children in every class. This increase is due both to population growth and to greater vulnerability. We see the latter clearly in our children's groups, where the number of reports of concern has risen for several years running, most recently by 37 per cent. As needs continue to grow, so too does the commitment to Maskrosbarn.

Never before have so many chosen to contribute by giving their time, their commitment or through donations. This has given us strength and enabled important steps in our development. During the autumn, we expanded the staffing of our support chat and were able to keep it open every day

of the week. We also took a significant step in the organisation's history by beginning preparations to establish a presence in northern Sweden, so that we can be close to more children in their everyday lives.

At the same time, we launched a new group support programme for young adults aged 18 to 25, a group that has for far too long fallen between the cracks. Taking the step into adulthood without support from home is a major challenge, and no one should have to make that journey alone.

I would like to thank everyone who contributes to Maskrosbarn's work. Together, we are creating the conditions for a stable, high-quality and growing organisation that makes a real difference to children across the country.



Elin Hågeby Caicedo, Secretary General

Strengthened workforce

In 2025, Maskrosbarn had an average of 37 full-time employees and over 250 dedicated individuals working part-time as leaders at our youth centres and camps, as coaches, counsellors or volunteers.

During the year, three new roles were created: a project manager for corporate fundraising, a project manager for advocacy, and a coordinator for the coaching programme in Skåne. In addition, we have strengthened the organisation with more coaches, chat volunteers and office volunteers.

We broke records for the number of applications received for both paid roles and voluntary positions, which is clear evidence that we are perceived as an attractive employer.

As further confirmation, we were finalists in the Brilliant Awards – Employee Experience 2025, in the Up to 30 category. The nomination is based entirely on the results of our employee surveys and shows that we have succeeded in creating a working environment where employees thrive, feel engaged and are given the opportunity to develop.

During the year, we welcomed a total of seven interns to our various business areas. The interns bring fresh energy, up-to-date knowledge and valuable perspectives that help us develop. We are also delighted to have been able to offer employment to several of our former interns following the completion of their studies.



”The most rewarding thing has been to witness the strong commitment of my colleagues and see how our work actually makes a difference to children and young people. Being part of an environment where the child rights perspective permeates all our work has been both inspiring and motivating”

/ Emma Sundqvist, Business Development Intern



Continued strong interest in volunteering

Our dedicated volunteers are an invaluable resource and an absolute prerequisite for the extensive work we carry out. At our youth centres Torsdagsmys in Stockholm, Gothenburg and Malmö, they support the permanent staff and act as important, reassuring adults for the children.

In our chat service, 60 volunteers across the country – 14 of whom are new this year – have been there to listen and offer support. To help them handle conversations that can sometimes be difficult and provide young people with the best possible support, our chat volunteers receive ongoing training and supervision.

During the year, we also recruited 15 new office volunteers. By the end of the year, we had a total of 36 people helping us with everything from the logistics of our camp activities to packing mailings for schools and social services. We also held six volunteer workshops where we pooled our efforts on larger projects.

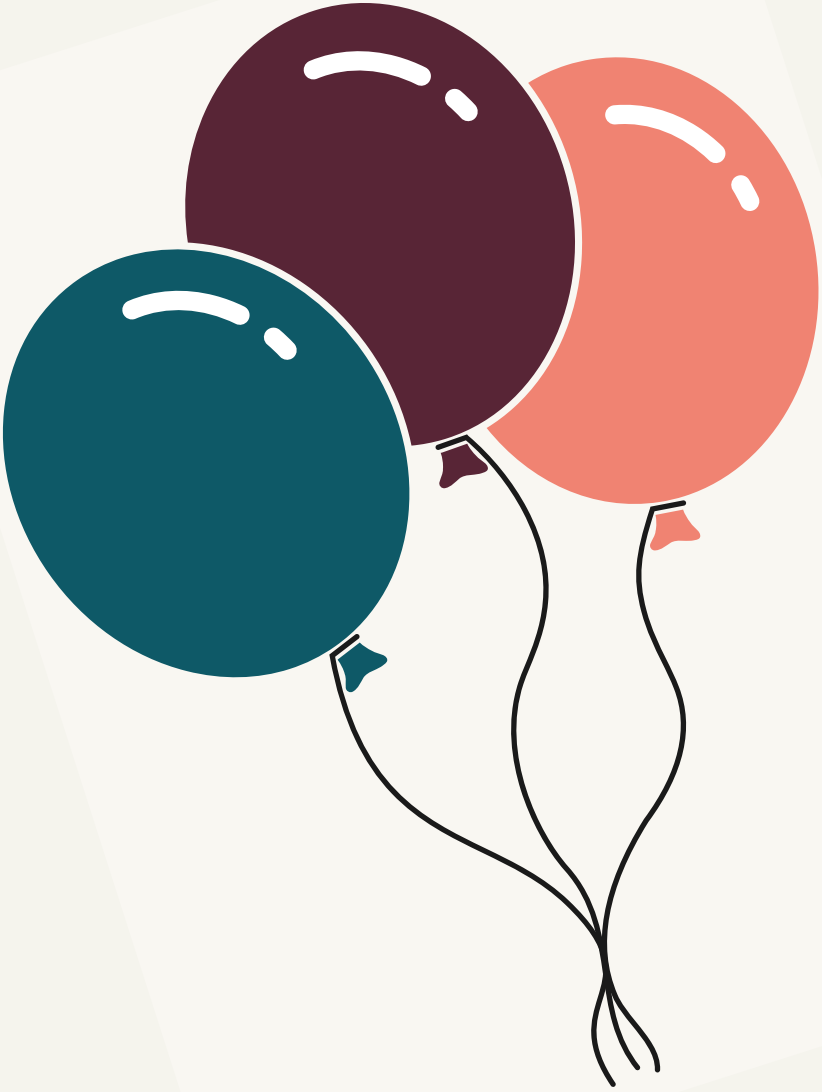
In total, the volunteers contributed over 2,000 hours of their time in 2025! We are incredibly grateful for their efforts!



“I feel that I make a difference in someone else’s life. I feel that I am an important point of contact for someone living in such darkness.”

/ Volunteer in the chat





Maskrosbarn celebrated its 20th anniversary!

For 20 years, we have stood by the children. We have been a voice for those who are struggling at home and have fought tirelessly for their right to support. Through our initiatives, which we have developed together with children themselves, we have supported over ten thousand children. Our driving force is seeing the change: seeing self-esteem grow, hope for the future ignite, and the realisation sink in that no one is doomed to repeat their parents' fate.

Over the years, we have trained over 100,000 people, driven through important legislative changes and empowered children to influence both their own lives and society at large. Together with children and professionals, we have created tools to truly see and support those who are suffering. We will never stop working for a society where children are taken seriously, a society where adult assumptions are replaced by us actually listening.

An evening to remember

In early November, we gathered with our partners for an evening where we looked back on what we have achieved together over these 20 years, reflected on where we stand today, and looked ahead to where Maskrosbarn is heading.

The evening was hosted by Claudia Galli Concha, who guided us through the programme featuring speakers, films and magical musical performances by Adam Taal and Manon Lamartine. We would like to extend our warmest thanks to everyone who made this fantastic evening possible!



How do you see the future of Maskrosbarn?

Denise Madsen, founder and head of support

"I want us to be able to meet the support needs of even more children in the future, both geographically and through an even wider range of support activities that the children continue to help develop. I hope we can continue to spread knowledge and information about children's needs and influence adults and professionals so that, together, we can make things better for children."

Therése Stureson, founder and head of development

"What I envisage for Maskrosbarn in the future is that we will be able to continue to be part of children's everyday lives in the way we are today, in many places across the country, and I want us to continue to be a key advocate for children's voices and rights in Sweden. There is still a great deal to be done."

Milestones





Får inte in detta Support activities

Support activities

Maskrosbarn exists to provide support, security and hope for the future to children growing up in vulnerable family situations who are all too often forced to take on adult responsibilities. Through structured support programmes featuring group activities, one-to-one support, online chat and coaching, children and young people are given the opportunity to share experiences, build self-esteem and develop strategies for coping with everyday life. Our support work is always based on the children's own needs and perspectives, with the aim that no one should have to grow up alone.

2025 was a year marked by very difficult cases for our children's advocates. The number of children needing to meet a children's advocate increased by 21 per cent, and our children's advocates dealt with many serious situations involving suicide and other severe vulnerability. During the year, the number of reports of concern made by Maskrosbarn staff also increased by 37 per cent compared with the previous year.

The need for counsellors also remained high. In all three cities, we queues for our counsellors during parts of the year. Our digital counsellors were also available during the school holidays, which made it possible for children to book an appointment about booking appointments in Sweden when other trusted adults were on holiday.

Our **coaching programme** continues to expand in line with our other support initiatives. By appointing a new programme manager in Malmö, we have also significantly strengthened our capacity. This gives us even better conditions to welcome more children and deepen our close collaboration with social services in Skåne.

Our **youth centres, Torsdagsmys**, have also seen an increased influx of children. During the 137 occasions we were open, children were able to take part in a record number of different activities, largely thanks to sponsorship from businesses. Torsdagsmys gives young people an opportunity to get away from home for a while, socialise with others and simply take a break from the demands of everyday life. Each session begins with a communal dinner, which over the course of the year meant that together we served over 2,000 meals to the children at our youth centres.

Holiday camps were the first form of in-person support that Maskrosbarn launched back in 2009 and have since played a central role in the development of our activities. However, after careful consideration over the past few years, we have decided to pause the holiday camp programme in favour of other support activities. This year's holiday camps were therefore the last in their current form.

Children in southern Sweden are instead offered the opportunity to take part in our weekend camps. In 2025, **weekend camps** were held over a total of 24 days. Each camp runs from Saturday to Sunday at a safe and pleasant campsite and, just like our other support initiatives, is completely free of charge for all children.



Memorable celebrations

For the fifth year running, we organised graduation celebrations at all three youth centres for children within the organisation who were graduating.

The graduation receptions stem from an initiative by a former child who attended our support activities. She expressed concern about not being celebrated when she graduated, and she knew she wouldn't have a reception at home. She therefore asked if Maskrosbarn could organise a celebration. Of course we wanted to! What began as a single idea has now become a much-loved and recurring tradition in our work.

In December, we created some Christmas magic together with children from our various support programmes by getting together to do Christmas crafts, bake and enjoy a delicious meal together. For the second year running, we also kept our youth centres open on Christmas Eve itself. It was a day filled with warmth, Donald Duck, Father Christmas and delicious food for the young people who chose to celebrate with us. All the children in our support programmes also receive an annual Christmas present from us. For some of the children, it is the only Christmas present they receive.

"This is the first Christmas where I've made lovely memories and seen what a safe Christmas actually feels like. A Christmas with joy instead of tears. I just want to say thank you." / Ungdom



No one should have to celebrate their graduation alone.



Christmas cheer in a safe environment.



"I came to think about it when it got so cold. I really have Maskrosbarn to thank. Because the jacket I'm wearing is from Maskrosbarn, as are the shoes, the hat and the gloves. I wouldn't have made it through this winter without Maskrosbarn."

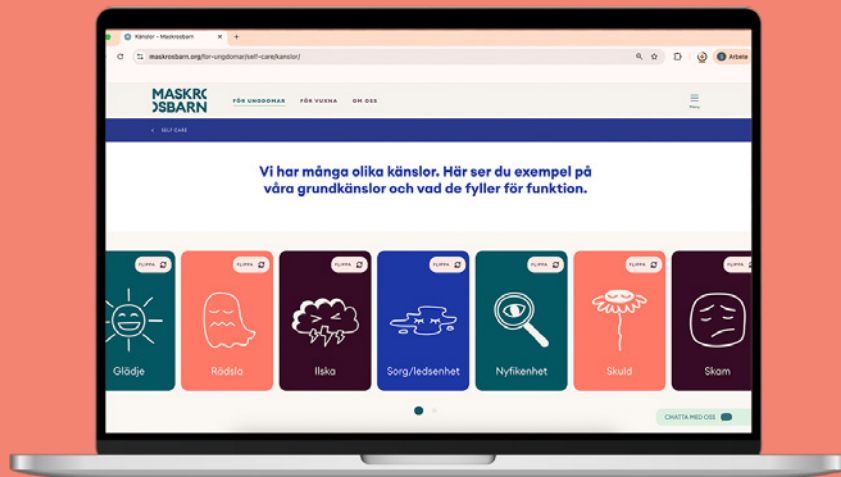
/ Participant



Basic support in everyday life – distribution of clothing and essential items

In 2025, the children in our support programmes had the opportunity to visit our temporary charity shops during both the spring and autumn terms. In the spring, the focus was on party and graduation outfits, whilst in the autumn we equipped children with warm winter jackets, shoes and knitted jumpers. We can clearly see how the economic situation in society has hit families' finances hard, as for many children, these are the only new items of clothing they receive all year.

The need for basic necessities also remains high, and we have therefore continued to offer children the opportunity to take food and hygiene products from our free shop, "Maskrosbarn Market". This is essential support that makes a real difference to the daily lives of many of the children. During the year, we distributed a total of over 11,000 items.



News from our support activities

We are delighted to finally be able to meet the children's requests to extend the opening hours of our support chat. Since October, the chat has been open every evening, and our fantastic volunteers have been there every day for the children who needed someone to talk to. For many of the children, this is the first time they have opened up about their situation – an important first step towards receiving support and help.

During the year, we have also developed comprehensive self-help material in digital form, which was launched on our website at the end of the year. 'Self Care' contains tips and exercises for young people to do at home on their own to help them relax and come to terms with their situation. The material is specially adapted for children in difficult home circumstances.

"I just want to say that tonight's shift has made my evening a bit better, and it's been so nice to talk; it's really helped ease my feelings of loneliness when things are tough at home."

/ Participant in our support activities

Next step – support for young adults aged 18–25

In 2025, we identified knowledge gaps and needs among young adults aged 18–25 who have lived or are still living in difficult home circumstances. The aim of this work has been to develop, together with young adults from the target group, three new support initiatives that meet their needs.

One need that was identified early on was the opportunity to meet other young adults in similar situations in order to create a sense of community, reduce loneliness and build new friendships. Against this background, in November we launched the new support initiative "Group meetings for young adults" in Stockholm. Interest exceeded our expectations and the first session, with the theme "being a dandelion child", was quickly fully booked.

During the sessions, participants will have the opportunity to share experiences with one another and discuss topics that provide important insights for adult life. Each session will focus on a specific theme, such as setting boundaries, healthy and unhealthy relationships, or how to create and stick to a budget.

The other two support programmes are expected to launch in 2026. The project is funded by the General Inheritance Fund.



"We're absolutely delighted to have the opportunity to take a closer look at and shed light on the group of young adults who often fall between the cracks in society. It feels so good to be able to offer young people on the cusp of adulthood something they have long been asking for."

**/ Helen Klaesson,
project manager**

Support activities in figures



Our youth centres, Torsdagsmys

were open on a total of

137 occasions in

Malmö, Göteborg and Stockholm and

offered 220 children

a break from their daily routine.



The test

"Am I a dandelion child?"
was carried out

more than 10,000

times on our website. The test
served as a tool to lower the
threshold for young people to
get in touch and seek sup-
port.



We had 39

unforgettable days with
the children

**at our holiday and
weekend camps.**



We supported children on over 7,000

occasions when the children had a supportive
adult who listened to them, understood their
situation, and showed warmth

– an increase of 28%



Our child advocates hel- ped 80 children

in their dealings with
the authorities on a total of
900 occasions.



We provided children with over 5,000 meals

through our support pro-
grammes and activities
through our support
8,000 food items
which
the children were able
to take home.



**Our counsellors held 448 individual
support sessions with children, and our
coaches had a total of 1,495 meetings
with children.**



The number

of support chat conversations

**increased
by 35%.**



The number of calls to our

support service increased
by 35%.



”I could tell straight away what a lovely, cosy atmosphere there was. It’s a safe place where you don’t have to worry or feel anxious. Even though we’re all different, we belong together.”

/ Participant

Long-term change for vulnerable children

Maskrosbarn's advocacy work aims to highlight the reality faced by children in vulnerable family situations and to ensure that their voices are heard in decisions that affect them. By sharing knowledge, experiences and children's perspectives with politicians, authorities and professionals, we work towards long-term changes in systems that are currently failing. This advocacy work is crucial for preventing vulnerability, strengthening children's rights and creating a society where more children receive the support they are entitled to.

700,000 children in Sweden are living in difficult home circumstances

In June, we published new statistics compiled by Bain & Company, which show that around 700,000 children in Sweden have at least one parent who suffers from substance abuse or mental illness, or who subjects them to violence. That equates to around seven children in every class.

Through a comprehensive meta-analysis,

Bain has compiled data from existing reports, public sources and expert interviews to estimate how many children are affected by their parents mental illness, substance abuse or violent behaviour. The increase from the previous figure of 500,000 is mainly due to three factors: population growth, increased vulnerability, and the fact that the previous figure was far too low and incomplete.

The findings underscore the urgent need for targeted and long-term support measures to improve the living conditions of these children.

"Society must come to realise, on several levels, that there are so many children who do not have a present or supportive parent. We cannot therefore rely on initiatives that assume there are functioning parents around the children. Children need support, activities and initiatives aimed directly at them."

/ Elin Hågeby Caicedo,
Secretary General

Youth voices show the way

Throughout the year, the work of the Maskrosbarn Youth Council has continued to be a central and vital part of our activities. Children's participation is at the very heart of what we do, and all our advocacy work is based on their experiences and perspectives. Through the council, children have provided invaluable input to government inquiries, public authorities and decision-makers in order to bring about real change. They have also had a decisive influence on the design of the organisation's communications and the materials we have produced, aimed at both children and the profession. Through our direct advocacy work and the Youth Council, we ensure that our messages in our advocacy work are always relevant, accurate and firmly rooted in children's reality.

During the year, the Youth Council was invited to Rosenbad for a meeting with the Minister for Social Services, Camilla Waltersson Grönvall, and Stockholm's opposition councillor, Andrea Hedin, at the City Hall. During the meetings, children highlighted important proposals for change and perspectives linked to, among other things, the new Social Services Act, parental rights and the need to increase knowledge about social services in schools.



"It feels so good to be able to use my experiences and try to help other young people in similar situations."

/ Participant





”I feel it’s lonely being a ‘dandelion child’ when it comes to guilt and obligations towards my parents. In society, it’s very taboo to talk about not having a functioning family situation.”

/ Participant

In-depth knowledge of involuntary loneliness

Throughout the year, we have focused specifically on involuntary loneliness. We have conducted a survey and in-depth study of how ‘dandelion children’ experience loneliness, in order to educate more key adults across the country about what loneliness can look like and what adults can do to reduce loneliness among our target group.

A total of 150 children have contributed to this work through interviews and surveys. 82 per cent of respondents say they have at some point felt lonely in their situation. Taken together, children’s stories provide an overall picture of what loneliness feels and looks like before they gain access to the security offered by our support services.

To highlight the issue of children’s loneliness, we organized a webinar that attracted over 300 registrants, including partners and members of our community. It proved to be a significant opportunity to spread awareness and deepen understanding of the often invisible loneliness that characterises many young people’s daily lives.

The powerful stories shared during the year are also being compiled into a report to be published in 2026.

Extravuxen

Extravuxen (Extra Adult) is a compensatory programme developed by Maskrosbarn for children whose needs cannot be met by current outpatient care services but who do not meet the criteria for placement. Extravuxen was launched in 2018 and is now available in ten municipalities.

In 2025, we have noticed increased interest in the programme thanks to the new Social Services Act, which came into force on 1 July. More municipalities than before have contacted us to find out more about the programme, and an agreement with Vilhelmina has been signed ahead of the launch in early 2026.



Participation in government inquiries

During the year, we submitted responses to three government inquiries. The full consultation responses can be read on our website.

- Strengthened support for relatives – more effective support for children and adults who are relatives.
- A law on social services interventions for carers, children and young people where consent is lacking.
- Homes for children and young people. For safe, secure and meaningful care.



”We share different stories but we all have something in common: we are all dandelion children. I have made friends and found a family for life; I no longer feel alone. There are people who understand; dandelion children understand.”

/ Participant at Framtidshelgen



Together we shape the future of Maskrosbarn

This year, for the third year running, we organized **Framtidshelgen (Future Weekend)**, where children, staff and volunteers from all over Sweden gathered at a campsite outside Stockholm to discuss the future of Dandelion Children together. A total of 44 children and adults took part in workshops where they were able to help shape the design of our new support programme for young adults aged 18–25, develop tools and support materials aimed at school health services, and contribute insights to our project focused on adult psychiatry.

The children were also given the opportunity to share their experiences of feeling lonely in their situation. In the room, we had four creative stations: the editorial office – where they could write about loneliness; the podcast studio – where they could discuss loneliness in a group; the design studio – where they could draw what loneliness looks like; and the brainstorming session, where they could come up with ideas on how best to get the message across to adults. This was done as part of our work to map involuntary loneliness among our target group.



“When I joined Maskrosbarn, I found a home. A home where I was allowed to be myself, where I was loved, and where my wings were allowed to spread. Maskrosbarn saved me when I wanted to fall and never get back up again.”

/ Participant



Educational materials for professionals

Maskrosbarn's first **Barnrättsbox (Children's Rights Box)** was produced when the Convention on the Rights of the Child became law in Sweden in 2020 and was then sent out to all local authorities across the country. The aim was to strengthen children's participation in their dealings with social services. In 2023, we supplemented this with **Barnrättsboxen för place-
rade barn (Children's Rights Box for Children in Foster Care)**. They were both warmly received and have been downloaded thousands of times from our website.

In spring 2025, we expanded our range with **Familjehems-
boxen (The Foster Home Box)**, designed to strengthen foster families' ability to welcome a teenager into their home. It was developed in collaboration with children in our programme who currently live or have lived in foster care. The box contains practical tools, checklists, tips, advice and personal messages from children who know what it feels like to leave their entire life behind and move into a new family. Familjehemsboxen was ordered by over **1,000** people during the year.

In September, we launched another new children's rights box, the **Elevhälsoboxen (the Student Health Box)**, which contains support materials to help school staff to identify children who are struggling at home. The material highlights examples of how adults at school can involve the children in the process when a concern is reported, as well as tips on how the school can support the child throughout the process and provide the right support.

In conjunction with the launch of the materials in Elevhälsoboxen, we also published the report **"When adults raise the alarm – children's thoughts on "concern reports."** In the report, we present children's views on concern reports submitted by schools and how that process can be improved. The report is based on workshops involving both children and professionals from schools, social services and civil society.

Elevhälsoboxen was launched at the end of September and, by the end of the year, had been ordered by **over 3,000** people! This demonstrates a keen interest within the education sector in deepening their knowledge of the subject, and a strong commitment to developing support for children facing difficult home circumstances.

**FAMILJE
HEMS BOXEN**



Launch of new projects

In January 2025, we launched the project **"Varför sover pappa hela dagarna?" (Why does dad sleep all day?)** funded by Allmänna Arvsfonden. The aim of the project is to highlight and raise awareness of the situation faced by children with a parent suffering from mental illness, and to help strengthen adult psychiatric services' work in providing information, advice and support to children who are close to such parents.

To ensure that the project is based on the actual needs of the target group, we have conducted two extensive surveys involving both children and professionals. We have also carried out in-depth interviews and workshops with young people.

The results confirm the picture of the problem we have seen previously – that children who are next of kin are often overlooked by the healthcare system or do not have access to information and support.

During the year, our main focus has been on translating this knowledge into practical change through the development of the online training course **"När patienten är förälder – en utbildning om vuxenpsykiatrins möte med barn."** (**"When the patient is a parent – a course on adult psychiatry's encounter with children."**)

The training programme has been developed based on children's own voices and the needs of the profession. The aim is to provide staff in adult psychiatry with practical tools to offer children who are relatives information, advice and support in accordance with current legislation. The project will continue into 2026, when the online training course will be launched and an accompanying report published.

"I am so proud to be part of this project. Our hope is that the project will lead to more children of parents with mental illness being recognised and receiving support in their situation."

/ Linn Nordin, project manager

Politics on children's terms

During 2024-2025, children within Maskrosbarn have organised themselves to influence social services and foster care.

Since June 2025, the work has been directed towards social services committee politicians, with the aim of strengthening young people's influence in the political decision-making process at local authority level. The project is funded with support from MUCF.

The aim of the project is to strengthen the child's perspective in the new Social Services Act. Through meetings and dialogue with social councillors in the Västra Götaland region, the project creates a platform where children can raise their needs and ideas directly with those who have the power to influence decisions. The focus is on children developing educational materials for politicians to ensure that the child's perspective permeates the social services committee's decision-making processes.

Through workshops, meetings and social media activities, the project aims to strengthen children's influence in social change that directly affects them. The ambition is to create a social services system that better reflects the reality, needs and perspectives of children.



Meeting places that amplify children's voices

During the year, we have taken part in a number of events, fairs and conferences to raise awareness of our work, reach more children and increase adults' understanding of how they can support children who are struggling at home.

In April, we took part in **Barnrättsdagarna**, where we had the opportunity to explain why our youth centre, Torsdagsmys, has become so popular. Torsdagsmys is a place where young people can come every week and feel safe, get a break from home, enjoy a sense of community, and build trusting relationships with adults. With a high staff-to-child ratio, a clear structure and systematic follow-up, we can provide high-quality support to children, many of whom have significant needs. Many of the children return to Torsdagsmys every week, often for several years.

We also had the chance to preview the material in the Familjehemsboxen, which was launched in May. The box contains tools and materials designed to strengthen foster families' ability to welcome a teenager into their home. Barnrättsdagarna were concluded by Maskrosbarn's children's rights lawyer Linn Nordin together with two children from our youth council. Together, they highlighted children's perspectives on the transition within social services and the change children want to see.



"We need to make lots of changes within social services, so don't forget to listen to us children and young people when you make them! We have loads of ideas about how things can be improved. So help us, so we can help you, so we can help society."

/ Children at Barnrättsdagarna

During **Almedalsveckan (Almedalen Week)**, children from the Youth Council kicked off our seminar "Framtidens socialtjänst – vilka verktyg behövs för att erbjuda barn och unga bättre stöd?". ("Social services of the future – what tools are needed to offer children and young people better support?") There, they shared their perspectives on the transition within social services. The seminar was organised in collaboration with the trade union Vision.

We were also present at both **Järvaveckan** and **Malmöfestivalen**, where we met children and adults to provide information about our work.

In September, we took part in **Bokmässan (the Gothenburg Book Fair)**, where we launched new support material aimed at school staff, Elevhälsoboxen. The material places great emphasis on highlighting examples of how to include children in the process when a concern is reported. The response was very positive – the seminar was packed and the Elevhälsoboxen we handed out ran out by mid-morning.

During the autumn term, we also took part in **Skolkuratorskonferensen, Skolfam- och familjehemskonferensen and Socialchefsdagarna**. During these conferences, we held a number of seminars focusing on how society's support for children in vulnerable home situations can be strengthened.



Bokmässan in Gothenburg.



Malmöfestivalen.



Knowledge that makes a difference across Sweden

By 2025, a total of around 30,000 children and adults took part in our lectures and training courses. Among other things, we have trained around 4,000 adults working in social services, schools or the health and medical care sector.

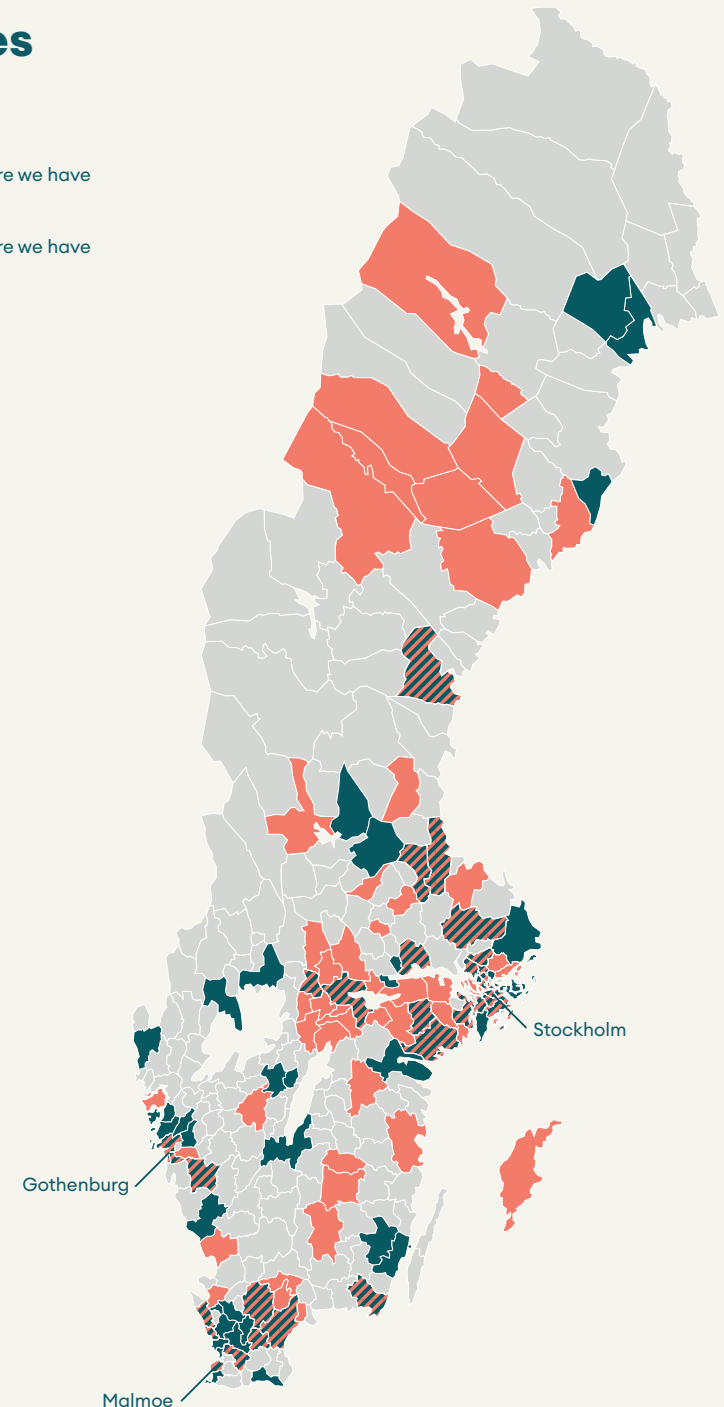
In light of the new Social Services Act, which came into force in 2025, we have placed extra focus on the transition within social services and have given talks on children's perspectives on the new Social Services Act to a number of local authorities. During the spring, we also brought together around 100 people responsible for the transition work from various local authorities to hear children's views and exchange experiences with one another.

We have met with pupils in lower secondary and upper secondary schools to talk about what it is like to grow up as a 'dandelion child', to break down the taboos surrounding the issue, and to offer advice on the support available. In talks aimed at school staff, the focus has been on discussing reports of concern in schools, a topic which is also covered in the new material in Elevhälsoboxen.

In addition, nearly 400 organisations and schools across Sweden have ordered information material about Maskrosbarn to display on noticeboards and distribute to young people.

Initiatives 2023-2025

-  Municipalities where we have raised awareness
-  Municipalities where we have supported children





What did you learn at the lecture?

”How important it is to dare to be a listening and responsive adult. Someone who stands firm and looks beyond society’s rigid norms despite resistance from the system, colleagues and one’s own insecurity. To be brave, for who else will be there for these children? I feel empowered after your lecture.”

/ Social worker after a lecture

Communication that drives change

One of our main priorities in 2025 has been to expand our **community**. We are aware that we cannot reach every child on our own, and therefore a strong community of committed people is crucial to creating real change in children's everyday lives. Thanks to persistent and creative communication, our community grew to an impressive 15,000 people during the year, an increase of 130 per cent compared with the previous year.

At the same time, we have continued **to strengthen our network for professionals**. By providing resources, tools, seminars and training courses, we support those who work with children on a daily basis.

Our media relations work is a key part of our resource-efficient efforts to reach as many people as possible with information about the situation of our target group. Over the past year, we have appeared on programmes such as Rapport and Lilla Aktuellt, been interviewed in dozens of articles and features in both the print media and on the radio, and written opinion pieces published in Aftonbladet and Göteborgs-Posten.

Our latest awareness survey shows that awareness of Maskrosbarn has increased by 17 per cent since 2019. This is an incredible shift, as we have simultaneously managed to increase the positive attitude. This has had a significant impact on the brand. According to Novus, we are now classified as a strong brand.

During the year, we also continued our work to promote **Barndom utan baksmälla** initiative. The initiative is a collaboration between Maskrosbarn, Bris, the World Childhood Foundation, Trygga Barnen and Systembolaget. Through social media, physical events and meetings, we have raised awareness of how adults should act when children are harmed by adult drinking. Through social media, we reached around 850,000 people with information about the initiative. We also launched a quiz on our website, an interactive way to absorb the practical tips developed by the initiative, which are also available in the guide 'Avgörande ögonblick' (Decisive Moments). The quiz was completed by over 6,000 people, a third of whom felt that the quiz had increased their knowledge of how to support children who have a parent who drinks too much.

A particular focus during the year has been on reaching staff working in summer camp activities. Among other things, we invited five summer camp organisations to join us for in-depth discussions on the importance of identifying and supporting children living in vulnerable home environments. Our digital presentation and accompanying materials were ordered by over 40 camp organisations across Sweden, which together have stated that they will train approximately 1,200 camp leaders.

Over the past year, our communication has centred on two main themes: **graduation and loneliness**. Through these themes, we have long focused on highlighting the challenges of being a ‘dandelion child’. Our strategy is first to raise awareness of the children’s reality, and then to offer concrete ways for adults to help.

Ahead of graduation, we took to the streets with our own graduation truck bearing the message: *”Inget plakat, ingen fest, ensam ut i vuxenlivet härnäst”*. (*”No placards, no party, just heading out into adulthood alone”*.) The response was huge. As our posts went viral, our inboxes were flooded with messages from people wanting to help. In addition to a huge influx of donations, we heard fantastic stories of compassion: adults who invited lonely students to graduation receptions or who hung graduation necklaces around the necks of those standing alone at the ceremony. It gave us enormous hope.

Theme graduation

- Social media reach: 4 million
- Press reach: 6.75 million
- Approximately 9,400 shares and thousands of comments on social media.



”I’ve long admired your work, but now, during the graduation, it’s become even clearer just how great the differences are.”

”Your campaign during the exam period really struck a chord with me. It made me think about myself and my children, and just how incredibly privileged we are.”

”What an important thing. Everyone at Karlaplan was completely blown away, and you could really see how your message resonated with everyone.”

Advocacy work in figures



We increased the number of followers on social media with 35%.



500 people in our community ordered posters to put up on noticeboards across Sweden.



250 young people have been involved in our advocacy work.



Our media presence reached an audience of approximately 16 million.



We have received over 5,300 orders for our four Children's Rights Boxes.



We submitted consultation responses to 3 government inquiries.



Around 30,000 children and adults have taken part in our lectures and training courses.



We have participated in 30 different forums with key figures in children's rights issues.

”Maskrosbarn has helped me realise that it was never me, the little child, who was the problem, but that I grew up in a destructive environment. I am a dandelion that has sprung up from the thickest tarmac; my stem is stronger than stone, my leaves are stronger than concrete, and I am beaming with pride, I DID IT!”

/Participant in our support activities



Behind every gift are supportive adults and children who are no longer alone

In order to work in the long term to break the cycle of social disadvantage, strengthen children's voices in society, influence political decisions in children's best interests and, at the same time, offer support, role models and security in everyday life, resources are required.

Donations from foundations, businesses and the general public are therefore absolutely vital to our work. Although 2025 has been a challenging year for many, we have seen a positive trend. Over the course of the year, there was an increase in donations from foundations, gifts from the general public and corporate donations. In total, the funds raised increased by nearly 40 per cent, with support from the general public being particularly strong and rising by as much as 73 per cent, which shows that more and more people are choosing to get involved in our work and the issues we pursue. This is a clear sign that commitment to our work and the issues we advocate for is stronger than ever.

In 2025, we received donations on 50,220 occasions.

Why did you choose to become a monthly donor?

"We adults need to work together to protect children's rights and sense of safety. If a child's guardians are unable to provide this, it is my responsibility to help ensure that there are adults they can rely on. That my contribution, in some way, can help these children feel trust and hope for the future."

"If we can contribute in some way, it can help these children feel confident and optimistic about the future."

"I'm a dandelion child myself and would have needed you! I want to give to dandelion children who need it right now. Let's help each other; let's do this together!"





Stenbeckspriset for Organisation of the Year.

Låt dina pengar växa på en trygg plats utan våld



Gör ditt livs investering. Testamentera till Maskrosbarn och
hjälp oss ge barn med svåra hemförhållanden en trygg plats.
Läs mer på maskrosbarn.se/testamente

**MASKROS
BARN**

**Legacy gifts – an investment with guaranteed
returns: children's safety and security.**

Thanks to all the fantastic people who are involved in our work and choose to support us with donations throughout the year, we have been able to keep our support programs open, develop them further and, in many cases, even increase our capacity.

During the year, the number of monthly donors increased by a full 91 per cent. These regular donations give us both security and the courage to think bigger. 2025 was therefore a year full of exciting news, including the fact that we will be establishing operations in northern Sweden. As a testament to our fundraising efforts and thanks to our dedicated donors, we also won the **Stenbeckspriset for Organisation of the Year**, with the following citation:

"Maskrosbarn has continued to fight for vulnerable children with impressive perseverance and commitment, even in the toughest of times. The founders have remained steadfast in their vision, and through determined and strategic work with a clear focus on orga-

nisational culture, the organisation has been strengthened and funds raised have increased by 6 million kronor (2018 –2024). An effort that makes a difference far beyond the organisation's own activities and contributes to real social change."

In 2025, our initiative to encourage people to run, walk or cycle to raise awareness of Maskrosbarn also continued. A total of 1,439 people took part, contributing to our work simply by getting active.

During the year, we also launched a partnership with Lavendla and began promoting the opportunity to make the investment of a lifetime – leaving a legacy to our organisation. Bequests to Maskrosbarn provide long-term security and support for children who would otherwise risk being left to face their problems alone. A place to rest, trusted adults who listen and understand, and guidance on the way forward.

We need your support so that someone else can receive ours

In 2025, we also continued our partnerships. Several companies chose to highlight our work in their communications and ran fundraising campaigns in support of our activities. Financial support from companies increased by 4 per cent, and the Postcode Lottery continued its trust-based support, which gives us the courage to think even bigger.

During the year, we also welcomed Ralph Lauren, Catena and Cellmark as new partners. Our partners, supporting companies and corporate gifts are a clear sign that, despite challenging times, there is a strong desire among companies to invest in the future and contribute to a society where more children can grow up feeling secure and optimistic about the future.

In addition to financial support, we have also received products and experiences for the children worth SEK 1,279,782, which is a much appreciated and valuable contribution to our work.



”Through our partnership, we want to create more opportunities for young people who are struggling. Together with you, we aim to support young people where the need is greatest – and build a future where everyone has the chance to thrive.”

/ Ralph Lauren Nordic

Thank you for all your support in 2025

Foundations and grants

- Allmänna Arvsfonden
- Almers stiftelse
- Apotekare Fredrik Mossbergs donation
- Carl Jönssons Understödsstiftelser
- Centralförbundet för Socialt Arbete
- Crafoordska stiftelsen
- Einar Hansens Allhemsstiftelse
- Elsa & Harry Gabrielssons Stiftelse
- Familjehemsstiftelsen
- Familjen Loganders stiftelse
- Folkhälsomyndigheten
- Folke Ljungdals stiftelse
- Frimurare Barnhuset i Stockholm
- Göteborgs barnahus
- Göteborgs stad
- Ingrid och Gustaf Fribergs Minne
- Jane och Dan Olssons stiftelse
- Kommunförbundet Skåne
- Kronprinsessan Margaretas Minnesfond
- Kungliga sällskapet Pro Patria
- Lundagiven
- Magnus Bergvalls stiftelse
- Malmö stad
- Mats Klebergs stiftelse
- Myndigheten för ungdoms- och civilsamhällesfrågor, MUCF
- Olof och Caroline Wijs stiftelse
- Ordenssällskapet W:6 Stockholmslogens Understödsstiftelse
- Osbeckska fonden
- Oscar och Maria Ekmans stiftelse
- Prins Carl Gustafs stiftelse
- Radiohjälpen Kronprinsessans stiftelse
- Region Skåne
- Renströmska Fonden
- Socialstyrelsen
- Sparbanken Skånes Ägarstiftelse 1826
- Stenbecks Stiftelse
- Stiftelsen Claes och Minna Livijns Fond
- Stiftelsen Lunds Barnhem
- Stiftelsen Konung Oscar den II:s och Drottning Sofias Guldbröllopsminne
- Stiftelsen Ragnhild och Einar Lundströms Minne
- Sibyllas minnesfond
- Stiftelsen Oscar Hirschs Minne
- Stockholms Fjällkoloniförening
- Stockholms stad
- Vagabond Shoemakers Foundation
- Vilhelm och Martina Lundgrens stiftelser
- Västra Götalandsregionen
- Willinska stiftelsen och Göteborgs Arbetsstugor
- World Childhood Foundation
- Åhlén Stiftelsen
- Åke Wibergs stiftelse

Partner companies

- Catena
- Cellmark
- Espresso House
- Freys Hotels
- ICA Maxi Nacka
- INGO
- Kilpatrick
- Orkla Snacks Sverige
- Ralph Lauren
- Svenska Postkodlotteriet
- Systembolaget, Barndom utan baksmälla
- Viking Line
- Wallenstam
- Zurich Insurance Sweden

Corporate friends

- AXS Nordic
- Bull and Bear Inn
- Bubbleroom
- Elgiganten
- Fleetfox Studios
- FruktDealen
- Hertz
- Hotell Reisen
- ICA Kvantum Sannegården
- ICA Kvantum Värtan
- Paloma
- Succé Kommunikation

Thank you also to

- Adoveo
- Delorian
- Einar Mattsson AB
- Glory Days
- Gjensidige
- Hede Fashion Outlet
- Hemsö Fastighets AB
- H&M Group AB
- Ladies Circle
- New Normal
- Rebeckalogen nr 9 Jenny Lind
- Rollup-Kungen
- Stampen Media AB
- S:t Andreaslogen Glindrande Stiernan
- Svenska Frimurare Orden Svea Provinsialloge
- 2XL
- Odd Fellow, Logen B10 Viktor Rydberg
- Odd Fellow, Logen 24 Birger Jarl
- Weekday

What inspired your company to support Maskrosbarn?

"We held a vote in the office on where to donate the money, and you received the most votes. Personally, I've seen the consequences of growing up with a parent who is an alcoholic, and you're doing a fantastic job helping these people."

"We are deeply moved by your work for vulnerable children in Sweden. We are grateful that there are people like you standing up for these children."

"The company's employees felt that you do important work, which is why you were chosen over several other alternatives."

"We'd really like to support children who are struggling, and your organisation seems 'hands-on' in doing so."



The Board

Chairperson	Vice-Chairperson
Annika Marking	Julia Mäkitalo Roos
Members	
Therese Johansson	
Isa Widerståhl	

The Board met on five occasions during the year and the association held its annual general meeting for members in May 2025.

Multi-year overview

	2025	2024	2023	2022
Total revenue (SEK thousand)	52 723	41 339	27 538	24 106
Profit after financial items (SEK thousand)	8 855	5 260	72	-859
Equity (SEK thousand)	25 943	17 088	11 827	11 756
Number of employees (no.)	37	32	27	26
Equity ratio (%)	76	73	74	75

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

**All children have
the right to their
childhood.**