

# TUKIKUMMIT

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#Steps4Tukikummit Campaign 2025

Press Release

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In spring 2025, charity and workplace well-being will once again intertwine as the Tukikummit Foundation launches its second extensive campaign in history for the benefit of underprivileged children and youth. Last year's successful campaign raised 100,000, and this year the goal is even more ambitious: to collect exercise kilometers worth over €150,000 for the benefit of the foundation.

The core concept of the campaign, an inclusive charity model, unites company employees, customers, and partners to increase the amount collected for the benefit of the foundation through their physical activities – every kilometer run, walked, or cycled brings more funds for youth recreational opportunities. The campaign kicks off in March and culminates in the Helsinki City Running Day event on May 17, 2025.

### Together for a better future

The 2025 #Steps4Tukikummit campaign brings together five influential companies: PwC, CapMan, Otava Group, Aktia, and SAM Headhunting Finland. For these companies, the well-being of children and youth is a matter of the heart, and they want to concretely raise awareness about the marginalization of children and youth and ensure that everyone has the opportunity to participate in recreational activities.

The #Steps4Tukikummit campaign offers a concrete way to do good. Participating companies not only support recreational opportunities for children and youth but also enhance their own employees' well-being, team spirit, and commitment to the company's values. The campaign serves as an example of how responsible business can create value for both society and the company itself.

The goal of the campaign is to challenge more companies to join and create a sustainable cooperation model that provides long-term support for underprivileged children and youth.

"It is inspiring to see more and more companies joining to support this meaningful cause. The #Steps4Tukikummit campaign not only raises funds but also strengthens work communities and increases understanding of the importance of preventing youth marginalization," says Joakim Frimodig, Chairman of the Board of the Tukikummit Foundation.

### Preventing marginalization starts with recreational opportunities

In Finland, one in ten children lives in a family where income is not sufficient to maintain a basic standard of living. At the same time, the annual costs of many hobbies have risen significantly: for example, the annual fees for team sports alone exclude many low-income families from participating in recreational activities.

Studies show that engaging in hobbies is one of the most effective ways to prevent marginalization, as it strengthens young people's self-esteem, increases social cohesion, and provides goals and experiences of success.

"I am proud that the campaign is expanding and we can offer more and more children the opportunity to express themselves. Hobbies are much more than just leisure activities – they are a way to build self-confidence, friendships, and faith in the future," says Emilia Åberg, CEO of the Tukikummit Foundation.

Founded in 2007, the Tukikummit Foundation was initiated by Sauli Niinistö, Sari Baldauf, Björn Wahlroos, and Hjallis Harkimo. The foundation is committed to providing direct support to underprivileged children and youth, particularly for recreational costs. By 2024, the Tukikummit Foundation has distributed over €7 million in grants, and with the new campaign, the goal is to further increase the amount of aid.

**For more information:**

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