



Upgrading a Christmas tradition

For more than a hundred years it's been a Danish tradition to decorate Christmas greetings with a unique Christmas seal. In 1903 the postal clerk, Einar Holbøll, came up with the idea that by charging a little extra for a unique Christmas seal the postal service could raise money for a good cause. This cause is known as The Christmas Seal Foundation, a charity concerned with helping overweight children overcome their physical and mental troubles.

Battling bullying

The foundation runs four homes for overweight children battling self-esteem issues and bullying, and even though it's a small charity they manage to help around 700 children a year. With ten weeks of healthy living, exercise and fun the Christmas Seal homes changes lives. But with the coming of the digital age and the declining use of letters, the organization was threatened on its livelihood.

We had to think strategically, and I started to look into peer-to-peer funding. That's when I came across BetterNow's online fundraising site, and they had an openness about the project, which align with our ideals of fundraising. Compared to other sites they are also quite cheap, and we got started right away.
– says Bente Duusgaard, project manager and fundraiser at The Christmas Seal Foundation

A generous runner

The Christmas Foundation has been using BetterNow.org as an online fundraising option since 2011, and by integrating it to their own

website, they have managed to raise more than € 56.000.

We use it as a online collection box, and when people call us with ideas for events or if they want to do a collection, it's easy for us to refer them to BetterNow, where they can make their own fundraiser on our behalf. – says Bente Duusgaard

That's exactly what Danni Callesen did. At 17 he weighted 105 kg and experienced the agony of low self-esteem and bullying. Today he is 30 kg lighter, fit and has completed a 1000 km run around the peninsula of Jutland. The run took 24 days and raised more than € 3700 for the Christmas Seal Foundation.

Online outreach

110 years after Einar Holbøll's goodhearted idea was put to life, the flow of information has changed radically and that has altered Christmas traditions. But it has also opened up for new opportunities.

The Christmas Seal Foundation has for example created a unique email-seal, which they sell in order to cope with the declining income from the traditional seal. And through BetterNow they have updated their fundraising platform by giving their supports an opportunity to make their own fundraisers and share them with friends and relatives.

So in other words, by engaging their peers and supporters online, The Christmas Seal Foundation has upgraded a Christmas tradition and found it's way in the digital world.

The Christmas Seal Foundation

The foundation runs four Christmas Seal Homes in Denmark. Every year around 700 kids with overweight issues attend a ten-week long stay, where they focus on exercise, health and happiness.

Results on BetterNow

