



DON'T TELL MARTTI FUNDRAISING CAMPAIGN

When President Martti Ahtisaari turns 80 in June, the whole Finland will be in on it. We are bringing Finns together to give him what he has wished for all his life: more peace.

The campaign is raising money for the CMI organisation founded by Nobel peace laureate Ahtisaari. CMI works to prevent and resolve violent conflicts through mediation and dialogue all over the world. But let's keep the whip-round a surprise. Let's not tell Martti yet.

**The average cost of one round of CMI's peace negotiations is 40,000 euros
– the cost of warfare is 4 billion euros a day.**

Peace negotiations have been found to be among the most effective ways of resolving conflicts. Most conflicts can be resolved through negotiations or political processes, while only a small portion are ended by going to war

Finland has a long history of violent conflicts – and how to survive them. Finns have participated in peace work around the world and we are famous for it. CMI is an important link in this chain: it is our chance as Finns to support the promotion of mutual understanding and cooperation in societies torn by violent conflicts.

**“Peace is a question of will. All conflicts can be settled,
and there are no excuses for allowing them to become eternal.”**

– President Martti Ahtisaari, Founder, CMI

Our wish is that everyone in Finland joins in the whip-round to celebrate the 80th birthday of Martti Ahtisaari. Even a small donation will help CMI continue its important work for world peace. Our humble wish is that people and companies will share the campaign: to each other, to other companies and political decision-makers. But remember that President Ahtisaari must not hear about the campaign until 15 June 2017!

**Join us online at alakerromartille.fi
#donttellmartti**

Money Collection Permit number POL-2015-12224. The permit is valid between 1 December 2015 and 30 November 2017 in the whole of Finland excluding Åland.

