



Dear Hanken Alumni,

The holiday season is here, and we are rounding off the year at Hanken. It has been a year of hard and purposeful work but also many moments of joy. During the 110-year-old history, Hanken has developed into an international business school with academic excellence and is in many ways doing better today than ever.

Despite good performance, Hanken is facing new challenges. In order to face the challenges, and in connection with the 110th anniversary, we have launched the fundraising campaign HANKEN 110. The overall goal of the campaign is to secure Hanken's unique position as Finland's only stand-alone business school.

The HANKEN 110 campaign focuses on two fundraising purposes, *Hanken 110* and *the Basic Capital Fund* (Grundfonden). The Hanken 110 purpose recognizes the importance of creativity, and the funds raised are directed to develop teaching, digitization and the learning environment. Donations to the Basic Capital Fund are invested and only part of the return is used and directed to Hanken's core activities.

We appreciate your support - every donation makes a difference! Donations over EUR 850 are eligible for tax deductions in Finland. Hanken notifies the tax authorities of private donations so that the donation is automatically deducted from taxation.

[Donate here!](#) If you have any questions, please contact fundraising@hanken.fi or visit our [website](#) for more information.

I hope that you have the possibility to participate in the campaign and that we can together build a sustainable future for Hanken.

Happy holidays and a good start to the New Year!

Sincerely,

Karen Spens
Rector