



# Bjorn's **VOCALS**

"Help me so that I can help more people who are suffering like me".





# Bjorn's **goALS**

There are hundreds of neurological patients waiting to get into an intensive care residential community home. Many are literally awaiting their faith alone at home or in inadequate care facilities.

The first Dar Bjorn proved to be a success but yet too small to cater for all of the national demand. Hence the idea of the Newer & Bigger Dar Bjorn, a unique project for Malta and the whole world, and the great thing of it all is that you can be part of it!

My health situation is worsening and I need all of your help. Thanks in advance for your support.



# Timeline of principALS

## What happened so far?



**2015**

I was diagnosed with ALS and founded ALS Malta



**2017**

Opened the first DAR Bjorn that cares for 13 patients suffering from neurological conditions.



**2018**

Started working on the second DAR Bjorn and acquired a building plot in Zebbug.



**2021**

So far we collected €4.5 million for Dar Bjorn 2 and need another €926k to be finished



# DARBJORN

HOME FOR ALS, MS & NEURO PATIENTS

The ALS Malta Foundation was set up in August 2015 to raise Awareness and offer support to ALS and MND sufferers on the island of Malta.

The foundation has established itself as a community to give support and palliative care & invest in research and development with the aim to find a cure for ALS.

# our essentiALS



## 1. rentALS

Delivered more than €1m in medical equipment to patients and assisted hundreds of patients.

## 2. internALS

Opened the ALS Home, Dar Bjorn Qormi, and currently host 13 patients with an ever-growing waitinglist.

## 3. externALS

Launched several research projects and a yearly PhD Scholarship

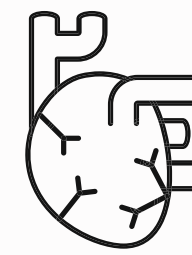
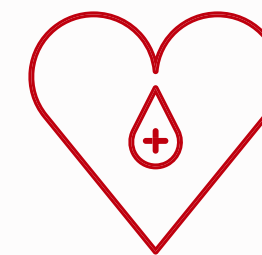
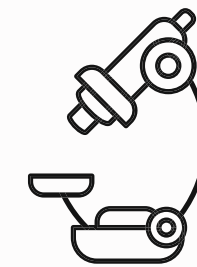
# our goALS

## creating a community

We aim to assist the current national neurological population with a state-of-the-art solution.

New premises will host more patients, offer respite services and specialised clinics and facilities.

Build a unique Neurological Intensive Care Home – a Newer & Bigger Dar Bjorn



**goALS**

**€926,000**

for this **dream** to come true in 2022



# become one of our **devotionALS!**

**you can make a difference!**

Here are some packages that you can acquire as an individual/team/entity/company, and then you can leave it up to us to give you a proper shout-out.



# #1: visuALS €300

## Package description

Your name will be listed on the Donors Wall in the Newer & Bigger DAR Bjorn

and as a thank you...

We will present you with a donation certificate and announce it on our social media.





# **#2: brick-vitALS €1000**

## Package description

Your company name or name will be forever engraved inside the Newer & Bigger Dar Bjorn!

## and as a thank you...

We will present you with a donation certificate and announce it on our social media.



# **#3: hand-exposALS €2500**

## **Package description**

Cast your fingerprints forever on a marble or stone inside the Newer & Bigger Dar Bjorn!

## **and as a thank you...**

We will present you with a donation certificate and announce it on our social media.



# #4: room-collaterALS €10k

## Package description

Acquire and sponsor one of the Exclusive Rooms in the Newer & Bigger DAR Bjorn. Print your name or Logo on an exclusive room door

## and as a thank you...

We will present a donation certificate, an original painting from ALS Gallery and mention you on our social media handles. A dedicated video interview will be published and boosted.



# **#5: legacy-finALS €25k**

## **Package description**

Leave a legacy behind. Sponsor the Art Gallery, the Terrace, the Pool area, Reception or Lounge Area in the Newer & Bigger Dar Bjorn. Your Logo and branding will be present in the sponsored area.

## **and as a thank you...**

We will present you with a donation certificate, an original painting from the ALS Malta Art Gallery and mention you on our social media handles. A dedicated video interview will be published and boosted.



# #6: elementALS €100k

## Package description

Be part of the Dream! Have your name engraved on the facade of the Newer & Bigger DAR Bjorn.

## and as a thank you...

We will send a PR to all media and present you with a donation certificate. We will also give you an original painting from the ALS Malta Art Gallery and mention you on our social media handles. A dedicated video interview will be published and boosted.

# our social media handles

## Bjorn Formosa

With a nearly total fan base of 100K, this page is amongst Malta's top Facebook pages.

## Dar Bjorn

Focusing on the two homes this page has fanbase of 7.3K. Here we publish all thank you videos.

## ALS Malta

16.5k total fan base for the Awareness Facebook Page about the ALS condition in Malta.

## Others

We are also present on Instagram, Twitter and LinkedIn

1



**Tenishia**

2



**Joseph Calleja**

3



**Ira Losco**

4



**Marie-Louise Coleiro**

YOU  
5



**Bjorn Formosa**

# Bjorn amongst top5

## Stats

Reaching 150,497 people with an average of 35K post engagement.

## Audience

96% of the total population is Maltese with mainly residents from Birkirkara, Mosta and Qormi.

# As a thank you...



EPISODE 1

**Room 1 - St Joseph Band Club  
sponsors a room inside the...**

a year ago · 79.4K Views



EPISODE 2

**Room 2 - Skola Sekondarja  
Kullegg San Benedittu...**

a year ago · 11.7K Views



EPISODE 12

**Room 20 - Sponsorjata mill-  
Hbieb ta' Joe**

9 weeks ago · 77K Views



## Donation Episodes

We will publish an interview-based feature with a spoke person of your company in our page. These episodes are quite engaging with an average of 65K Views and 1K reactions.

## Certificate

We will also present a certificate to your company/entity as a thank you from our side.

Sincerly, Bjorn

be our vocALS and help us to reach our goALS