



# 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

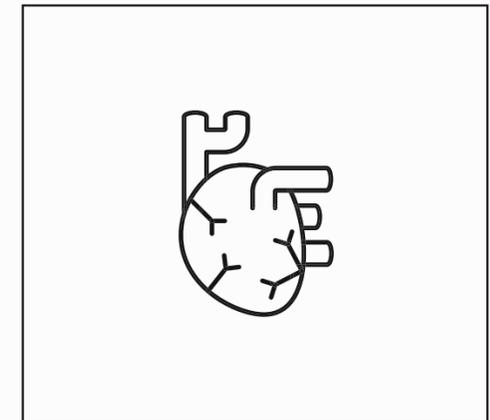
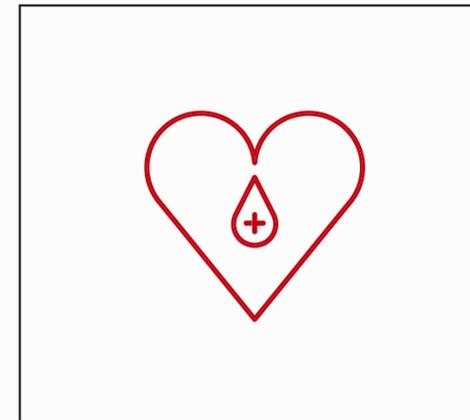
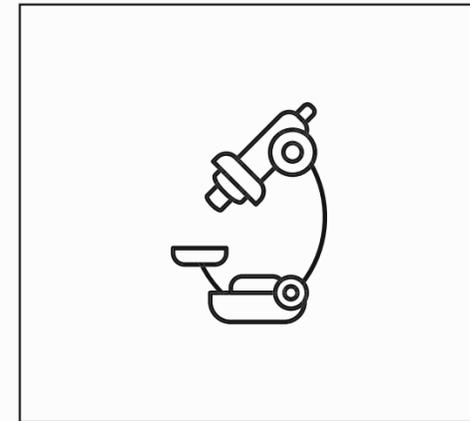
# our **goALS**

## 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

**Kont I-ewwel klient  
tat-Take-Away**



# become one of our **devotionALS!**

**you can make a difference!**

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



# our social media handles

## Facebook

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

## Instagram

7.3K followers and daily posting, Bjorn's IG is gaining ground and can also be used for promotional content.

## Tiktok

In 4 days, Bjorn's Tiktok managed to get 2k followers and 11.2K likes with a video gaining 93.2K in 2 days.

## Others

DAR Bjorn and ALS Malta has their own pages, which has a good organic reach.

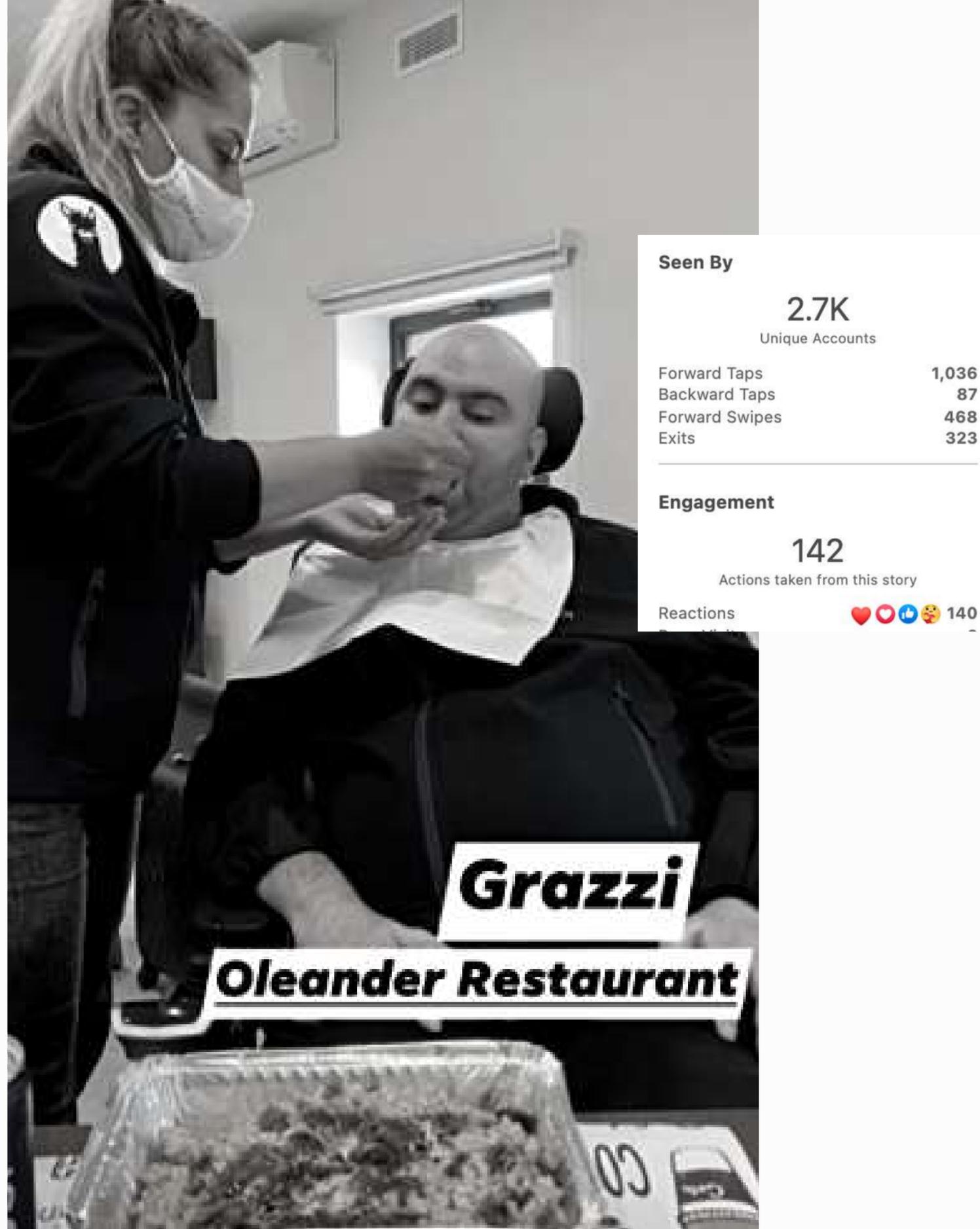
# Stories

## organic Engagment

Bjorn's Facebook Stories has an organic reach of roughly 3K unique accounts. Each story has numerous reactions.

## what you can do...

Bjorn can take photos and videos of him with your product and we can tag your business.





**Bjorn Formosa**

Published by Anthony Baldacchino · 15h ·



F'okkazjoni ta' Jum Il-Mara qassamna fjura lir-residenti u carers nisa f' DAR Bjorn. Imma ara l-filmat sal-aħħar!

\*Grazzi lil Joe Borg Green Garden ta' Hal Qormi li għini nagħmel din is-sorpriza!



32,287

People Reached

4,652

Engagements

Boost Post



You and 1.6K others

235 Comments 19 Shares

# Posts

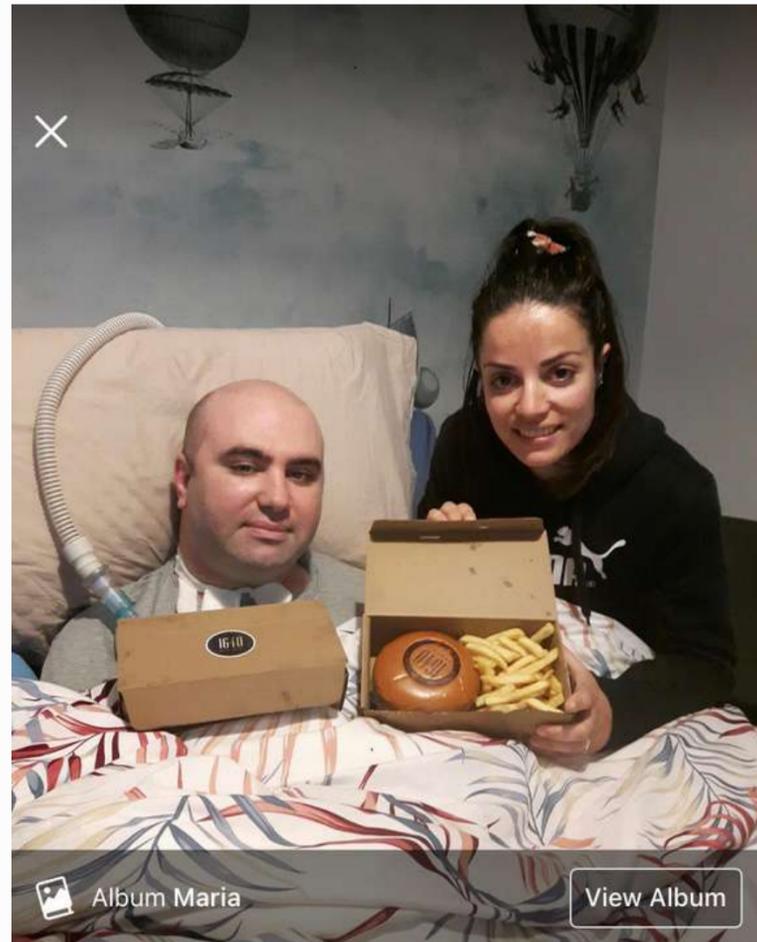
## Package description

This was a promotional video for an initiative done for DAR Bjorn residents. It has an organic reach of 32K+ with 4.6K engagement

## what you can do...

We can take videos distributing your product to enlighten the residents' day. We can tag your business handles.

# Some clients...



**Bjorn Formosa**  
13 Mar 2020 · Dingli · 🌐

I have been locked inside home to prevent any possible complications this whole week. We took the opportunity to take some precious time off from the office and do some other work from home. In the meantime... Continue reading

GeoRgi Ana and 5.6K others 527 comments

Like Comment Share



**Bjorn Formosa**  
06 Oct 2020 · 🌐

Relaxed evening in great company...

Gaffiero Ivan and 1.8K others 43 comments

Like Comment Share



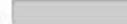
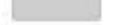
**Bjorn Formosa**  
26 Jun 2016 · La Sfoggia · 🌐

With my dearest friend Jerome Caruana La Sfoggia. Thanks for your hospitality and great generosity.

Joseph Zammit and 1K others 22 comments

Like Comment Share

# Bjorn amongst Top5 Facebook Pages in Malta

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Tenishia	286.7K 	▲ 100%	3	837 
2  Joseph Calleja	211.1K 	▲ 100%	0	2.5K 
3  Ira Losco	151.2K 	▲ 100%	0	11.6K 
4  Marie-Louise Coleiro Pr...	121.5K 	▲ 100%	27	24.8K 
YOU 5  Bjorn Formosa	96.6K 	▲ 100%	11	33.2K 
6  Joseph Muscat	96.3K 	▲ 100%	0	1.1K 

## Stats

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

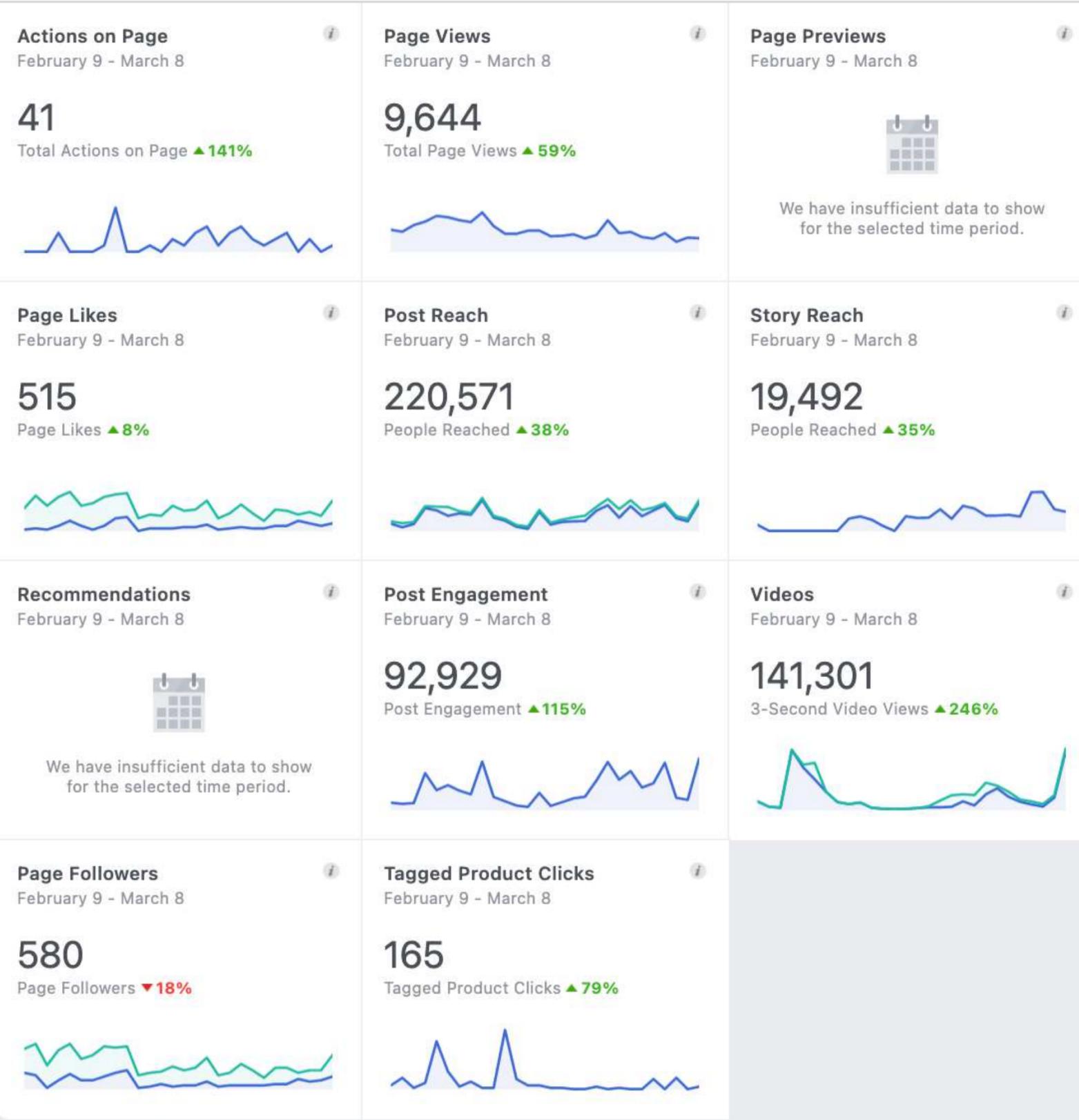
## Audience

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

Results from Feb 9, 2021 - Mar 8, 2021

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid



# Audience

## Facebook

During the last 28 days, we had an organic post reach of 220K and 93K post engagements. 9.6K visited our page to view the photos and videos.

## Likes

Bjorn is amongst the top 5 Facebook pages with an ever increasing organic reach.

# Audience

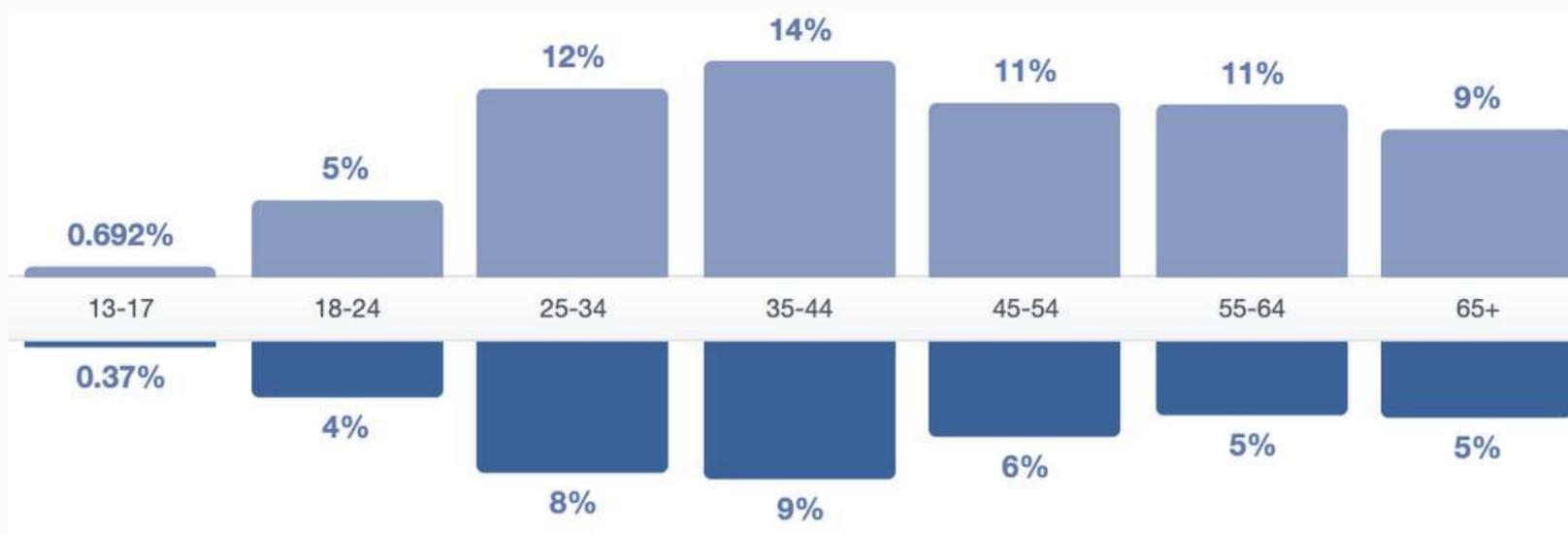
Country	Your Fans
Malta	93,708
Australia	508
United Kingdom	489
Italy	219

## Women

63%  
Your Fans

## Men

37%  
Your Fans



## Location

96.8% of our audience are coming from Malta which makes Bjorn's page one of the top pages with local fanbase.

## Age and Gender

The majority of audience are female with 63% of the total population, with 35-44 age being the leading age segment.



# exposALS

## **Bjorn can...**

- Take a photo with your product
- Post a video with your product
- Tag your company's handle
- Promote your business in stories and other channels...

## **In return**

Bjorn is asking for a **donation** and the proceeds will go to help us build the second home for neurological patients





Sincerly, Bjorn

be our vocALS and help us to reach our goALS