



Together against loneliness – Posti and HelsinkiMissio have reached over 100,000 young people through their collaboration

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Loneliness is one of the biggest challenges young people face. For three years, Posti has promoted the well-being of children and youth by supporting HelsinkiMissio's School to Belong program. The program reaches more than 100,000 young people annually and has expanded to over 200 educational institutions.

The results speak for themselves: in upper secondary schools participating in the program, the experience of loneliness has decreased by 5 percentage points and the feeling of exclusion by 14 percentage points. At the same time, young people's perceived ability to ease loneliness has increased by 9 percentage points.

"It has been impactful to see how the School to Belong program brings concrete support to young people's everyday lives. Together, we have reached young people who might otherwise be left alone. The program brings hope and practical tools to school communities – and at Posti we are delighted to have been part of this important work. Caring is visible in small actions that can have a big impact," says Anna Storm, Posti's VP, Sustainability & Stakeholder Relations.

With Posti's support, schools have received annual Starter Packs, organized Valentine's Day card campaigns and Buddy Challenge events, and distributed materials that promote inclusion and prevent loneliness among young people.

The School to Belong program provides schools with concrete tools to prevent loneliness and strengthen community spirit. Its impact is evident not only in young people's experiences but also in the increased understanding of loneliness among school staff and guardians, as well as in improved everyday life in schools.

"Thanks to this collaboration, we have been able to expand our activities and reach even more young people. It's wonderful to see how a shared commitment can turn into concrete actions that make everyday life more meaningful," says Tuula Colliander, Executive Director of HelsinkiMissio.

Posti and HelsinkiMissio have worked together to reduce loneliness in schools across Finland. The collaboration is part of Posti's sustainability program, which aims to promote equality and the well-being of young people. The three-year partnership is now coming to an end, but its impact will continue in schools and in the daily lives of young people.



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