

# Finland Center Foundation

| Summer 2007

## Yhteispelillä se sujuu!

Those of you who grew up in Finland in the 70's may remember this as a title of a popular TV show. Translated it means "Cooperation gives results." In this regard, however, Finns have a two-sided history. On the one hand a realization that some things can only be achieved by pooling resources: farm work was much easier and efficient when everybody pitched in ("talkoot"), and cooperatives in farming, housing, storekeeping to name a few, achieved considerable gains for their members. On the other hand – perhaps as a result of the original Finnish tribes living in isolated settlements far from each other – a tendency to shyness, seclusion, a suspicion of outsiders; a stubborn need to "do everything yourself"; and jealousy if your fellow Finn was more successful than you were. These patterns were seen also within Finnish émigré communities in the US.

As time goes on and the world population increases, Finns are becoming an even smaller minority. While increasing education, communication, and integration into the EU and the world in general is to be welcomed, Finns are also beginning to lose some of their cultural heritage and the values that account for their success in many fields. We at FCF feel Finland has a lot to celebrate and

much to contribute to world culture. In New York, there are enough Finns who are eager to maintain Finnish culture and to promote Finland to Americans and to others – the world passes through our city! However – surprisingly perhaps – there is no Finnish Center in New York and the community is scattered and hampered in its activities by this fact. Instead of resigning to a fatalistic "can't be done" - attitude, it is time to revive the old "talkoo"-spirit and get it done! Put aside old turf wars and realize that our strength is in unity.

While the realization of the physical space (with the things we all want, such as the sauna and the coffee shop...) is still realistically years away, there are many things which, united, we can benefit from even without it – and that includes Finns and friends of Finland who do not even live in New York. The first example is the travel benefit which we are offering today to everyone on our mailing list; more will come in September, when we open up for membership. With increasing numbers, we will be able to achieve a wider range of benefits. So please join us and help raise the Finnish flag in New York!

Jaana Rehnström, MD  
*President*  
president@finlandcenter.org

### In This Issue:

Yhteispelillä se sujuu!.....	Page 1
Finland Center Opening Up for Membership in the Fall.....	Page 2
Bound by Blood.....	Page 2
FCF Survey Summary.....	Page 3
Estate Planning.....	Page 3



Finland Center Foundation  
PO.Box 3951, New York, N.Y.10163-3951  
[www.finlandcenter.org](http://www.finlandcenter.org)  
(914) 301-5550

LUMENE®  
*The Secret of Natural Beauty*

Finland Center Foundation is recognized by the IRS as a 501(c)3 not-for-profit organization. All donations are tax-deductible and very welcome.



## Board of Directors

Jaana Rehnström, *President*  
Sari Gold  
Miika Hallakorpi, *Secretary*  
Hanna Hemilä  
Juha Himanen  
Helena Niskanen, *Treasurer*  
Rea Nurmi, *Vice-President*  
Katriina Paavola, *Vice-President*

Eva Kelly, *Development Coordinator*

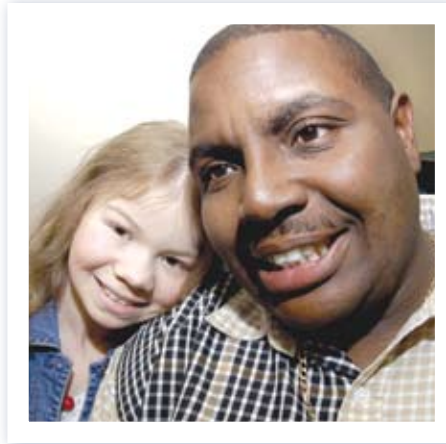
## Advisory Board

John Austin, Sr.  
Lasse Baldauf  
John Esko Delamater  
Taina Elg  
Aili Flint  
Thomas Hakala  
John Kirk  
Val Kratzman  
Jukka Laitamäki  
Bo W. Long  
Annamari Mikkola  
Sanni Orasmaa  
John Pessala  
Nino de Prado  
Marjatta Rasi  
Osmo Rauhala  
Marja Roth- Sopanen  
Kalevi Ruuska  
Robert Saasto  
Jorma Sahlstedt  
Heikki Sarmanto  
Katri Saunders  
Thomas Silbiger  
Dan Steinbock  
Lilli Sukula-Lindblom  
Pekka Tarjanne  
Kari Tikka  
Leena Toivonen  
Hannele Troise  
Robert Ubbelohde  
Norman Westerberg

# Bound by Blood

## Teen meets marrow donor who saved her life

By **TERESA HICKS**  
Press Medical/Health Writer  
thicks@johnsoncitypress.com



Eight years ago, Eeva Crannell's parents were quickly running out of options. Six-year-old Eeva had been fighting acute lymphocytic leukemia for nearly five years, and she had just suffered her second relapse.

"It was devastating," said Eeva's mother, Outi Crannell. "After that, a bone marrow transplant was the only way to go."

The doctors told Outi and her husband, Rick, that there were two people in the National Marrow Donor Registry who could provide a match for Eeva, and the one the doctors chose just happened to be Johnson City resident Donald Brady.

This week, the Crannell family traveled from their home in Somers, N.Y., to Johnson City to meet the man who saved Eeva's life.

The following heartwarming story was written by Teresa Hicks and is reprinted with permission by *Johnson City Press*. Eeva's mother, Outi, has been the head teacher of the Finnish School in New York for many years, and Jaana Rehnström, the President of Finland Center Foundation, is the obstetrician who delivered Eeva. We wanted to share the story and its happy ending with the rest of the Finnish community.

"It's good to actually meet him after all these years," said Eeva, now a healthy 14-year-old who likes to hang out with friends and go shopping.

"We want to understand what he went through and how it all came together," said Outi.

The Crannells will spend the next several days in Johnson City getting to know Brady and enjoying the sights of Northeast Tennessee.

Brady became part of the National Marrow Donor Registry more than 10 years ago when a blood bank representative introduced him to the idea.

"I said, 'What do you have to do?' She said, 'Well, we just take a couple extra tubes of blood, and that's it,'" Brady said. "I think I had been on the registry three or four years, and then one day, Linda (Hilton, co-coordinator for the Cooperative Appalachian Marrow Program Donor Center) called me up and said, 'Don, I need you to come down to the Medical Center.' "

Brady went through several months of testing to make sure he was healthy enough to donate, and then in June 1999, he went through the actual donation procedure.

"I didn't know what all was going to be involved, but I was 100 percent game for it. It's just amazing that I was able to help her," he said. "I'm glad

Continued on page 3.

# Finland Center Opening Up for Membership in the Fall

We are excited to bring you good news on new developments within our organization! The Naantali Spa offer presented in this issue of the Newsletter is the first example of benefits that our Members will receive. We have negotiated substantial travel benefits with American Express Travelink and also hotel and car rental companies both in Finland and the US. These benefits will be available to our members no matter where they live. We are continuing to negotiate with more

companies, so you will see more offers once we are ready to open up for membership!

The more members we have, and the more you take advantage of such offers, the better deals we can generate in the future! By sending us your contact information now, you will receive an invitation to join for a nominal fee once we have finished upgrading our website. Some travel benefits will require an access code, which will be available only to those

on our membership list; others will require a membership card, which will be mailed to you. However, if you are already on our list or sign up before the end of November, you will receive the access code without any further obligation at this time. This is our way of saying thank you to our supporters.

Please log onto our website, [www.finlandcenter.org](http://www.finlandcenter.org), and follow the link at the top of the front page to sign up. Tervetuloa - välkommen - welcome!

# FCF Survey Summary

The Finland Center Foundation conducted a survey in the first quarter of 2007 to determine the demographic characteristics, cultural needs, and interests of the population attending Finnish events in Manhattan as a basis for designing the services the Finland Center should concentrate on.

In total, FCF received responses from over 200 households, consisting of approximately 500 individuals. Mail response rates are traditionally in the 1-2% range. In comparison, the response rate for FCF survey was quite high indicating significant interest.

Here are some of the main demographic findings from the survey. Of the total households responding:

- 84% have heard of Finland Center Foundation.
- 92% live in the tri-state area. Of the total respondents, 34% live in Manhattan.
- A third are households with children.
- 29% report being "Finnish," and 45% report being "Finnish, American."
- 87% speak Finnish regularly.
- 81% live in the U.S. on a permanent status.
- 47% are employed by a U.S. company, 15% are self-employed, and 10% are retirees.

Finland-related events were the most common reason for the responding households to visit Manhattan, followed by theater and museum exhibits as second and third runner ups.

Based on the results of this survey, there appears to be considerable interest in the Finnish community within the tri-state area for the services that the Finland Center is planning to offer. With the wealth of knowledge from the responses received from over 200 households, the FCF will continue to move forward with the planning phase. Thank you to all of you who participated in helping us define what the future Finland Center will mean for all of us!

The respondents indicated being interested in the following services:

Service	Responses
Café	82%
Gift/Finnish food Shop	74%
Sauna	70%
Library	62%
Cultural programs	44%
Traditional Finnish art and/or cooking classes	43%
Bar/lounge	42%
Finnish language classes	40%
Short-term accommodations	39%
Tourism help	34%
Swimming pool	32%
Finnish School	26%
Multipurpose rooms	25%
Gym/Health Club	21%
Chapel	21%
Artist space	20%
Relocation help	19%
Business center	17%
Nursery school	16%
Long-term accommodations	16%
Conference rooms	15%
Group health insurance	14%
Senior citizen services	12%

## Bound by Blood

Continued from page 2.

I was able to do it because my father died of cancer."

The Crannells were surprised when they found out that the man who was a perfect marrow match for their daughter was African-American.

"My wife is from Finland. How could you get more Caucasian than that? And then when I first met Don, it just blew me away," said Rick.

According to Hilton, it's somewhat unusual for a patient to find a marrow match within a different racial group, but it does happen. "It was surprising, but you never know," said Brady. "Everybody's 13th cousins."

The Crannells are grateful for the difference that Brady's generosity and selflessness has made in their lives.

"Eeva usually wears this white bracelet that says 'one,' which basically means that one person can make a difference," said Rick. "That's obviously true, whether it's through bone marrow donation or some other selfless act, I think it's encouraging to get that message out."

Brady said he is grateful for the opportunity to help Eeva, "and just to know that because of me, she's still around."

"A lot of people think it's a real big deal, but I just think if you can help people, you help people. You shouldn't push people down because they need help; you should try to pick them up," he said. "This is just my part of helping. That's why I continue to donate platelets every month at the Marsh (Regional Blood) Center now — It's just giving back."

## Estate Planning

is an important and underused tool to achieve two things: maximize the tax benefit to yourself and your heirs while at the same time providing for the future of your favorite Finnish tax-exempt organization. We have published an informational brochure about this recently. If you did not receive it in the mail, we can send you a paper one, or we can send you one as a pdf file by email. Also think of friends you could refer. Please contact the office of email [info@finlandcenter.org](mailto:info@finlandcenter.org)

# Luxurious Moments at the Naantali Spa Hotel



*Naantali Spa Hotel has been chosen as one of the 100 best Spas of the World. We invite you to relax in the pool and sauna paradise of our Spa Hotel and to enjoy the pampering spa and beauty treatments. The evenings are spent dancing and socialising as well as savouring tasty food and quality wines in our various restaurants. Should you so wish, you can fill your days with a versatile range of activities throughout your stay. Try aqua running and Tai Chi or take part in the trips to the surrounding archipelago and nature.*

*For those who are interested Naantali Spa Hotel also offers time-shares for sale. For more information [www.svc.fi](http://www.svc.fi).*

*Step into a fairy tale - visit Naantali Spa Hotel.  
Special offer for members of Finland Center Foundation:*

## **Paradise Holiday - 3 nights 297,-/person/twin room (~409 USD)**

Includes • accommodation in Sunborn Yacht Hotel or Suite Hotel • breakfast buffet and half-board • a treatment package with clay pack, shoulder massage and aroma bath or Beaute Express facial and Spa Peeling treatment • unlimited use of the sauna and

pool paradise and fitness centre • leisure programme • Single room 426,-/person. (~586 USD) This offer is valid daily until 12/30/2008 (except public holidays). Bookings must be made no later than 11/30/2007. For access code, please email [info@finlandcenter.org](mailto:info@finlandcenter.org).

**Naantali Spa Hotel**

**Sales office tel: +358 2 44 55 100**

**NAANTALI SPA HOTEL**



**[info@naantalispa.fi](mailto:info@naantalispa.fi) • [www.naantalispa.fi](http://www.naantalispa.fi)**



Finland Center Foundation

P.O.Box 3951

New York, N.Y.10163-3951

**[www.finlandcenter.org](http://www.finlandcenter.org)**

(914) 301-5550