

# The Martha Organisation





*Balanced  
every day  
life makes  
the world  
better*



**m**







**The Martha Organisation**  
is the best-known  
advisory organisation in Finland.  
**We advocate for**  
balanced and sustainable everyday life  
in all households and families.  
Each year, we reach millions of Finns.

Our themes include food, nutrition,  
household finances, housekeeping,  
gardening and the environment.

**At Marthas, the will to learn a skill  
turns into action!**



# The Martha Organisation



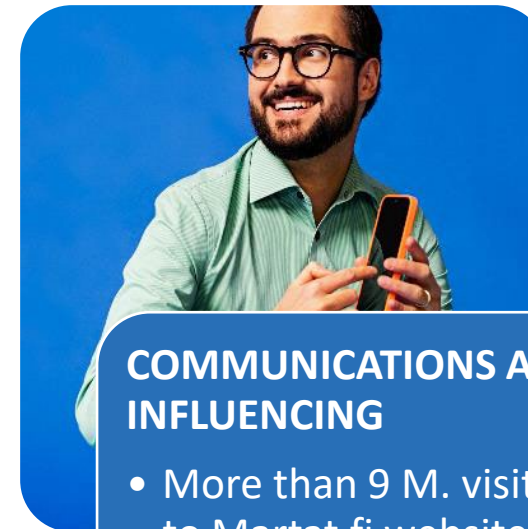
## WIDE RANGE OF ACTIVITIES

- Approx. 38,500 members
- Approx. 1,000 clubs
- 363,300 hours of volunteer work
- 24,000 member events
- 688,000 participations



## PROFESSIONAL HOME ECONOMICS COUNSELLING

- 12 regional associations' home economics and gardening experts together with the central association's experts
- 90,000 participations
- More than 4,000 group events and public events



## COMMUNICATIONS AND INFLUENCING

- More than 9 M. visits to Martat.fi website
- More than 200,000 followers on social media
- 45,000 readers of the Martat magazine
- 47,000 Martat app downloads



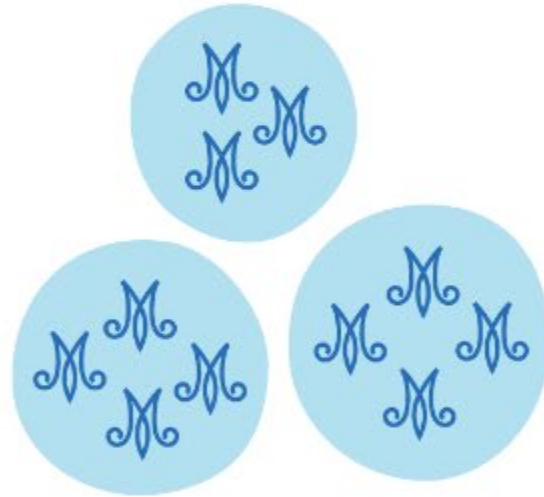


# The Martha Organization



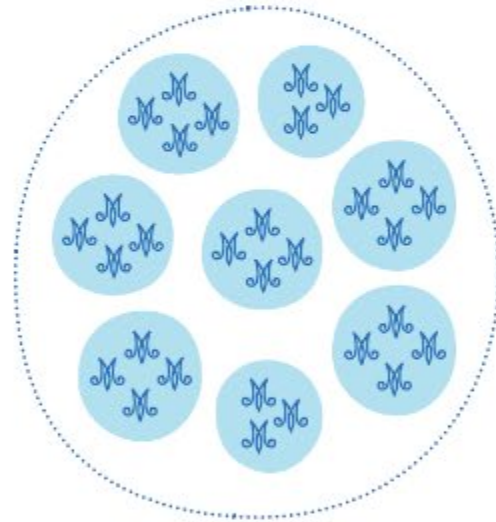
**MEMBERS**  
Approx  
38,800  
members

**LOCAL**



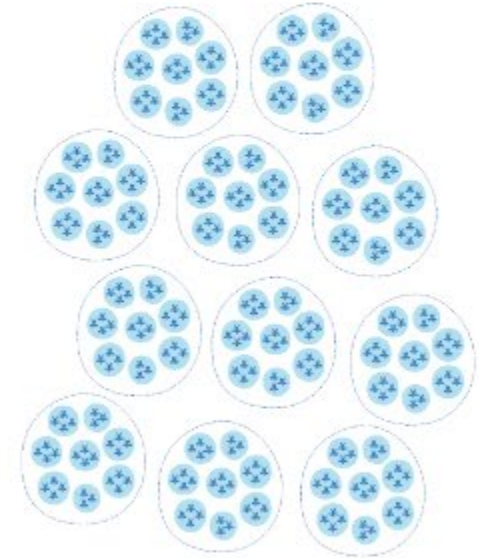
**LOCAL  
MARTHACLUBS**  
Approx  
1,000 clubs

**REGIONAL**



**MARTHA  
DISTRICT  
ASSOCIATIONS**  
12 regional  
associations

**NATIONAL**



**THE MARTHA  
ASSOCIATION**



### **Sustainable choices**

MARTHAS MAKE SUSTAINABLE EVERY-DAY CHOICES FOR THE FUTURE.

### **Joy of working together**

MARTHAS COME TOGETHER AND ENABLE ENCOUNTERS.

### **Open to all**

TO MARTHAS, WE ARE ALL EQUAL.



#### GOAL

***Balanced everyday life is everyone's right.***

#### MISSION

***Marthas advocate for a balanced and sustainable everyday life in all homes and for all families.***



# Home economics counselling and community outreach



# Towards more sustainable everyday life

- We advocate for balanced and sustainable everyday life in all households and families.
- We offer advice and counselling in food, nutrition, household finances, housekeeping, gardening and the environment.
- Our home economics counselling is open to all, multi-channel and easy access.





# For everyone

- **90,000** persons reached in total
- **4,325** group and public events
- **16,351** persons reached through targeted community outreach
- **566,000** views and listens of Facebook and Instagram lives and the Kestävästi arjessa podcast
- **1,321** received calls in the national help line
- **567** queries answered through the chat service
- **3,848** queries answered through social media

(Data from 2022)



# Satisfied customers

- **Ratings for Marthas' home economics counselling:**
- **4.6** overall grade on a scale of 1-5.
- **89 %** found the activity useful.
- **88 %** learned something new.
- **95 %** felt that everyone was treated equally.
- **96 %** would recommend Marthas.
- **Half** of Finns are familiar with Marthas' home economics advisory work (the Kestävä arki study).

(Data from 2022)





# Targeted community outreach

- In collaboration with our partners and funders, we support those in need of special support and reduce inequality.
- Our outreach work supports independent everyday life and increases inclusion.
- Our main target groups include children and families with children, young people, the elderly, men, immigrants, people in mental health or substance abuse rehabilitation as well as people with criminal background and their families.



# Target groups for targeted community outreach

## Families with children

- Lapsiperheiden arjen tukeminen, Makumatka Karjalaan, Ässäkokit, Vilppu, Junnukokit

## Young people

- Arki sujuvaksi, Valioakatemia

## The elderly

- Vilppu

## Asylum seekers, refugees, other immigrants

- Arki sujuvaksi, Luontokoti

## People in mental health or substance abuse rehabilitation, people with criminal background and their families

- Arki sujuvaksi

## The financially vulnerable

- Kestävät talouspolut





# Arki sujuvaksi

- Within our Arki sujuvaksi program, we offer home economics classes across the country for youth not in employment, education or training, people in mental health and substance abuse rehabilitation, immigrants and their families as well as prisoners and those serving a community sanction.
- The goal is to make everyday life easier and to improve the participants' basic life skills as well as social skills with the help of practical home economics classes.

① [www.martat.fi/arki-sujuvaksi](http://www.martat.fi/arki-sujuvaksi) (in Finnish)





# Lapsiperheiden arjen tukeminen

- We support the daily life of families with children under the age of 18 months by organising home economics classes and lectures for parents and providing personal support through home visits.

① [www.martat.fi/lapsiperheiden-arjen-tukeminen](http://www.martat.fi/lapsiperheiden-arjen-tukeminen) (in Finnish)







# Makumatka Karjalaan

- In the Makumatka Karjalaan ("Taste trip to Karelia") classes, the participants learn to make different types of Karelian pasties and other pastries. The courses are aimed primarily at children and young people and are funded by the Karjalan Kulttuurirahasto (Karelian cultural fund).

 [www.martat.fi/makumatka-karjalaan](http://www.martat.fi/makumatka-karjalaan) (in Finnish)



# Ässäkokit

- The Ässäkokki cookery classes for children of 8 to 12 years of age are organised across the country in collaboration with the S Group.
- The goal is to encourage children to cook, to increase their vegetable consumption and to improve their practical skills.
- Working together, everyday food skills, smart spending and seasonal thinking are at the core of the program.

① [www.martat.fi/assakokit](http://www.martat.fi/assakokit) (in Finnish)







# Kestävät talouspolut

- Joint development project by the Guarantee Foundation and Martha Association (2022-2024).
- The goal is to strengthen the financial capacity, sustainable daily life and management of personal finances as well as support the inclusion and the opportunities to influence of the financially vulnerable.

① [www.martat.fi/kestavat-talouspolut](http://www.martat.fi/kestavat-talouspolut)  
(in Finnish)





# Vilppu

- In the Vilppu program, volunteers work to support the everyday life and increase the wellbeing of the elderly and families with children.
- The goal is to support the ability of the elderly to continue to live in their own home and the everyday life of families with children. The program also aims to reduce loneliness.

① [www.martat.fi/vilppu](http://www.martat.fi/vilppu) (in Finnish)





# Luontokoti

- Joint project of the Martha Association and Moniheli introducing those integrating into the Finnish society to the surrounding nature, natural products and home gardening.
- The project increases inclusion, expands one's social circle and supports social interaction with others in the area, such as Marthas.

① [www.martat.fi/luontokoti](http://www.martat.fi/luontokoti) (in Finnish)





# Membership



# Everyone is welcome

- Regardless of age, gender, nationality, sexual orientation, religion, conviction or other background, everyone is welcome to join the Marthas.



# Marthas is a strong community

- By becoming a member, you learn new skills and can make an impact on your community and the society as a whole.
- 38,000 members in nearly 1,000 clubs all over Finland.
- Martha members change the world by doing small deeds in a big way.





# Some of the main fields of interest in Martha clubs

- Arts and crafts
- Food and nutrition
- Wellbeing
- Culture
- Foraging
- Gardening and house plants
- Physical exercise





# Communications and advocacy



# We communicate and advocate

- We advocate for environmentally, economically and socially sustainable choices.
- Our other themes include preparedness, sustainable energy consumption, sustainability change in food as well as the phenomena related to greenwashing.
- We work in several committees, issue statements and participate in social discourse and campaigns.





# International work



# More than 40 years of cooperation in Africa

- Our international projects support women in vulnerable positions.
- **In Ethiopia**, we collaborate with Finnish and Ethiopian disability organizations.
- **In Malawi**, we support groups of mothers in rural areas by providing trainings and microfinancing in collaboration with Finnish and Malawian organizations working for sexual health and rights.
- **In Zambia**, we support women with disabilities in achieving stable everyday life and livelihood
- **In Somaliland**, we increase the nutritional skills and financial status of women in vulnerable position.





# Collaborations and partnerships



# Examples of commercial partners

- **Fazer** – joint course material related to oat (Kaikkea kaurasta)
- **Nordqvist** – tea party themed campaign to recruit new members (Martan teehetki)
- **S Group** – cookery classes for children since 2018 (Ässäkokki)
- **Biolan** – series of videos about composting
- **Tulikivi** – series of videos about cooking with a fireplace in collaboration with the North Karelia (Pohjois-Karjala) Martha district (Viikon takkaruokareseptit)





# Summary



Members			38,000			
Clubs			Approx. 1,000			
Hours of volunteer work			363,300			
Member events			24,000			
Event participants			688,000			
Advisory events			4,300			
Event participants			90,000			
Martat.fi website visits			9 million			
<b>Facebook</b>	<b>Instagram</b>	<b>X</b>	<b>LinkedIn</b>	<b>YouTube</b>	<b>Sovellus</b>	<b>Lehti</b>
@martatvinkkaa	@marttailu	@marttaliitto	Martat	MartatTV	Martat	Martat
102,000	130,000	11,000	1,800	4,500	47,000	45,000

# Follow Marthas on social media!



Martat  
vinkkaa



Marttaliitto



Marttaliitto



MartatTv



Marttaliitto

