



Martat



THE MARTHA ORGANIZATION
119 years of work for the wellbeing
of home and family

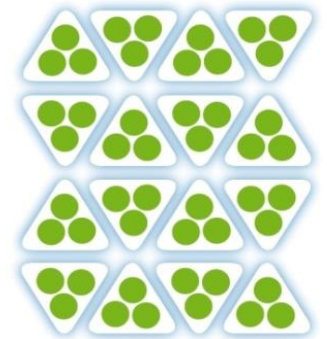
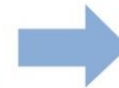
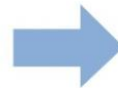
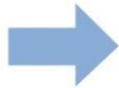
THE MARTHA ORGANIZATION

Members
45000

Local associations 1 150
Informal clubs 70

Districts 14

Central
Organization



local

regional

national

TARGET GROUPS

YOUTH

- Self-expression and ecological values, social status
- Moving to their own homes
- Managing everyday life



WOMEN AND MEN WITH SMALL AND SCHOOL AGED CHILDREN

- Parents need time for themselves
- Learning and self-expression

THE ELDERLY, RETIRED PEOPLE

- Meaning of social group, staying in good condition, meaningful pastime
- Joy, culture, learning new things
- Volunteering, networking



OUR VALUES

Open-mindedness.
All different - all equal.
Choices for a sustainable
everyday life.
Joy of learning and
succeeding.
Doing together.



OUR MISSION

Promoting the wellbeing of
homes and families.



OUR VISION

The Martha Organization's
membership is growing. It
promotes sustainable everyday
life in homes and families in
adequate ways. The
Organization does effective
advocacy work and actively
participates in socio-political
debate in Finland.



THE MARTHA ORGANIZATION

is a non-governmental organization, which gives consultation in housekeeping and promotes the well-being of families and their homes. The organization provides its members with the skills and abilities to have an influence on their own environment and society.

- Our specialists organize courses on housekeeping and home gardening
- Members meet in Martha evenings.
- We take part in international cooperation
- We do advocacy work
- We work everywhere in Finland

We welcome everyone to join us!



ACTIVITY SECTORS

- Home economics extension work
- Voluntary sector activity
- International activities and development cooperation
- Advocacy

HOME ECONOMICS EXTENSION

The aim of the home economics extension of the Marthas is to:

- promote health, clean environment and sustainable development

And

- prevent social exclusion
- promote equality
- improve the socio-economic status of women

The consultation is

- available for everyone

Contacts in
extention
work
140 000
persons

Martat 



The home economics specialists are professionals in the fields of nutrition, food, housekeeping and gardening.



In workshops we gain new skills and knowledge that is useful for everyday life and special occasions. Anyone can participate!



www.martat.fi
www.pikkukokki.fi
www.facebook.com/martatvinkkaa
twitter.com/marttaliitto
www.youtube.com/Martattv



WORK WITH SPECIAL GROUPS

- Immigrant families
- Poor families and families who are in other ways in risk to be marginalized
- Economic advice to young people starting their independent lives
- People recovering from mental health problems, alcoholism or drug abuse
- Prisoners
- Often done with a separate project funding



LOCAL ASSOCIATIONS

The Martha activities

- Doing together
- New experiences
- Joy of learning
- Peer group work
- Voluntary and non-profit

OUR NETWORKS AROUND THE GLOBE



- Nordic Women's League NKF
- International Federation for Home Economics IFHE
- IFHE Finnish committee FIN-IFHE



CAMEROON

2012-2018

- Home economics and nutrition workshops to over 1500 women
- Infant feeding, hygiene, local foodstuffs, local food circle and measures
- Entrepreneurship skills to over 500 women
- Mentoring and start up loan
- Girl student club programme to over 600 girls
- In cooperation to Cameroonian home economists



MALAWI AND ETHIOPIA 2016-2020

- Ethiopia: support disabled women's life skills and livelihoods to enable better everyday quality of life. We cooperate with Finnish disabled people's advocacy organization Threshold.
- Malawi: support rural girls' secondary education. Support their mothers' income so that they can keep girls in school. Cooperate with Family Federation of Finland.



MARTHA INFORMATION

- Martat magazine
- www.martat.fi
- www.facebook.com/martatvinkkaa
- twitter.com/Marttaliitto
- www.youtube.com/Martattv
- e-mail bulletins and information letters for members and wider audience



A BRIEF HISTORY

- Founded in 1899.
- The Martha Association is a 119 year old home economics organization, which promotes the wellbeing of homes and families.
- The organization is party-politically neutral.
- Women's movement, national awakening, civic education movements.



A BRIEF HISTORY

- Founder: teacher Lucina Hagman.
- Mission: to work for the material and mental wellbeing of homes and families.
- Best way to help was to teach skills that are needed at home - home economics extension work.

STATISTICS 2017

Membership 45 000

Martat magazine over 40 000

Visitors on website over 6 million per year

Voluntary work over 320 000 hours

Contacts in extension work 100 000 persons

Yearly budget 4 M€, districts 6 M€

Staff 25, districts 100



KIITOS!

THANK YOU!

Martat 

www.martat.fi
