

# Martat

The Martha  
Organization

[www.martat.fi/in-english](http://www.martat.fi/in-english)





# The Martha Organization

- The Martha Organization is a Finnish non-profit association, founded in 1899. It gives advice on home economics and promotes a functioning and sustainable everyday life.
- We Martha's believe that a smoothly running everyday life gives you resources and tools to reach for your dreams.
- Everyone deserves a good daily life.





# Home economics advice

- Our advice on food and nutrition, housekeeping, gardening, as well as financial and environmental issues reaches over 100 000 people in Finland every year.
- We reach people through our courses, lectures and various events.
- Our website [www.martat.fi](http://www.martat.fi) is one of the most popular websites in Finland. It attracts millions of visitors every year.





# Sustainability

- Everything we do is based on sustainability and balance regarding environment, economy and personal health.
- Our attitude is From-Words-to-Action. Our positive message encourages people to make responsible choices.





# Being Martha

- In the Martha community you learn new skills and act both locally and globally.
- In 2021 more than 41 000 Martha's were active in over one thousand Martha Clubs in more than 250 cities and villages in Finland and abroad.
- We Martha's change the world by doing small things in a BIG way.





# Martha movement belongs to everyone

- Everyone regardless of age, sex, national origin, sexual orientation, gender identity, religion or other personal background or choice are welcome to join our clubs and activities.
- Our home economics advice is meant for everyone.



# International work

- The Martha Organization has carried out development cooperation in Africa for 40 years. Through home economics we aim to improve daily life in our target countries, together with local women's NGOs, with special focus on women and girls.
- We are active members of the Nordic Women's League and the International Federation for Home Economics (IFHE).





|  |            |               |          |
|--|------------|---------------|----------|
| Martha members   |            | 41 000        |          |
| Martha Clubs   |            | over 1 000    |          |
| Volunteer hours  |            | 500 000       |          |
| Martha events  |            | 30 000        |          |
| Participants in events                                     |            | 1 million     |          |
| Home economics events and courses                          |            | 3 000         |          |
| Participants in home economics                             |            | 90 000        |          |
| Visits to <a href="http://www.martat.fi">www.martat.fi</a> |            | 16 million    |          |
| Facebook   | Instagram  | Twitter       | YouTube  |
| @martatvinkkaa   | @marttailu | @marttaliitto | MartatTV |
| 100 000  | 85 000     | 10 000        | 3 000    |