

The Martha Organisation

2025





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 in numbers

Established
1899

***Hyvästä
arjesta
parempi
maailma***

≈ **492,000**
hours of volunteer
work

260,000
followers on
social media

≈ **33,700**
readers of the Martat
magazine



≈ **37,000**
members
10
regional associations
17
kitchens
900
clubs

over **10 million**
Martat.fi (website)
visits



5,300
group and public events

≈ **26,000**
member events

95 %
recommends
Marthas

4
countries, where we do
international work
(Somalia, Malawi,
Ethiopia, Zambia)

The Martha Organisation



WIDE RANGE OF ACTIVITIES

- Approx. 37,000 members
- Approx. 900 clubs
- 492 500 hours of volunteer work
- 26,000 member events
- 800 900 participations



PROFESSIONAL HOME ECONOMICS COUNSELLING

- 10 regional associations' home economics and gardening experts together with the central association's experts
- 108 000 participations
- More than 5,300 group events and public events

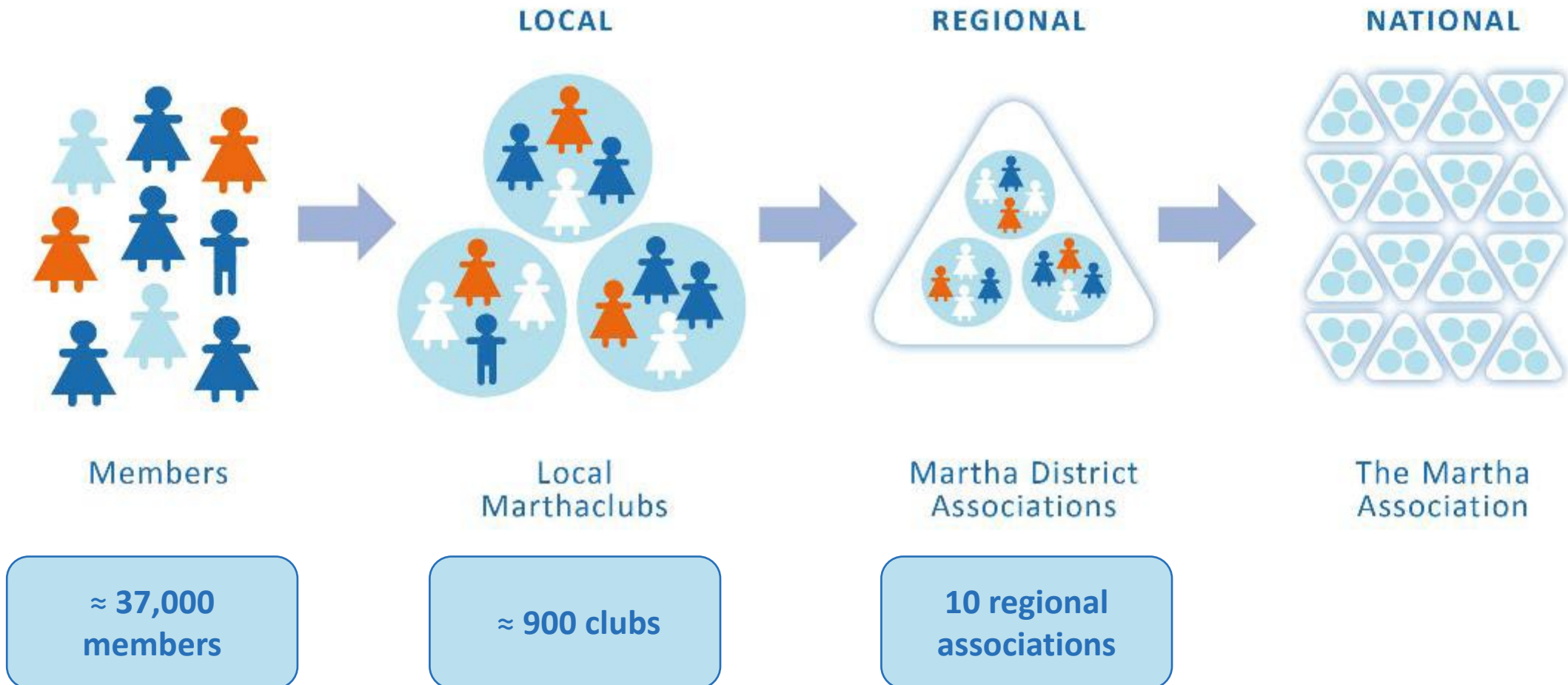


COMMUNICATIONS AND INFLUENCING

- More than 10 M. visits to Martat.fi website
- More than 260,000 followers on social media
- 36,00 readers of the Martat magazine



THE MARTHA ORGANIZATION





Sustainable choices

MARTHAS MAKE SUSTAINABLE EVERYDAY 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.



Counselling for everyone

- **108,000** persons reached in total
- **5,300** group and public events
- **482,500** views and listens of Instagram lives
- **1,762** received calls in the national help line
- **341** queries answered through the chat service

(Data from 2024)



Satisfied customers

- **Ratings for Marthas' home economics counselling:**
- **4.65** overall grade on a scale of 1-5.
- **92 %** found the activity useful.
- **90 %** learned something new.
- **95 %** felt that everyone was treated equally.
- **95 %** would recommend Marthas.
- **52 %** of Finns are familiar with Marthas' home economics advisory work (the Kestävä arki study).

(Data from 2022 and 2024)



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

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 (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 (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).

i 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 (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 (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.
- 37,000 members in over 900 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



Resilience

The vital functions of society and the role of Marthas

- Managing one's everyday life at home is the starting point for a functioning society
- We increase inclusion and reduce inequality
- We promote a sense of community and provide purpose
- The role of voluntary activities and active citizenship
- We promote self-preparedness and offer advice especially on household stockpile and home gardening
- We promote the Sustainable Development Goals (SDGs)



Psychological Resilience

- The Marthas increase resilience by promoting wellbeing in homes and families.
- To us, resilience is society's and nature's capacity to adapt to changing circumstances.
- People need to feel, that they are able and resilient and know what to do in a crisis or abnormal situation.
- The role of skills and knowledge
 - the importance of **communication, campaigning and advisory work**
- The ability to stay hopeful and optimistic for the future.



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 (Kaikkeaa kaurasta)
- **Fiskars** – pan school in social media and martat.fi
- **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			37,000			
Clubs			Approx. 900			
Hours of volunteer work			492,500			
Member events			26,000			
Event participants			800,900			
Advisory events			5,300			
Event participants			108,000			
Martat.fi website visits			10 million			
Facebook	Instagram	X	LinkedIn	YouTube	TikTok	Magazine
@martatvinkkaa	@marttailu	@martta-liitto	Martat	MartatTV	Marttailu	Martat
104,000	130,000	10,000	2,600	4,500	5,000	36,000

Follow Marthas on social media!



Martat vinkkaa



@marttailu



Marttaliitto



MartatTV



@marttailu



Martat

