

The Martha Organization

SusPack 29th Nov 2022

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Resilience

The Marthas increase resilience by promoting wellbeing in homes and families.

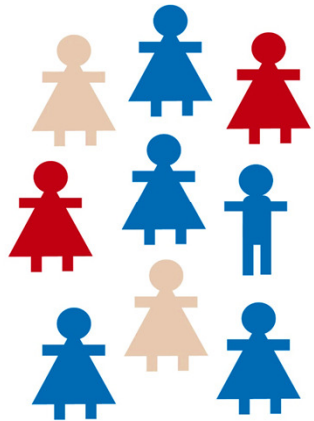
To us, resilience is society's and nature's capacity to adapt to changing circumstances.



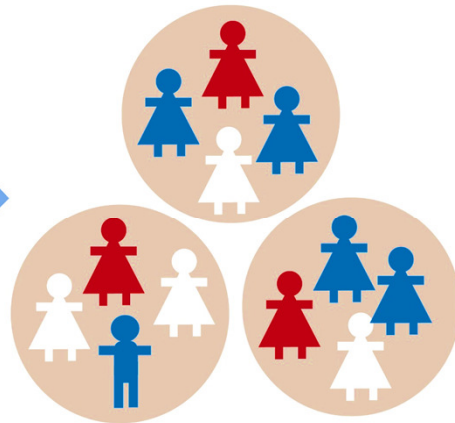
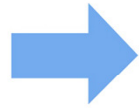
Sustainability

- The Marthas are a non-party political association that promotes a sustainable everyday life for all kinds of families.
- We are experts in sustainable everyday life and consumption. We work for the future generations.
- Our starting point in everything we do is choices that are good for the environment, the economy and the health.

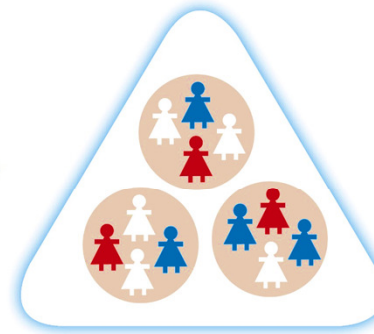
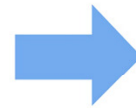




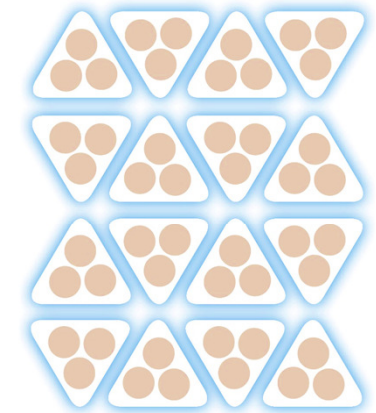
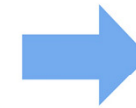
**40 000
members
(Marthas)**



**Over one
thousand local
associations**



**14 district
associations**



**Central
organization:
The Martha
Association**

Members		40 000	
Clubs		over 1 000	
Hours of voluntary work		600 000	
Events		30 000	
Participants		1 million	
Advisory events		3 000	
Participants		90 000	
Visits to martat.fi		12 millions	
Facebook	Instagram	Twitter	YouTube
@martatvinkkaa	@marttailu	@marttaliitto	MartatTV
100 000	100 000	10 000	3 000

The new Martha App has been downloaded over 24 000 times!

Communality and equality

- People of all ages, genders, citizenships, sexual orientations, ethnicities and religions are welcomed to Marthas as members or participants.
- As a member or a participant in Martha trainings you learn new skills and are able to have an impact in the near environment and the society.
- We also carry out projects that target persons in vulnerable situations such as families with small children, the youth, the elderly, asylum seekers, refugees and other immigrants, mental health or drug addiction recovery clients as well as people in penitentiary institutions and their families.



Advisory work in home economics

- Our face to face and online advisory work reaches over 100 000 citizens every year.
- The work is related to food, nutrition, household economics, housekeeping, home gardening and environment.
- The advisory work is open to everyone and it is available through trainings, lectures, fairs and other events.
- Our web site is visited several millions of times per year to seek advice in home and family related issues.



International work and advocacy

- The Martha Association has been active in the field of development cooperation for 42 years. We have partnered with womens' NGOs and Home Economics Associations in 9 African countries.
- We are an active member of the International Federation for Home Economics.
- In Finland we are largely trusted to give our opinion to legislative processes in the fields that concern us.



Towards carbon neutrality

- We give advice on sensible consumption patterns such as **avoiding garbage**, responsible consumption of textiles, sustainable food choices.
- There is an increasing need to understand and apply energy saving techniques in households.



How do the NGOs help households to be better prepared in the long run?

- People need both old and new skills: to make use of natural products (berries, mushrooms, herbs), to manage a home garden, but equally, to navigate in the digital world.
- NGOs are reliable, we have motivated and well trained experts.
- NGOs are flexible, we can act fast when needed.
- Participation and communality among people who participate in organizational life increases the feeling of safety in the society as a whole.



Thank you!
Let's be in touch.

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