

Evaluation Report 2025 - Project by Ajuda de Mãe

This report analyzes the implementation of the "BY AJUDA DE MÃE" project, developed by the Santarém Office of Ajuda de Mãe and evaluates its impact during the year 2025.

The project aims to promote the (re)integration of mothers into active life, through a social business based on the creative reuse of textile waste. At the Sewing Workshop, mothers develop technical skills in cutting and sewing, strengthen personal and social skills and strengthen their self-esteem, also benefiting from a context of sharing, mutual support and combating social isolation.

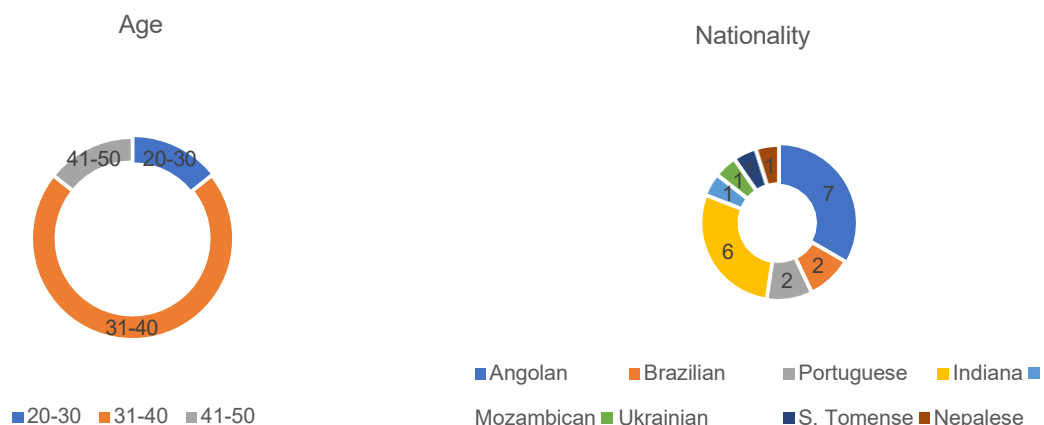
Textile waste is transformed into sustainable and reusable products, marketed directly to the public in the workshop, through the online store and in partnership with companies. Part of the sales value is distributed to the mothers, according to the work done and in accordance with the project's economic and social sustainability criteria.

TARGET AUDIENCE

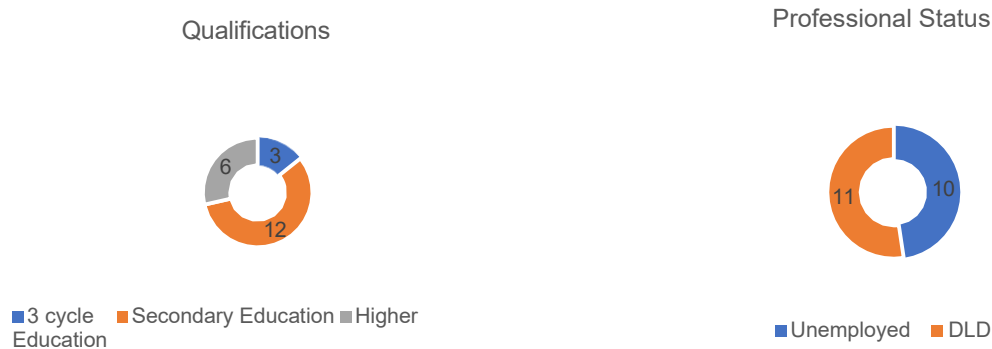
The direct beneficiaries of the project are mothers accompanied by the Office, who express a desire to return to active life, as well as mothers residing in the region of Santarém, in a situation of unemployment, with a view to their professional (re)integration and social inclusion. The referral of mothers is carried out in conjunction with the Social Service Technician.

Thus, during the year 2025, **21 unemployed mothers** were integrated into the project, 15 of whom were simultaneously accompanied by the direct service of the Santarém Office.

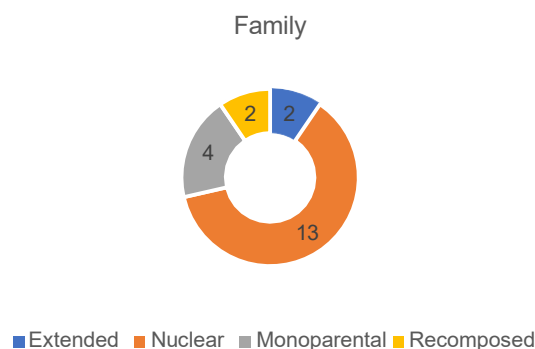
According to the social characterization of the target audience, the average age of the integrated mothers was 35 years. Most of them have foreign nationality (19 mothers), with Angolan (7) and Indian (6) nationalities standing out. Of Portuguese nationality, 2 mothers were integrated.



Regarding the mothers' educational qualifications, as shown in the graph below, 12 completed secondary education and 6 higher education. Of the total of 21 integrated mothers, 11 were in a situation of Long-Term Unemployment (DLD), while 10 had been unemployed for less than 12 months.



With regard to family typology, there were 13 nuclear families, 4 single-parent families, 2 extended families and 2 recomposed families. At the time of joining the project, 10 mothers were pregnant and 11 babies and children up to 3 years old accompanied their mothers in the workshop.



No final do ano de 2025, a situação das 21 mães integradas no Atelier era a seguinte:

- 9 integradas em contexto profissional;
- 1 integrada em formação profissional;
- 1 cessou por mudança de residência;
- 2 cessaram participação por motivos associados à gravidez;
- 8 permanecem atualmente ativas no atelier.

Thus, **the professional integration rate of the mothers integrated in the project was 43%.**

As part of the **Project Evaluation**, an initial diagnostic questionnaire was applied to all integrated mothers, as well as a final evaluation questionnaire to those who completed their journey in the studio. According to the results of the diagnostic questionnaire, the mothers identified, in order of importance, the following reasons for the decision to join the workshop:

- improve self-esteem and motivation;
- Learn a new trade;

- improve financial conditions;
- reintegrating into active life;
- Decrease loneliness.

Regarding the impact of the project on integrated mothers, the analysis focuses on the closed cases that responded to the final evaluation questionnaire, corresponding to 9 of the 13 mothers who ceased participation in the workshop. According to the answers collected, 7 mothers considered that the project had a positive influence on changing their professional situation. The remaining 2 reported not having seen a direct impact, justifying this perception by the short period of stay in the studio, highlighting, even so, *"all the effort that the trainers have dedicated to us, trainees"*.

"Knowing that outside of what is my profession I can also learn other things/profession."

All the mothers surveyed say that the project had a significant impact on their personal lives, highlighting the following contributions:

- Increased motivation and self-confidence;
- Support in the integration process upon arrival in a different country;
- Improvement of teamwork skills, through interaction with other mothers and contact with different cultures;
- Support in baby care.

"I felt welcomed, more willing to go out, I loved meeting the people who contributed positively to my daily life."

"The Atelier was very important in my personal life. I learned a lot as a person and as a housewife. The activities developed and conversations that help in a lot of ways, especially for us immigrants. I don't know yet, I can't describe that I don't have words to thank you. Thank you very much from the heart."

"Even though we have a small child, we can work"

Still in relation to personal changes, the comparative analysis between the initial and final questionnaire shows that the 9 mothers responded positively regarding the improvement of self-esteem, motivation, teamwork and communication skills. With regard to resilience, only one mother indicated that she had not recorded improvements in this dimension.

Regarding the impact on family life, they mentioned the existence of positive changes resulting from participation in the Atelier:

- Greater social integration;
- Reduction of social isolation;
- Improvement in the dynamics and quality of family life,
- Strengthening personal confidence to support the family.

"There is not sewing there, we learn many other things by having to interact with the trainers and the other trainees. So it is a great school in all aspects and here in the family issue as well. Thank you again."

PARTNERSHIPS

The continuity and strengthening of partnerships, including collaborations started in previous years, are decisive for the development of the project, we highlight:

- Municipality of Santarém, which provides the space of the Atelier, crucial to the financial viability and sustainability of the project;
- Mundo Têxtil company that donates cotton terry towels, which cannot drain, and that allows the creation of various products in the atelier;
- Domingos Fernandes Alheiro Unipessoal company that delivers the waste created by the making of sheets with which many products are made;
- ACES – Commercial, Business and Services Association of the Municipalities of Santarém, Almeirim, Alpiarça, Benavente, Cartaxo and Chamusca – which continues to invite us to initiatives and has a sales space with our products;
- Leroy Merlin, which continues to donate sewing material and wallpaper rolls;
- Creative Africa – continues to be a partnership with great visibility and success, which combines palm leaf pieces of Mozambican origin, with the fabrics worked by the mothers in the atelier.
- McDonald's Santarém – the restaurant chain of this franchise continues to be a strong partner, with recurring orders to offer to its employees for festive occasions, this year it ordered 100 personalized lunch boxes for back to school, scrunchies for Christmas and armbands for employee identification in the McDrive section.
- Herdade da Malhadinha Nova continues to order soap bags from the project to place in the accommodation for its customers;
- Several local stores that offer various products for sale, such as Christmas ornaments: Ourivesaria Monteiro, VivaFit and P20 gyms, Bebê Mágico store, Elaine Torres Salon, among others;
- Allied to these sales and in a sharing of synergies used according to a common goal, Ajuda de Mãe's headquarters continues to order bags of different sizes from the project to create the baskets sold in Lisbon, among others;

- The project continues to have the support of Solidarity Purchase, a platform that aggregates products made by social support institutions, where individuals and companies can order their gifts with social impact.

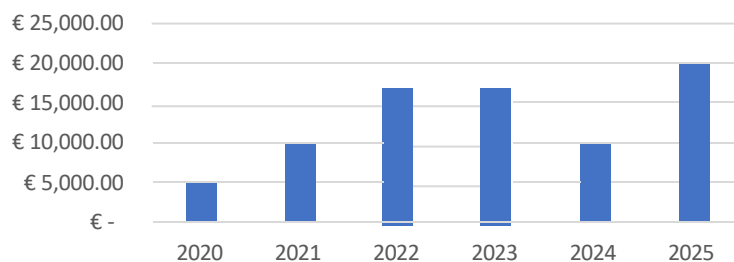
RESULTS

The year 2025 marked a phase of recovery and consolidation of the social business, reflecting the direct impact of the return of the design technique. Their continuous work, which includes hours of voluntary dedication, has resulted in a significant increase in contacts from companies and individuals, namely requests associated with special events. These results show not only the resumption of activity, but also the clear growth potential of the project:

- Total Products Sold: 6187 products
- Sales: 19.672,68€
- Expenses: 2.843,84€
- Payments to mothers: 3.062.34€
- Textile waste used: 264 kg

	2020	2021	2022	2023	2024	2025
1 Trimester	674,00€	2.390,50€	1.279,25€	3.779,96€	1.736,85€	2.809,07€
2 Trimester	698,50€	1.428,55€	1.861,59€	7.245,23€	743,50€	1.837,63€
3 Trimester	856,40€	1.230,80€	2.543,83€	2.127,24€	1.075,69€	3.721,87€
4 Trimester	2 534,30€	4.248,38€	9.819,15€	4.021,25€	5.569,39€	11.745,11€
Total	4.763,20€	9.298,23€	15.503,82€	17.173,68	9.125,43€	19.672,68€

Sales Evolution



CONCLUSION

The 2025 results confirm the recovery of the project by Ajuda de Mãe and demonstrate that continuous investment in technical monitoring is decisive for increasing sales, the professional integration of mothers and the social and environmental impact generated. Given this framework, it is considered that there is a clear opportunity to accelerate the growth of the project, reinforcing its sustainability and expanding the impact on the supported families.