



STRATEGIC PLAN

2023-25



"At Carers Worldwide, carers are at the heart of all we do and the voices of carers are central. We are making carers visible, demanding action not just awareness and laying the foundations for sustainable change"

Anil Patil, Founder & Executive Director, Carers Worldwide

Our Vision and Mission



Vision

Our Vision is a world in which every carer is valued and their needs are met.



Mission

Our Mission is to achieve recognition of the role of carers and to transform the lives of carers, their families and their communities.



Strategic Goal

Our strategic goal is to act as a catalyst to:

- Change attitudes and promote support for carers, their families and communities, empowering them towards better health, wellbeing and economic security
- Inspire systemic change in the government, private and third sectors so they recognise and respond to the needs of carers

Our Core Values

WE CHALLENGE

We constantly look for ways to innovate and evolve and challenge others to do the same

WE IGNITE IMAGINATIONS

We inspire ambition and bold ideas to tackle the issues facing carers everywhere

WE AMPLIFY VOICES

We listen to and value everyone's voice, amplifying the voices of those currently unheard

WE INSPIRE CHANGE







We empower people and organisations to make lasting changes for carers and their communities

Our Strategic Objectives

- 1 To increase the reach and impact of the Carers Worldwide Model, thereby achieving greater inclusion of family carers in low- and middle-income countries
- 2 To achieve recognition of family carers at governmental and inter-governmental level
- 3 To enable national and international NGOs and government agencies to support family carers in their respective spheres of influence
- 4 To promote carer friendly workplaces and raise awareness of family carers in the workplace
- 5 To inform future policy and practice



Our Desired Outcomes by the End of 2025

-  We will have empowered 30 locally led partners based in low- and middle-income countries to raise awareness and achieve recognition of the needs of unpaid family carers in their respective regions and embedded in local communities the skills required to meet those needs
-  We will have improved the lives of 150,000 carers and 450,000 family members across South Asia and initiated partnerships in sub-Saharan Africa
-  We will have increased the range of carer groups with whom we work, specifically young carers, carers of the elderly, carers of people living with dementia, carers of people with cancer, carers of people with non-communicable diseases
-  We will have promoted three national carers alliances and one regional carers alliance across South Asia resulting in policy level change for family carers being on the agenda of governmental and inter-governmental agencies across the region
-  We will have promoted carer-friendly workplaces through targeted engagement with the corporate sector
-  We will have brought about specific changes in the policies of the state and national governments where we are working which will promote inclusion and support of family carers



Strategic Objective 1

To **increase the reach and impact of the Carers Worldwide Model**, thereby achieving greater inclusion of family carers in low- and middle-income countries by:

- **empowering existing partners** to mainstream and advocate for carers and to demonstrate the benefits of doing so
- **establishing new partnerships** with carefully selected organisations based in low- and middle-income countries who are well placed to deliver the Carers Worldwide Model

Carers Worldwide works in partnership with experienced Non-Governmental Organisations (NGOs) in the countries where we operate to implement our Carers Worldwide Model of establishing recognition, support and rights for family carers and to promote evidence building and change at policy level. Our partners are organisations with considerable experience and reach within their areas of expertise and their locations, who are well placed to promote inclusion of carers at the grassroots and with policy makers, thus supporting our catalytic approach.

Carers Worldwide is currently partnered with 15 NGOs across five states of India, in Nepal and in Bangladesh. Moving forwards, Carers Worldwide will expand our partnership working to include a broader range of national and international NGOs and other service providers across Southern Asia, including initiating partnerships in Pakistan. Responding to demand, in the final year of this strategic period, Carers Worldwide will move into sub-Saharan Africa and initiate similar partnerships there. Long standing partners will transition from implementing partners to resource partners, providing their expertise to organisations new to working with carers and participating in policy related activities. By the end of 2025, Carers Worldwide will operate with a portfolio of 30 in-country partners, a combination of resource partners and implementing partners.

“SAMUHA has made a transformative shift in our approach by putting the carers at the forefront. We recognise that by empowering and supporting carers, we can achieve remarkable outcomes for the disabled individuals they care for.”

B Hampanna, Director and Associate Secretary, SAMUHA,
local charity partner in India



Strategic Objective 2

To **achieve recognition of family carers** at governmental and inter-governmental level by:

- building **national and regional alliances** that will advocate for **long term policy change**

Supporting advocacy and campaigning work that is grounded in the experiences of carers themselves is critical to the achievement of inclusion of carers into the mainstream and sustained change for unpaid family carers. Through co-production with carers, our partners and other strategic stakeholders, Carers Worldwide will continue to promote carer involvement at local, district, state and national level in our countries of operation. Local forums will be networked to achieve national alliances in India, Nepal and Bangladesh which will raise the voices of carers and advocate for recognition, support services and policy inclusion for all family carers. With our growing national presence, Carers Worldwide, in partnership with these alliances, will continue to use our increasing visibility to impact national level policy in the countries where we work and ensure that grassroots and national level advocacy work hand in hand to achieve long term, sustainable change. In the final year of this strategic period, an alliance at South Asia regional level will be promoted with the aim of advancing regional initiatives supportive of unpaid family carers.



Strategic Objective 3

To **enable national and international NGOs and government agencies to support family carers** in their respective spheres of influence by:

- **developing and delivering a high quality, bespoke training service** focussing on topics relating to carers and caring

Carers Worldwide has developed a body of expertise on a range of topics relating to carers and caring in our countries of operation, which is transferable to a myriad of stakeholders and replicable in other settings. We will develop training packages and actively engage with larger INGOs, not for profits and government agencies with a view to providing tailored paid-for training which will equip them to promote recognition of carers and provide support and appropriate interventions to support carer wellbeing, health, inclusion and employability.

“Whatever services we initiate, carers are part of the solution....Carers act as a bridge between families and service providers. Not looking at them will never be sustainable”

Noman Khan, Founder & Executive Director, Centre for Disability in Development, local charity partner in Bangladesh

Strategic Objective 4

To **promote carer friendly workplaces** and raise awareness of family carers in the workplace by:

- **developing and delivering a consultancy service** to the corporate sector

Carers Worldwide has a replicable, clearly defined, tried and tested model that is now embedded across multiple organisations in several countries. We now want to broaden our impact and raise our profile. One of the ways in which we will do this is by setting up a consulting business which will demonstrate to large businesses and organisations the business benefits of recognising and addressing the needs of family carers within the workforce, and will equip them to implement strategy, policy and operational changes to support employees faced with such challenges. We will share our expertise with businesses so that they can retain carers thereby reducing staff turnover, improving productivity and improving job satisfaction, all of which will add value to businesses.

“The most successful person in the corporate world can suddenly find their world fall apart as they try to meet work commitments and care for a loved one. So this is an incredibly exciting initiative which will extend support to carers wherever and whoever they are, increasing awareness and bringing recognition of their needs across the corporate sector.”
Alastair Page, serial tech entrepreneur and Carers Worldwide Trustee



Strategic Objective 5

To **inform future policy and practice** by:

- **building up a body of evidence** on family carers and the interventions that support them in their caring roles

There is little evidence available to provide substantial information on the topic of carers and specifically the issues that unpaid family carers face in low- and middle-income countries. Carers Worldwide will continue to gather detailed demographic and qualitative data on unpaid family carers and will strengthen data collection using electronic data capture methods. Research is required into the numbers, characteristics and needs of distinct groups of carers and into the support and interventions that support them in their caring roles. In collaboration with our partners, academics, service providers and others working in the (I)NGO sector, Carers Worldwide is well placed to take a lead role in identifying relevant research topics and co-ordinating such research. We are well-networked and in a position to effectively promote the dissemination of the results and recommendations of research and evidence gathering activities at country and international level in order to effect long term change for carers.



Key research areas include:

- Young carers
- Impact of caring on the health and wellbeing of carers – as a whole and on specific groups of carers (eg. caring for a person with a disability, caring for a person with mental health needs)
- Economic impact of caring on the family
- Effectiveness and replicability of the Carers Worldwide Model
- Situation of carers in refugee camps
- Caring as a barrier to social inclusion and employment
- Informal care in the future of care and caring in Asian countries
- Reviewing existing policies and legislative frameworks in our countries of operation and recommending development of carer-friendly policy actions in areas such as care and employment; health and wellbeing of carers; poverty and social exclusion; young carers

Specific tasks will be undertaken under each of the following work streams:

- Embedding research and evaluation into all projects
- Stimulating international research interest
- Highlighting needs and sharing best practice
- Conducting periodic policy reviews in all the countries where we operate

Measuring Our Achievements

As well as measuring ourselves against the strategic objectives outlined throughout this document, we will measure the impact of our interventions through analysis of the following change criteria:

- Health, wellbeing and social functioning of adult and young carers
- Levels of income of families containing a carer
- Strength and functioning of carers' groups, cluster committees and Carers Associations
- Levels of change in practice and policy amongst partner organisations, practitioners, companies, governments and other stakeholders
- Work life balance of family carers who are employed in the companies we have worked with
- Strengthening of capacity of local, national and international NGOs to include family carers

Reviewing Our Progress

We will review the progress we are making towards our strategic objectives three times a year and will hold an annual review each autumn. We will do this as a joint staff and Trustee team and will also involve the opinions and voices of our partners, other stakeholders and carers. Our progress and learning will influence our next steps at each stage of the strategic plan, to ensure our work remains on track, relevant and informed.

“We know that there are so many more communities where support for unpaid family carers is desperately needed. This strategic plan demonstrates our resolve to increase the scale, the impact and the pace of change we strive to deliver to meet this pressing need.”

Jonathan Freeman, Carers Worldwide Chair of Trustees

Our Vision to 2030



By the end of 2030 we aim to have:

- ✓ Directly transformed the lives of 500,000 carers and family members
- ✓ Positively impacted the lives of another 10 million through policy change



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