

STRATEGIC PLAN 2017 – 2019

Catalysing Action for Carers in Developing Countries



Vision

Our vision is a world in which the needs of every carer are routinely met in order to achieve physical, emotional, economic and social wellbeing for each individual.

Mission

Our mission is to enable carers, service providers, policy makers and other stakeholders to recognise and respond to the needs of carers in the developing world, ensuring balance and equal value is given to the needs of the carer and the person receiving care.

Strategic Goals

Our strategic goal is to **serve as a catalyst** to:

1. **Bring about systemic change** in the work of governments, charities and other agencies so that they recognise and respond to the needs of carers in the developing world.
2. **Facilitate the provision of support for individual carers and their families** in the developing world, bringing them better health, wellbeing and economic security.

Strategic Objectives 2017 – 2019

We will achieve our strategic goals through the following objectives:

1. To **work in partnership** with **12 delivery organisations** in **4 countries** in the South Asia region, reaching 20,000 carers, 20,000 cared-for individuals and their 60,000 family members
2. To provide **bespoke training and consultancy support** to **influential stakeholders** to enable them to take up and mainstream the issue of carers¹
3. To initiate the development of **sustainable social enterprises** to provide services for carers through conducting a feasibility study establishing current provision, the demand for services and new options for setting up a unique, user led model for 'paid for' care services
4. To **build evidence** of the needs of carers and measure the impact of our strategic interventions through partnerships with academics and the collection of evidence from partner organisations.
5. To **advocate** with policy makers at regional, national and international levels in order to achieve recognition of carers, and to promote the formation of regional carers' associations, ultimately leading to a multi-national carers' movement.

¹ The countries where we provide this support may change over time depending on needs.

Desired outcomes for 2017 – 2019:

- We will increase our visibility and impact, operating as an internationally recognised and respected catalyst for change, working through partners and others to raise awareness and achieve recognition of the needs of unpaid family carers in low and middle income countries and embed the skills required to deal with these needs in local communities.
- We will have improved the lives of 20,000 carers and 80,000 family members across South Asia.

Measuring our Achievements:

As well as measuring ourselves against the targets outlined above, we will have measured the impact of our interventions through analysis of the following four change criteria:

- health, wellbeing and social functioning of carers;
- levels of income of families containing a carer;
- strength and functioning of carers' groups;
- levels of change in practice and policy amongst partner organisations and other stakeholders