

Our Objectives

How we will deliver our strategy

1

Reach and engage more carers early in their caring role

[Read more on page 07](#)



2

Develop new innovative models of collaboration, delivery and programmes with the potential to scale our reach and impact

[Read more on page 09](#)



3

Achieve the highest quality of support possible, so we can maximise the difference made to carers' lives

[Read more on page 12](#)



4

Champion talent and diversity

[Read more on page 14](#)



5

Grow and diversify our income to enable us to achieve more for carers

[Read more on page 16](#)

