



the  
care  
workers'  
charity

## Vision, Mission & Values

### VISION

We envision a world where care workers are recognised as skilled professionals who are valued, supported, respected and resourced to be in a strong position themselves, and so they can deliver exceptional care.

### MISSION

The Care Workers' Charity is dedicated to advancing the financial, professional, and mental well-being of care workers across the UK. We achieve this through grants, resource guidance, training and development, mental wellbeing support, and advocacy for fair pay, working conditions and recognition. Through our initiatives, care workers receive crucial assistance during times of need and benefit from ongoing development opportunities and meaningful engagement in shaping the policies that affect their profession.

### VALUES

**Care Worker-Centric:** We prioritise the needs and voices of care workers in all aspects of our work, ensuring that their experiences and insights guide our initiatives.

**Providing Better Care:** We believe that when care workers are in a strong position, they not only provide excellent care but can also become powerful advocates for those accessing social care services, friends, family, and the wider community.

**Compassionate Support:** We provide immediate financial aid and mental health resources to care workers facing crises, fostering a supportive environment where they feel valued.

**Advocacy for Change:** We advocate for fair wages, respect and recognition, comprehensive training, and improved working conditions for care workers, actively campaigning to raise awareness and drive systemic change within the caregiving profession.

**Collaborative Partnership:** We collaborate with organisations and stakeholders to amplify our impact, working together to address the interconnected challenges faced by care workers and the individuals they support.

**Continuous Learning and Innovation:** We embrace innovation and research to better understand and address the evolving needs of care workers, fostering a culture of learning and improvement within our organisation.

# The Care Workers' Charity Theory of Change

