



Strategic Plan 2024–2027

THE CARE TRUST

STRATEGIC PLAN 2024-2027

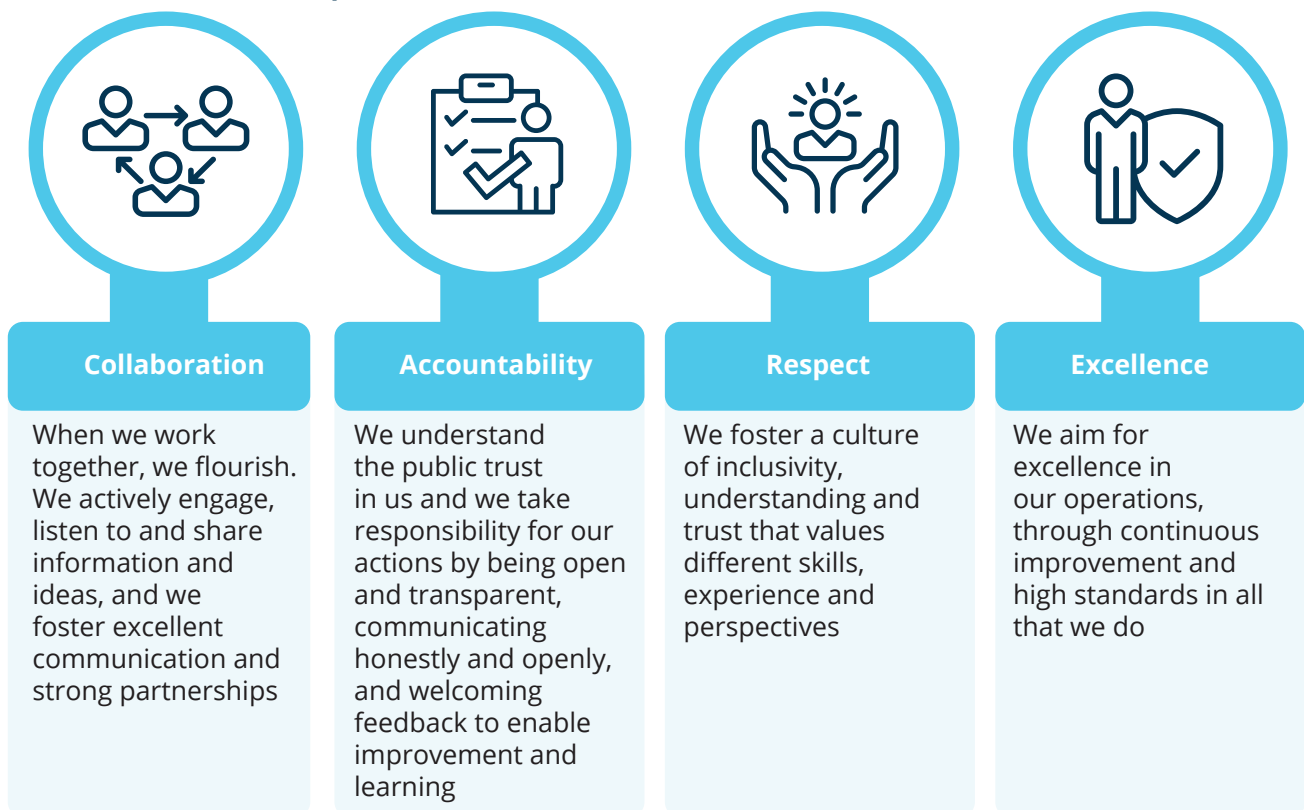
The Care Trust is a registered charity raising funds from the general public on behalf of our Charity Partners CRC and Rehab Group, and various Special Charitable Projects.

We raise funds to enable our partners to provide vital services and support, to adults and children with disabilities and other vulnerable groups. Since our establishment in 1974, The Care Trust is committed to empowering lives and building brighter futures through our fundraising efforts to support our Charity Partners.

The **mission statement** of The Care Trust is to raise funds to enable innovation, development and enhancement in the services of our Charity Partners that will make demonstrable differences to the lives, potential and well-being of the people our Charity Partners support.

The **values** of The Care Trust underpin our work and guide us in our decision making and operations.

OUR VALUES ARE;



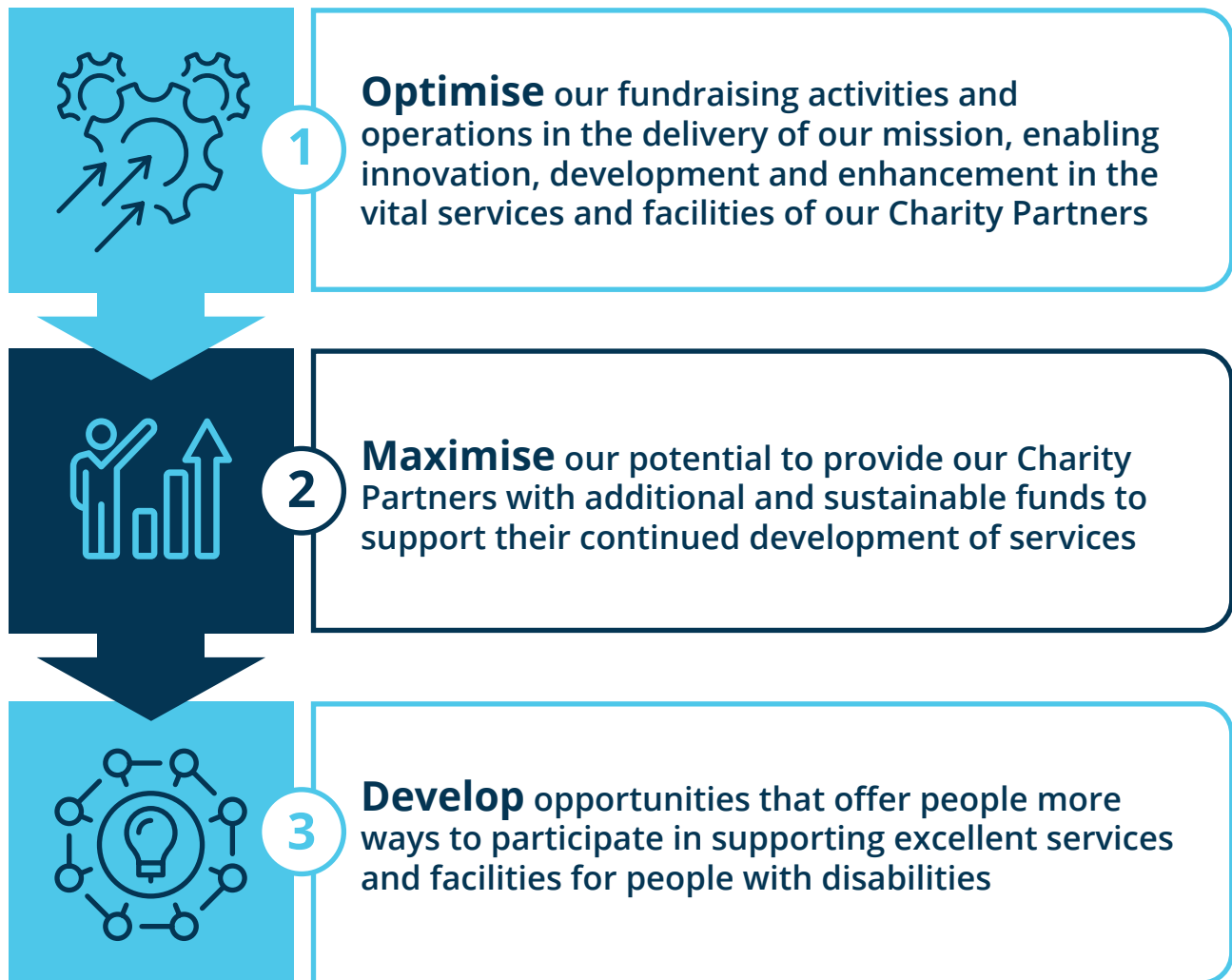
Through the generosity of our Supporters we raise essential funds to positively impact the lives of thousands of people and families supported by our Charity Partners across Ireland. The Care Trust works closely with CRC and Rehab, our owners, as well as our main Charity Partners, aligning our mission and work with their strategic priorities and the opportunities their services offer to enhance the life experience and realise the potential of the people they support.

Our strategic vision for The Care Trust is to be a robust organisation, with engaging and enduring Supporter relationships, efficient operations, effective and trusted fundraising approaches, and strong collaborative partnerships. The work of The Care Trust will ensure long-term impact on the lives of the many people supported through the essential services and facilities delivered by our Charity Partners.

This Strategic Plan sets direction and ambitious priorities for The Care Trust for the next three years. We have three key strategic priorities that will guide us in building on the work already achieved by The Care Trust, develop and enhance our fundraising approach and support us in navigating the way ahead and any challenges we face.

OUR STRATEGIC PRIORITIES

TO FULFIL OUR MISSION, WE WILL:



OUR STRATEGIC FOCUS

WE WILL FOCUS ON:



OUR SUPPORTERS

From first contact to continued and deeper commitment, we aim to develop our Supporter relationships, and deliver an excellent Supporter experience. We will do this through engaging with our Supporters, fostering our relationships and communicating the funding needs of our Charity Partners. We will demonstrate how their contributions are used and the impact their support makes in the lives of the people our Charity Partners support. We will actively work to ensure our Supporters value a long-term association with The Care Trust.



OUR FUNDRAISING

We will identify opportunities for maximising our fundraising income and deepening and broadening our fundraising model. We aim to optimise and improve our fundraising effectiveness, instilling a culture of excellence in everything we do—the products, processes, and purposes that achieve support for our Charity Partners. We do this to ensure they can deliver great outcomes through their services and facilities.

We will develop a strong partnership with our Charity Partners to enhance collaboration, deliver effective fundraising planning, great communication, storytelling and a focused use of funds. We will maximise our fundraising income and demonstrate to our Supporters the funding needs and impact of their support.



OUR OPERATIONS

We will ensure that we have and support the team that delivers on our mission. We will have the technical, financial and information systems to allow us continually improve and develop our operations. This will ensure our organisational operations are efficient, adaptable and effective and we have the resources to fulfil our objectives.



OUR GOVERNANCE

We will continue to ensure that our management and Board governance practices are of the highest standard, in the delivery of our charitable purpose and in our accountability to our Supporters, owners and the general public. This will ensure the robust organisational structure to allow us to deliver on our mission.



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Registered in Ireland No: 45561

Registered Charity No: CHY 13691

Charities Regulator No: CRA 20043285

The Care Trust

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