

Centre for ADHD & Autism Support

Strategy 2025-30

Centre for ADHD & Autism Support

Introduction from the CEO

As Chief Executive of the Centre for ADHD and Autism Support (CAAS), I am delighted to present our new strategy, shaped by the insight and contributions of more than 150 people from across our community. This strategy builds on the successes of the last strategic period, which saw us strengthen our infrastructure, grow our income and staff team, and embed the systems and practices that now enable us to look forward together, to continue to create positive change for ADHD and autistic people.

Our strength as an organisation comes from our lived experience and deep understanding of ADHD and autism. Around 70% of our staff and Board are themselves ADHD or autistic, or carers of someone who is, and this is combined with nearly 30 years of delivering evidence-based, impact-led services and working with professionals to share good practice.

We are proud of what we have achieved in recent years: expanding our services to support people of all ages, for both conditions, and at every stage of their diagnostic journey. This strategy sets out how we will build on that success through four clear imperatives: being Client Led, so that our services truly meet the needs of our ADHD and autistic community; Comprehensive and Inclusive, offering a broad range of services and resources that are accessible to all; Committed to Quality, ensuring everything we deliver is high-impact and trusted; and Creators of Change, driving awareness and influencing systems to create genuine improvements to the services our clients access.

We will achieve this by focusing on four key enablers: Staff, by investing in their learning, development, and wellbeing; Income, by diversifying and growing our funding streams to strengthen sustainability; Infrastructure, by continued improvement and investment in our processes and practices; and Partnerships, by building strong relationships with professionals, funders, delivery partners, and clients.

This strategy comes at a critical time. Demand for assessment and support is at record levels, and while CAAS has strong partnerships locally, and delivers vital support, funding uncertainty and system pressures mean we must plan for sustainability. This strategy, which will take us to 2030, will enable us to grow our impact and strengthen our resilience.

We can only achieve this strategy with the support of our incredible staff, trustees, funders, our partners and you! Thank you for everything you have done to bring us to this point. We invite you to join us as we take the next steps together, in building a world in which all ADHD and autistic people can thrive.



Our Vision, Mission, and Values

Our Mission:

To support, educate, and empower ADHD and autistic individuals,
their families, and the professionals and communities around them.

Our Vision:

We aim to drive lasting, positive change for ADHD and autistic individuals by increasing awareness, acceptance and understanding of ADHD and autism, and by improving the accessibility and inclusivity of services for our community, to the benefit of all.

Our Values:

Our work will be guided by our values, which are:

- **Integrity:** We are honest, professional, and consistent. We deliver to the best of our abilities, listening and learning to continually improve what we do.
- **Valuing Difference:** We believe that diversity makes us stronger. We are neuro-affirmative in all our work.
- **Passion:** We are driven to achieve positive impact for ADHD and autistic people, and to create inclusive communities where people can thrive.
- **Collaboration:** We work with ADHD/autistic people to amplify their voices. We never aim to speak for them. We work with each other, our funders, our partners, and our community, to achieve our mission.
- **Trust and Respect:** We always treat others with the utmost respect. Our services are impact and client-led. We can be relied upon.

What CAAS Does



All of our work aims to achieve at least one of our three key objectives:

To Support:
CAAS aims to provide support and understanding in a safe and non-judgemental environment. As well as having relevant qualifications and training, the personal experience of staff, along with empathy and understanding, means those who use our services feel a sense of belonging when they access the centre. We provide a comprehensive service that supports people wherever they are on their diagnosis journey.

To Educate:
Understanding and increased awareness and acceptance come through education. CAAS provides training and other educational sessions using skilled staff, tried and tested resources, and informed by lived experience, ensuring a variety of meaningful learning opportunities that drive positive change.

To Empower:
Through our work, CAAS empowers those who use our services to be more confident and independent, enabling them to advocate for what they need, and feel more positive about the future.

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Our Strategic Enablers

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We will only be able to deliver on our Strategic Imperatives if we continually improve and develop the way we work. This means we need to make effective use of our key Strategic Enablers:

Staff

We will invest in learning and development, prioritise wellbeing, share good practice internally, and ensure our culture is rooted in our values and our work is purpose-led. Our team will be equipped and supported to deliver high-quality, impactful services, and be able to articulate the difference we make.

Income

We will diversify and grow our unrestricted fundraising streams and develop commercial activity that strengthens our sustainability. We will ensure our funding activity supports our financial resilience.

Infrastructure

We will advance our use of technology for both operational processes and service delivery. We will strengthen documentation, prioritise effective service evaluation, and expand volunteer involvement. Digital skills and capacity will underpin impact story-telling, and content creation.

Partnerships

We will build strong relationships with our clients, funders, delivery partners, and with the professionals who work with our community. We will grow our networks to better reach under-served communities. We will collaborate to improve services and avoid duplication. We will communicate professionally with our clients' best interests in mind.

Our Strategic Imperatives

CAAS will be a strong, thriving, mission-driven organisation if it is:

Committed to Quality

CAAS offers a broad range of accessible and inclusive services, for clients of all ages and stages of diagnosis.

Comprehensive & Inclusive

CAAS has an excellent reputation for quality services and resources, and we are trusted by clients, partners and other service providers alike.

Client-Led

CAAS delivers the impact-driven services that our clients need.

Creating Change

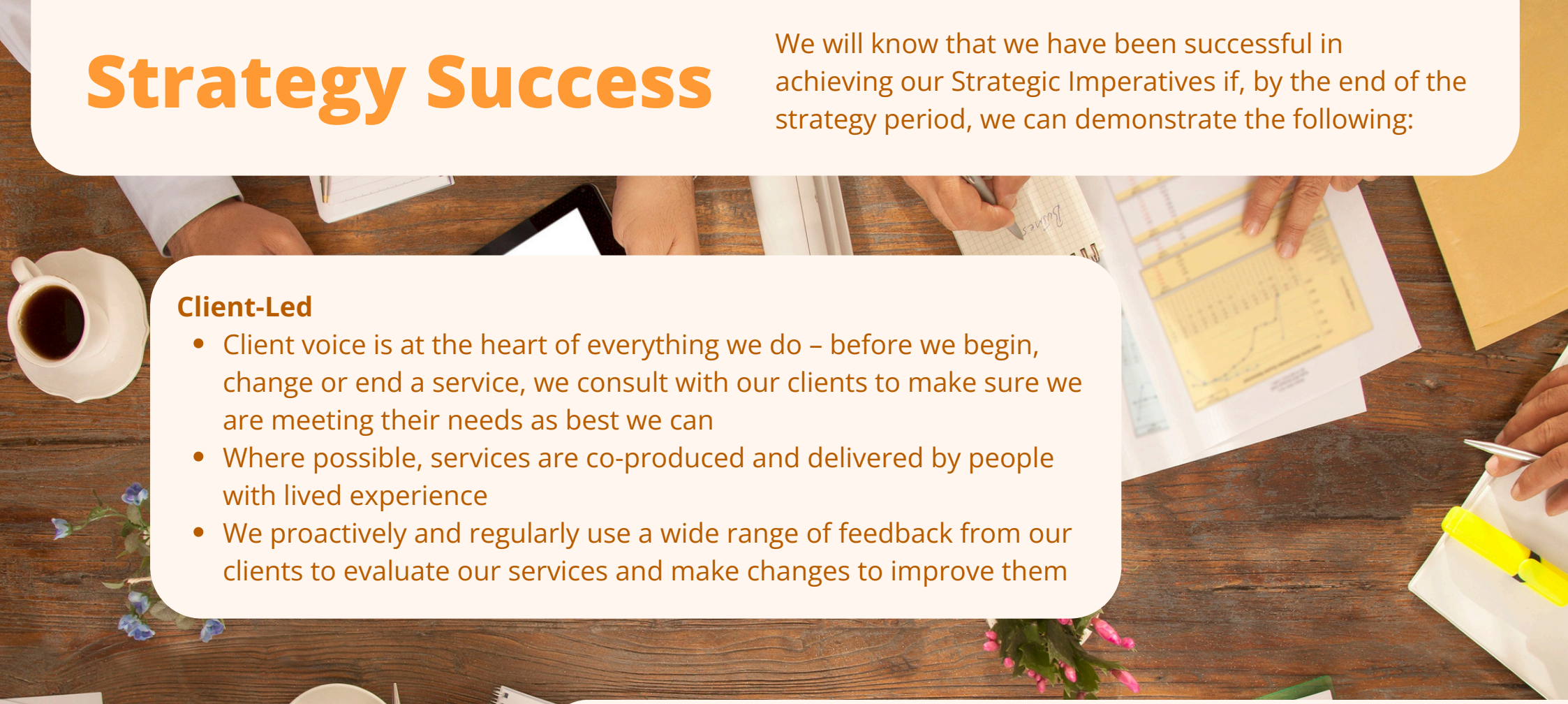
CAAS raises awareness and understanding of ADHD and autism and shares best practice to drive positive changes for our community.



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Strategy Success

We will know that we have been successful in achieving our Strategic Imperatives if, by the end of the strategy period, we can demonstrate the following:



Client-Led

- Client voice is at the heart of everything we do – before we begin, change or end a service, we consult with our clients to make sure we are meeting their needs as best we can
- Where possible, services are co-produced and delivered by people with lived experience
- We proactively and regularly use a wide range of feedback from our clients to evaluate our services and make changes to improve them

Comprehensive and Inclusive

- We offer a broad range of services, for clients of all ages and stages of diagnosis, for both ADHD and Autism
- We are welcoming and accessible, and we actively engage with under-served communities to encourage them to use our services
- We continually make changes to our practice to ensure we are inclusive in how we deliver our work
- We offer a wide range of resources and information on our website as well as in person

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Strategy Success (cont.)



Committed to Quality

- We deliver services that are high quality and impact-led
- Our content and resources are quality-controlled and neuro-affirming
- We are trusted by our clients and by the professionals we work with
- We drive constructive conversations across our communities.

Creating Change

- We raise awareness and understanding of ADHD and autism
- We lead by example, and we share best practice
- We proactively contribute to the development of wider neuro-affirming practices and systems
- We articulate our impact effectively to strengthen our income, reputation and influence

Centre for ADHD & Autism Support

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Thank you for reading

CAAS was established nearly 30 years ago, with a clear mission to support, educate, and empower ADHD and autistic individuals, their families, and the professionals and community around them. We hope this strategic plan can help us achieve this mission for many more people in North-West London in the coming years.