CAAS Strategy 2025-2030

Our Mission

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

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

Client-Led

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

- 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

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

- 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

Committed to Quality

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

- 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

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

- 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

Our Strategic Enablers

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.

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, and with the best interests of our clients in mind.

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.