

ALTOGETHER STRONGER

FIVE-YEAR STRATEGY
2026-2030

OVERVIEW

A CHANGED WORLD

The Jewish community is changing. We're ageing – by 2031, one in five people in Britain will be over 65. Dementia cases are rising sharply. No less than 26% of our community now experience mental health challenges.

Families are balancing care, work and financial pressures. Public services are stretched. Antisemitism and the cost-of-living crisis are increasing isolation and anxiety.

At the same time, Jewish identity is more diverse and expressed in many different ways. Older people want independence, not institutions. Younger people are asking for earlier mental health support.

The need for care, connection and community has never been greater. That is the driving force behind this new strategy.

LISTENING AND LEARNING

This strategy was built through the most wide-ranging consultation in Jewish Care's history.

- Hundreds of conversations with staff and volunteers
- Workshops with residents, families and services users across care homes, community centres and mental health services
- Discussions with donors, partner organisations and leaders across the Jewish community
- Independent data analysis on ageing, dementia, mental health and philanthropy trends

People told us what they need most: help to stay as independent as possible, confidence that care is there when it's needed, better mental health support, stronger community connection – and for every service to feel *Jewish at heart*.

Their message was clear: the world has changed and Jewish Care must change with it.



OUR RESPONSE: ALTOGETHER STRONGER

Altogether Stronger is our shared plan for the next five years – our commitment to care better, think bigger and act together.

It's about strengthening the care and services people rely on, adapting how and where we deliver them, and leading with Jewish values of compassion and dignity.

Because none of us alone is stronger than all of us together.



OUR PURPOSE, MISSION AND VISION

Everything we do flows from our:

Purpose

We exist so that people in the Jewish community can lead better lives – with dignity, purpose and connection – and receive the care and support they need at every stage of life.

Mission

We put our purpose into action by offering residential and community based services that support people to take control of their circumstances, make informed choices, manage their mental and physical health effectively, and feel connected and supported.

Vision

A Jewish community in which everyone feels supported, connected and valued. Where ageing, illness or hardship can be faced with dignity and purpose.

WHAT 'ALTOGETHER STRONGER' MEANS FOR JEWISH CARE

Support twice as many people through our community services.

Strengthen our existing services and deliver new services where the community most needs them.

Raise £100million in voluntary donations to fulfill our purpose.

Remain a trusted Jewish presence, offering clear guidance, care and connection that reach everyone in the community.

Over the next five years this strategy will help Jewish Care to support more people, in more ways, wherever and whenever we're needed.

Our aim is to:

Lead in three critical areas: dementia care, mental health support and end-of-life care.

Touch more lives indirectly, reaching as many as one in five of the Jewish community through families and carers.

Stay sustainable, through innovation, technological improvement, constant learning, strong estates, and by engaging supporters across all generations.

OUR OUTCOMES

If we deliver these activities, we will achieve the following outcomes. These form our four pillars of change. As a result, people in the Jewish community will have:

Choice and control

The knowledge, confidence and support to make informed choices and take control, have agency and self-advocate on their care journey.

Health and wellbeing

Their care needs met. They are better able to cope with mental and physical health challenges and experience improved wellbeing.

Connection

The ability to engage meaningfully, helping them to feel less lonely or isolated. They are able to give and receive support in a mutually supportive community.

Identity and self-worth

The knowledge that they are being heard and understood. They feel comfortable to be themselves and receive support, which is person-centred, and respects their identity, needs and wishes.

WHAT THIS MEANS FOR ALL OF US

Altogether Stronger is both a strategy and a spirit.

It's how we lead, collaborate and care.

It's the belief that when we bring our people, values and purpose together, we become more than an organisation – we become the beating heart of a compassionate Jewish community.

**CARE. CONNECTION. COMMUNITY.
ALTOGETHER STRONGER.**

To find out more about Jewish Care's 2026-2030 Strategy, visit jewishcare.org/strategy2030