



## CASE STUDY

### Sahan Cares

Home care services

(R1/R2/R3)

#### Background

Abdul Shii's family started [Sahan Cares](#), a social enterprise that provides home care and support services to the elderly, based on their experience as Somali refugees in West London. Abdul recalls that his family's gratitude and relief for being in the UK was tempered by the challenges of a new culture and language and their rough urban environment. Abdul's mother, determined to pursue her dreams, learned English and enrolled in college, but saw that other Somali women lacked similar opportunities. She first established a charity that offered basic language and customer service training to them. When it became clear that training didn't always lead to employment, she got the idea to launch a social enterprise that would create jobs, and Sahana Cares was born. Moreover, having received government assistance as newcomers, Abdul's family was determined to give back to British society with a social enterprise that reduces dependency and promotes self-reliance.

#### Refugee Employment and Impact

Sahan Cares is a family-run enterprise, relying on Abdul's mom's vision and expertise in human resources and his siblings' education and experience in health care and business. All of Sahana Cares' home care workers are refugees. According to Abdul, their values and empathy make them uniquely suited to this field; all they need is training and empowerment. Sahana Cares has low turnover and recruitment costs. While the home care industry is notorious for poor work conditions, Sahana Cares offers contracts and flexible schedules to all employees. Today, they have trained over 300 permanent health and social care

workers free of charge and created over 250 local jobs. Their employees are mostly single mothers, which has important knock-on effects, empowering their kids and establishing the first step towards social and economic mobility. This is an important goal of Sahana Cares for their community. Ultimately, they would like to establish a partnership with a local university to create a pathway for nursing and other courses, especially given the healthcare worker shortage in the UK.

#### Plans for the Future

Sahan Cares is a regional brand in West London and mainly works with the public sector. They have grown organically so far and reinvested profits to provide additional training and support to their employees. They are now considering diversifying their clients and risk; expanding into new ventures, potentially nationally; and accelerating their growth with external financing. Abdul would like mentors to help them with business strategy and scaling. They would also like to pursue larger tenders and establish relations with private sector health care facilities.

Sahan Cares has not relied on their story and impact to attract customers, but they would like to emphasize it more going forward, especially to support refugee communities and create narrative change through their model. Some of Sahana Cares' elderly clients initially struggle when they meet their care workers, but this changes quickly. Relationships soon develop with the whole family, minds change, and prejudices break down. Abdul, who was awarded ["Young Entrepreneur of the Year"](#) by the Federation of Small Businesses in 2022, says, "when I read stories of refugee entrepreneurs in the paper, I feel proud. These stories dispel the myth that refugees come and just rely on benefits."