



## Rebuilding Care in Africa — and Beyond

From the Founder's Desk

Africa's care system isn't broken because we don't care, it's broken because we never built a system that values care. At CareNestPro, we're rebuilding that system with structure, dignity, and trust.

Dear CareNestPro Community,

Across Africa, caregiving has always existed in our homes, our neighborhoods, our culture. But somewhere along the line, it became invisible.

The people who look after our parents, our children, and our loved ones are too often seen as "house helps," not professionals. They rise before dawn, sleep last, and carry the quiet weight of our wellbeing. Yet, their work is undervalued, unregulated, and underappreciated.

When I began looking for professional caregivers for loved ones, I realized something simple but profound:

There was no structure. No standard. No trust.

Families didn't trust the caregivers they hired.  
Caregivers didn't trust the families they served.  
And the entire system ran on survival not professionalism.

That moment revealed the truth:

Care in Africa wasn't failing because people didn't care it was failing because we never built a system that valued care as a profession.

Why We Built CareNestPro

CareNestPro was born out of that realization, out of a desire to rebuild dignity, trust, and opportunity in the care ecosystem across Africa and beyond.

We are creating a system where caregiving is not just a job, but a respected career.

Through the CareNestPro Academy, we train and certify caregivers men and women alike to global standards, giving them the skills, ethics, and confidence to serve families professionally.

Through CareNestPro Connect, we link these trained caregivers to families who need them ensuring that every placement is supported by background checks, medical screenings, and verified credentials.

But our work doesn't stop at connection. We're building an entire care infrastructure.

### Educating the Public Through CareNestPro Advocacy

CareNestPro Advocacy is our voice for change, a social movement focused on educating families and communities about proper caregiving, health, and homecare standards.

From dementia awareness to child safety, hygiene, nutrition, and mental wellness, we're using storytelling, outreach, and education to reshape how Africa understands care.

Our goal is to help people see caregiving not as an act of desperation, but as an act of leadership and compassion, one that deserves structure, respect, and lifelong learning.

### Raising the Standard of Trust

At CareNestPro, we believe that real care goes beyond skills, it requires the right heart and mindset.

That's why our verification system now includes:

- Comprehensive background checks (criminal, identity, and reference verification)
- Medical screenings to ensure safety and wellness
- Psychological and behavioral assessments to evaluate empathy, patience, and emotional stability
- Professional ethics orientation preparing caregivers to manage stress, respect confidentiality, and communicate effectively

Every certified caregiver goes through psychological testing and emotional intelligence checks before being approved to serve in homes.

Because caring for others starts with being emotionally sound and mentally prepared.

This layered verification process makes CareNestPro one of the first platforms in Africa to combine technical training, emotional readiness, and verified accountability, setting a new benchmark for trust in caregiving.

## The CareNestPro Registry — The Future of Verified Care

We've also built the CareNestPro Registry — the first verified database of certified caregivers across Nigeria and beyond.

This registry creates visibility and credibility for trained caregivers, allowing families, hospitals, schools, and institutions to hire with confidence.

Every caregiver listed has passed through our training, verification, and psychological readiness checks.

This is more than a directory, it's a declaration that care is now a recognized profession with measurable standards.

## Bridging Africa and the Diaspora

Every day, Africans living abroad worry about their loved ones back home.

“Who's taking care of my parents?”

“Can I trust the person watching my children?”

Through CareNestPro Connect, we're bridging that gap, connecting diaspora families with trained, verified, and psychologically assessed caregivers across Africa.

Because a caregiver in Lagos should be as respected as a nurse in London. Care is universal, but trust must be earned.

## Redefining the Future of Care

Africa's growth isn't only about technology or infrastructure, it's about how we care for our people.

True leadership begins with empathy, with building systems that protect the vulnerable and empower those who serve.

At CareNestPro, we're not just creating a business.  
We're building a movement.

A movement where caregivers are professionals.  
Families feel secure.  
And care becomes the heartbeat of progress.

### A Call to Action

To families: trust the professionals who dedicate their lives to care.  
To caregivers: take pride in your calling — you are lifesavers.  
To policymakers and partners: invest in the care economy — it's the foundation of every thriving society.

If the last generation built wealth,  
ours will build care.

Warm regards,  
Ayotunde Ajiboye  
Founder & CEO, CareNestPro  
Equipping hearts, empowering hands — raising the standard of care in Africa & beyond

[www.carenestpro.com](http://www.carenestpro.com)  
Lagos | Los Angeles | Expanding Across Africa & Beyond

"Real care goes beyond skill — it starts with empathy, emotional readiness, and trust.  
CareNestPro is redefining what it means to be a caregiver in Africa & beyond" –  
Ayotunde Ajiboye, Founder & CEO, CareNestPro