



Ronald McDonald
House Charities®
Atlanta

Our 2023-2027 Strategic Plan



VISION

Families have access to care throughout their child's healthcare journey.

MISSION

Provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

VALUES

Hospitality
Excellence
Affirmation
Respect
Teamwork

PILLARS

Enhance Mission Impact

Drive Reach & Engagement

Expand Financial Resources

GOAL 1

GOAL 2

GOAL 3

GOAL 4

Offer equitable access and high-quality support to children and their families throughout their healthcare journey

Deepen relationships and enhance brand understanding

Recruit and retain diverse, top-tier board, volunteers, and staff

Strengthen long-term financial sustainability

DESIRED OUTCOMES FY2023-FY2027

- ▶ Open new House on time and on budget
- ▶ 100% of families receive follow up post-stay to determine needs
- ▶ Annual increase in mission understanding among target audiences and partners
- ▶ Annual retention of donors at or above average donor retention rates
- ▶ Annual increase in number of actions/touchpoints with new & existing supporters

GOAL 1	GOAL 2	GOAL 3	GOAL 4
<p>Offer equitable access and high-quality support to children and their families throughout their healthcare journey</p>	<p>Deepen relationships and enhance brand understanding</p>	<p>Recruit and retain diverse, top tier board, volunteers and staff</p>	<p>Strengthen long-term financial sustainability</p>
<p>INITIATIVES:</p> <ul style="list-style-type: none"> Expand access to Family Rooms and Care Mobile Deploy additional technology throughout the Houses, including an app Expand Family Services support pre- and post-stay Continually measure the guest experience 	<p>INITIATIVES:</p> <ul style="list-style-type: none"> Amplify the reporting of our impact Explore new and expand existing partnerships that increase referrals and support services Bridge the gap between awareness and understanding among target audiences Maintain relationships with children and families served 	<p>INITIATIVES:</p> <ul style="list-style-type: none"> Engage in targeted volunteer recruitment to achieve skill, diversity, and organizational goals Cultivate long-term volunteer loyalty and convert volunteers to donors Maintain accountability and increased diversity within the Board Expand staff capacity, balance, and professional growth Assure that human resources policies and practices are meaningful to new and existing employees 	<p>INITIATIVES:</p> <ul style="list-style-type: none"> Build new House and execute transactions and move by March 31, 2027 (or board designated timeline) Maximize revenue from special events Reach existing donors with planned giving information Cultivate existing and develop new relationships with foundations, individuals and companies Drive revenue through relationships with McDonald's operators and crew Cultivate lifelong donor loyalty through high-value personal interactions Maximize engagement, revenue and diversity of affinity groups Explore accepting Medicaid payment for housing