



ATLANTA RONALD McDONALD HOUSE CHARITIES STRATEGY 2020

Mission

The mission of Atlanta Ronald McDonald House Charities is to nurture the health and well-being of children and families.

Vision

By serving more families and enhancing services, we will strive to be one of the children's charities of choice in metro Atlanta.

Values

Hospitable: Receive guests, volunteers and supporters in a warm and welcoming manner

Expectation of Excellence: High performance culture, striving to be mission minded in all we do

Affirmation: Dedicated to offering emotional support and positive encouragement

Respect: Showing humility and compassion, putting others before ourselves

Teamwork: "None of us is as good as all of us." - Ray Kroc, McDonald's Founder



Charity Strategy Map

Awareness & Relationships

Services & Programs

Advanced Technology

Passionate People

Financial Security

SERVICES & PROGRAMS

ENHANCE THE LIVES OF CHILDREN AND FAMILIES BY DELIVERING WORLD-CLASS PROGRAMS.

- Introduce care mobile to support children in the local community
- Enhance House experience through improved facilities
- Improve transitions between the hospitals, the Charity and the families' homes
- Enhance the in-house experience to make our House more of a "home"
- Build out Family Rooms in the local hospitals for the Charity to serve local families

FINANCIAL SECURITY

- Create and implement a long-term financial security plan for the Charity
- Develop a comprehensive donor giving capability

PASSIONATE PEOPLE

- Develop a "Best-in-Class" volunteer program
- Find, keep and motivate our staff by enabling them to continue to grow professionally

ADVANCE TECHNOLOGY

- Become the most technologically advanced House in the system
- Invest in technology to improve the guest and volunteer experience

AWARENESS & RELATIONSHIPS

- Build a public awareness campaign to increase local understanding of our mission
- Ensure diversity in the Board and Advisory Council
- Increase the number of corporate sponsorships