

ARMHC Strategy



Atlanta Ronald McDonald House Charities Strategic Plan 2019-2023

WHAT GUIDES US

Core Beliefs

- We believe children deserve access to quality pediatric healthcare
- We believe a life threatening illness or injury is the worst time in a family's life
- We believe children heal better and faster when their family is close
- We believe that supporting a family makes the family stronger

Our Mission:

To nurture the health and well-being of children and families

Our Vision

To ensure families seeking care for their child are supported improving their coping skills and psychological well-being, resulting in better outcomes for their child

OUR APPROACH

Strategic Priorities

Services & Programs

Advancing Technology

Awareness & Relationships

Financial Security

Passionate People

THE OUTCOMES WE SEEK

Ronald McDonald Houses

- Improve well-being of families with ill and injured children
- Reduce financial impact to families of seeking care for their child
- No family turned away

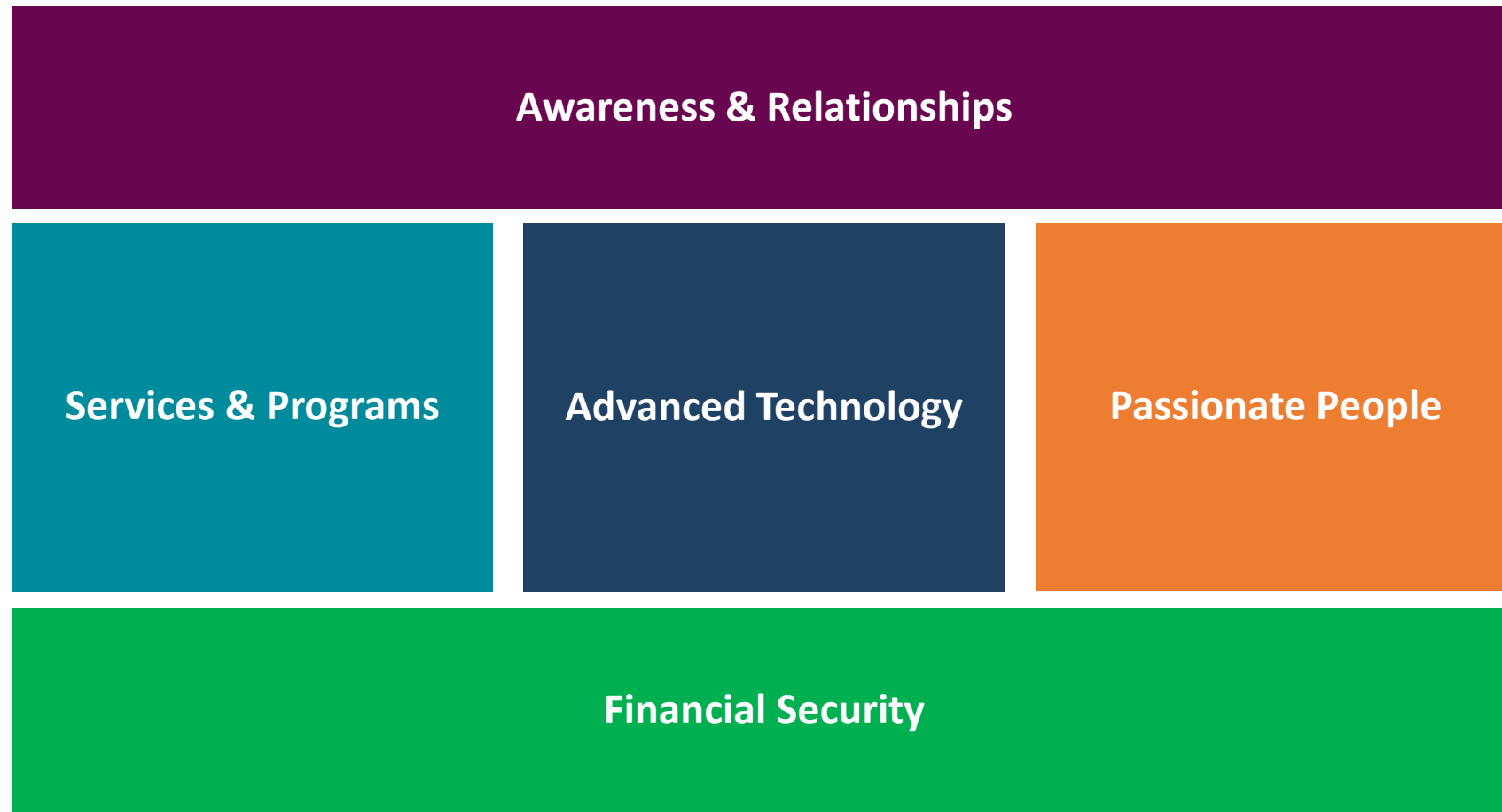
Ronald McDonald Care Mobile

- Proactively reduce hospital visits & missed school days
- Enroll children in Health insurance
- Improve lung function (per Asthma Control Test)

Ronald McDonald Family Room

- Provide a place of respite for families of children with cancer

ARMHC Strategy Map



I. Services & Programs

Enhance the lives of children and families by delivering world-class programs

New Initiative

1. Design and build a new House to meet the needs of families seeking services from new hospital
2. Expand transportation to new CAP and Proton Therapy facilities
3. Develop family connections group and communication with House
4. Enhance Guest experience by offering healthy meals through our Meal Program
5. Enhance House experience through improved facilities
6. Create a bereavement support program

II. Advanced Technology

Become the most technologically advanced House in the system

New Initiative

1. Develop and implement a comprehensive Cyber Security plan
2. Implement technical enhancements
3. Develop a vendor management process
4. Determine and implement priority technology for the new House to support staff and families

III. Awareness & Relationships

Build awareness and long-term commitment to ARMHC

New Initiative

1. Market Atlanta RMHC's mission by establishing meaningful connections via multi-faceted digital, social media, PR and ad campaigns
2. Increase donor engagement/retention to increase annual dollars raised online from individuals
3. Develop social media marketing plan and execute all initiatives.
5. Gain engagement of Millennials

IV. Financial Security

Secure the future of ARMHC through a comprehensive financial plan

New Initiative
1. Fundraising efforts align to the expected annual operations and routine maintenance needs
2. Grow Individual Giving
3. Grow Corporate Giving
4. Grow events (both charity sponsored and 3 rd party event revenue)
5. Execute a Comprehensive Campaign to fund new House and operational expense growth
6. Maximize Investment Performance

V. Passionate People

Inspire the people who are the heartbeat of ARMHC

Initiative

1. Prepare internal candidates for leadership roles
2. Grow Guest Service Volunteer program to meet the operational needs of the Houses
3. Continue to grow volunteer support throughout the organizations
4. Build a plan to diversify the Board and Advisory Council in talents and perspectives (moved from Awareness & Relationships)