

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

