



Ronald McDonald  
House Charities®  
Atlanta

# Our 2023-2027 Strategic Plan



### VISION

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

### MISSION

Transform pediatric healthcare access and experiences for families with ill, injured or recovering children through a network of Houses, Family Rooms, Care Mobiles, and community resources.

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