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

<table>
<thead>
<tr>
<th>PILLARS</th>
<th>GOAL 1</th>
<th>GOAL 2</th>
<th>GOAL 3</th>
<th>GOAL 4</th>
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</thead>
<tbody>
<tr>
<td>Enhance Mission Impact</td>
<td>Offer equitable access and high-quality support to children and their families throughout their healthcare journey</td>
<td>Drive Reach &amp; Engagement</td>
<td>Deepen relationships and enhance brand understanding</td>
<td>Expand Financial Resources</td>
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### Desired Outcomes FY2023-FY2027

- Annual retention of donors at or above average donor retention rates
- Annual increase in number of actions/touchpoints with new & existing supporters

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<td><strong>Offer equitable access and high-quality support to children and their families throughout their healthcare journey</strong></td>
<td><strong>Deepen relationships and enhance brand understanding</strong></td>
<td><strong>Recruit and retain diverse, top tier board, volunteers and staff</strong></td>
<td><strong>Strengthen long-term financial sustainability</strong></td>
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#### Initiatives:

- **Goal 1**
  - 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

- **Goal 2**
  - 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

- **Goal 3**
  - 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

- **Goal 4**
  - 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