



# Ronald McDonald House Charities of Central Ohio

## Strategic Plan 2010

### Mission

**Create, find and support programs that directly improve the health and well being of children**

### Vision

We will be recognized for our excellence in providing essential services to families whose children are facing medical challenges. By expanding community support and partnerships, RMHC will continue to improve its financial stability and vitality and be able to compassionately address the needs of the diverse families we serve.

### Values

#### **Caring**

- We make each individual family feel welcome and special by treating them with respect, empathy and sensitivity
- We maintain a compassionate and comfortable home-away-from-home where families find refuge and relief from the stress of caring for a sick or injured child

#### **Inclusiveness**

- We provide non-preferential treatment

#### **Quality**

- We have an unwavering commitment to quality in all that we do

#### **Responsiveness**

- We adapt to changing family needs and demands for services
- We respond effectively to changing economic conditions

#### **Teamwork**

- We work collaboratively with board, staff, volunteers, community stakeholders, and partners to fulfill our mission

#### **Trust**

- We maintain a safe and secure environment for the families we serve
- We respect the privacy of our guests
- We use wisely the resources entrusted to us by the community

### Strategies

#### **Strategic Goal #1**

To fully align the Ronald McDonald House Charities Programs with the goals of patient care of Nationwide Children's Hospital

#### **Strategic Goal #2**

Increase revenue by employing all arms of philanthropic giving

#### **Strategic Goal #3**

Provide enhanced programs and services for families while staying at the Ronald McDonald House of Central Ohio

#### **Strategic Goal #4**

Achieve best in class partnership and relationships with McDonald's Owner Operators

#### **Strategic Goal #5**

Achieve best in class partnership and relationships with Nationwide Children's Hospital

#### **Strategic Goal #6**

Operational Excellence: Strive to provide best in class service to all customers, stakeholders, partners and staff

#### **Strategic Goal #7**

Succession planning for the Ronald McDonald House of Central Ohio