



Ronald McDonald
House Charities®
Northwest Ohio

STRATEGIC PLAN 2022-2025
MISSION FORWARD

Hello!

We are excited to share our strategic plan, revised mission and vision with the community. In putting together this plan, we have collaborated with stakeholders to better understand what they need and expect from Ronald McDonald House Charities of Northwest Ohio. These strategies are built to deliver on those expectations.

We know that this strategic plan will only build on the fantastic work RMHC has done over the past 39 years, and that it will catapult us well into the future.

Thank you for helping our team reach great heights.

Sincerely,

A handwritten signature in black ink, reading "Chad Bringman". The signature is fluid and cursive, with the first name "Chad" and last name "Bringman" clearly distinguishable.

Chad Bringman
Executive Director

OUR MISSION

Ronald McDonald House Charities of Northwest Ohio is committed to enriching the lives of children by providing comfort, care, and support to families by providing children access to quality healthcare.

OUR VISION

Ronald McDonald House Charities of Northwest Ohio strives to be a community leader in access to healthcare for children and their families while growing in capacity, reach and program diversification.

OUR CORE VALUES

- Lead with compassion
- Focus on the critical needs of children and families
- Celebrate diversity of thought, backgrounds, people and our programs
- Value our heritage
- Operate with accountability and transparency

CULTURE & STRATEGY

We are committed to ensuring our culture is in sync with all stakeholder groups both in the design and the implementation. We utilize the BASE Methodology outlined here to create the plan from stakeholder feedback and commit to “pulsing” stakeholders on an ongoing basis to ensure we are moving the needle in the set strategic areas.



KNOWLEDGE

Understanding the expectations and the vision from stakeholder perspective.

VALUES

Organizational Core Values.

CULTURE

The overall feeling about the organization from stakeholder perspective.

ACHIEVING OUR DESIRED OUTCOME

Enrich the community by being the leader in access to healthcare for children through exceptional customer service, program growth and organizational sustainability.





STRATEGIC INITIATIVES

- Identify and implement opportunities to enhance access to quality healthcare.
- Focused community understanding of the organization's impact and expanded opportunities.
- Distinguishing RMHC as an equitable and inclusive organization that attracts, develops and retains talented, highly skilled, and mission-driven people.
- Build capacity that supports the programmatic needs of our community today and into the future.
- Influencing health and philanthropic sectors to advocate for and invest in access to quality healthcare where the family is fully involved.



**Ronald McDonald
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Ronald McDonald House Charities of Northwest Ohio

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