

# Ronald McDonald House® Northwest Ohio Strategic Plan

## Purpose

Caring for families with children who are ill or injured.

## Vision

A world where every family has what they need to ensure the best health outcomes for their children.

## Mission

We provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

## 2026 – 2030 Strategic Plan



### Serve More Families, Better

- Expand clinical and community outreach
- Expand programming with new and existing services



### Enhance Collaboration

- Deepen healthcare and community partnerships
- Advance collaborative fundraising and major giving
- Strengthen McDonald's, corporate, and community ambassador relationships
- Build a culture of shared learning and convening

## Values

We lead with compassion

We are deeply respectful

We act with integrity

We are deeply committed



### Drive Engagement

- Strengthen volunteer engagement and retention
- Strengthen donor engagement and stewardship
- Build internal and external ambassador networks



### Prioritize People

- Build a multi-year staff training and development framework
- Build a mission-driven culture focused on retention, values, and wellness
- Strengthen role clarity and leadership continuity

**Desired Outcome:** We will be a trusted partner in children's healthcare—known across Northwest Ohio and Southeast Michigan, striving to ensure families have barrier-free access to care, compassionate support, and lasting community engagement.