

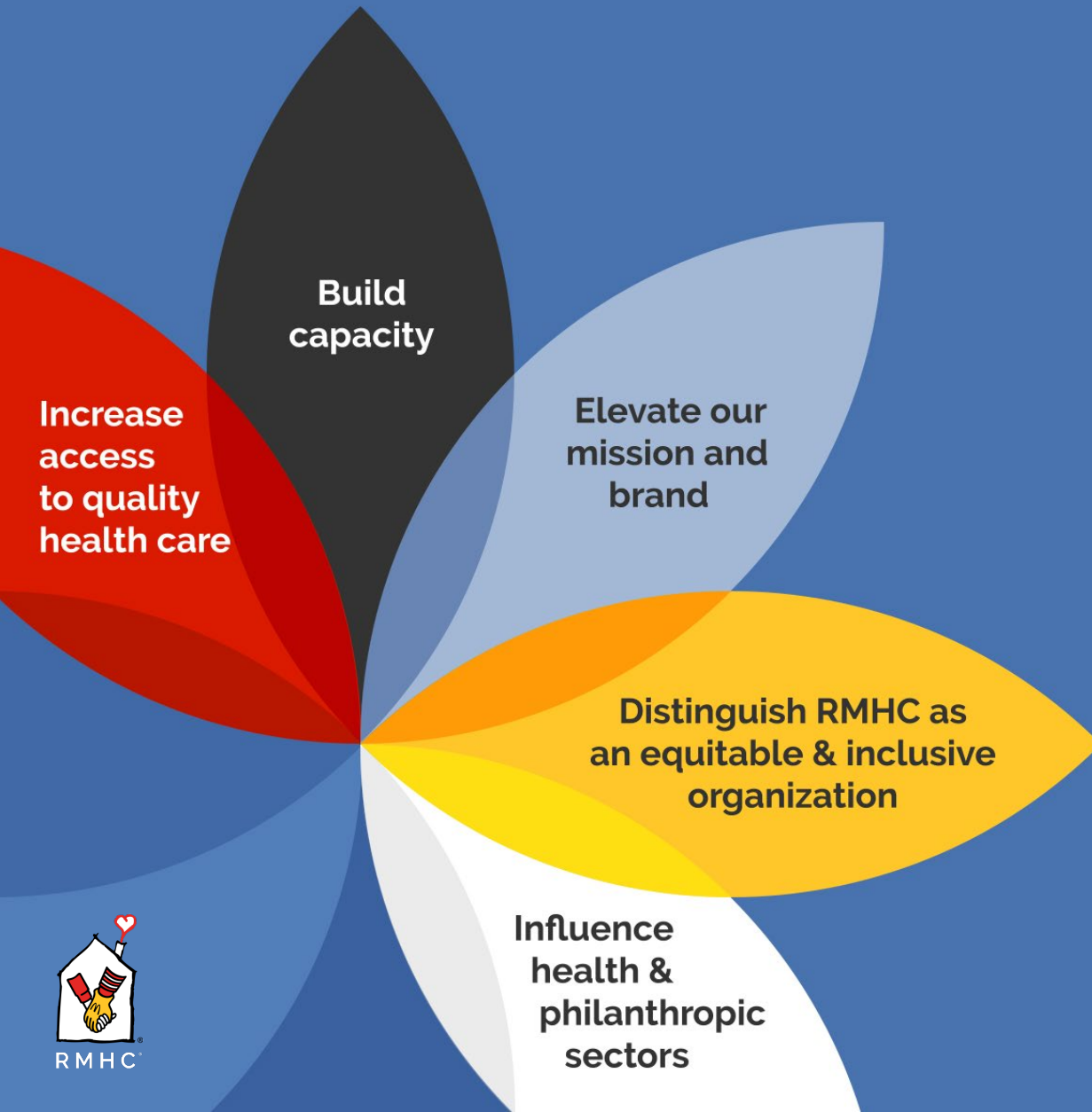


Keeping
families close®

RMHC®

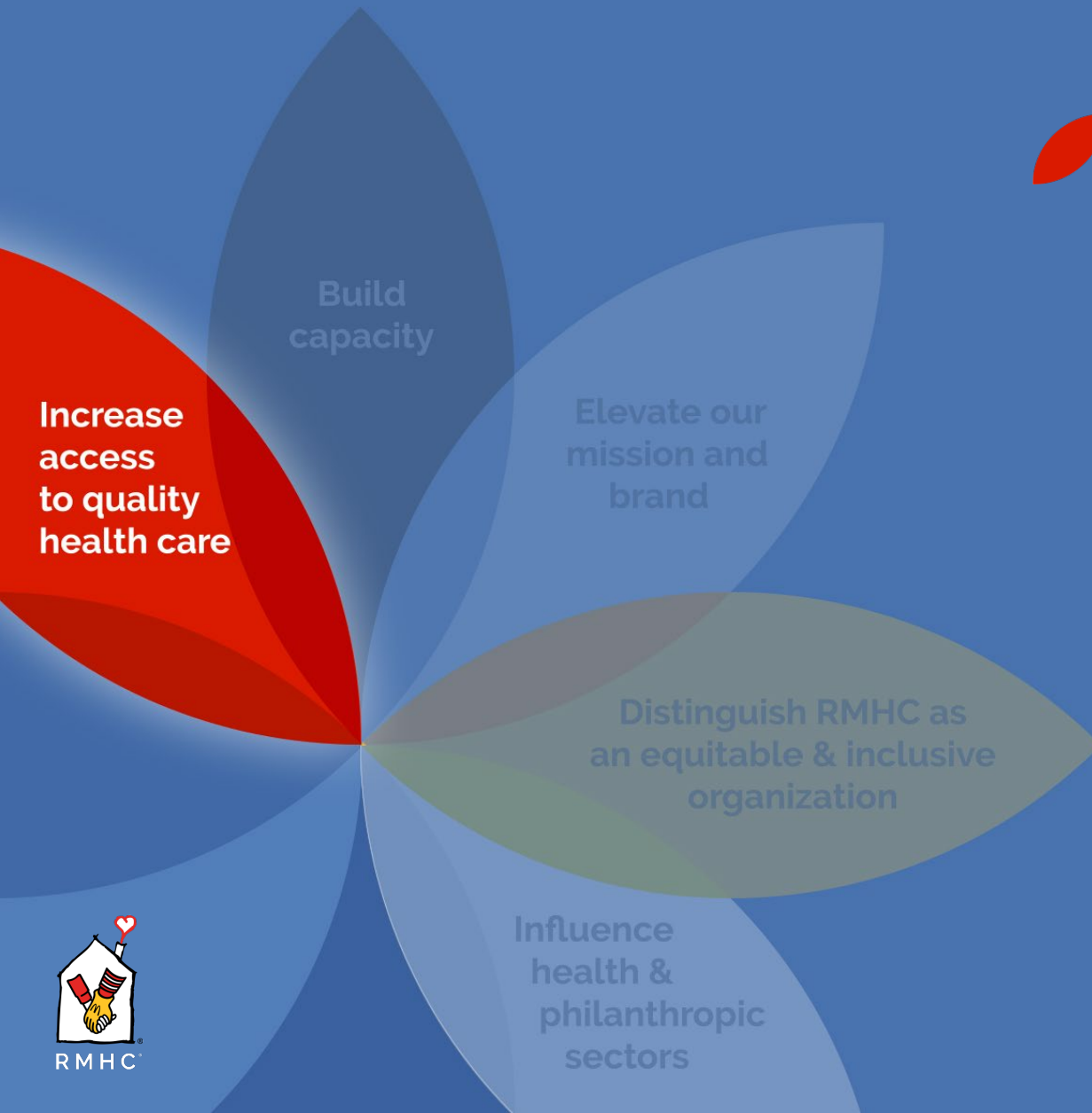
2021-2024 RMHC Impact Strategy Overview & Toolkit

2021-2024 RMHC Impact Strategy – Strategic Pillars



-  Use global programmatic reach to **increase access to quality health care.**
-  **Build capacity** to support the expanding needs of our global system.
-  **Elevate our mission and brand** to deepen the understanding of our impact among stakeholders and the general public.
-  **Distinguish RMHC as an equitable and inclusive organization** that attracts, develops, and retains talented, highly skilled, and mission-driven people.
-  **Influence health and philanthropic sectors** to advocate for and invest in access to quality health care where the family is fully involved.

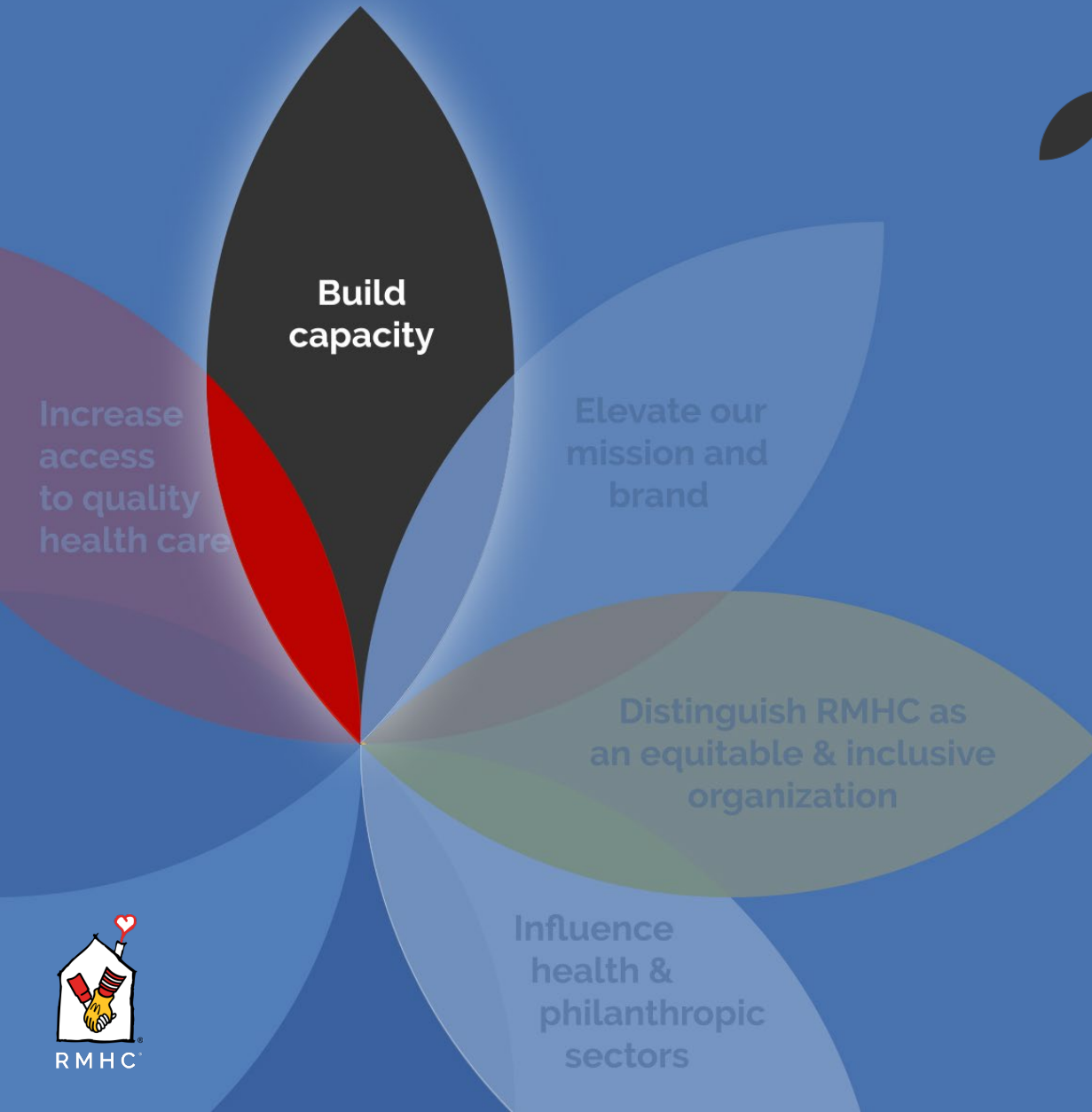
Strategic Pillars 2021-2024 – What We Will Do



Use global programmatic reach to **increase access to quality health care.**

- Assess, evaluate and deepen the impact of core programs; seek new, innovative programs to ensure families of all backgrounds, financial means, educational accomplishment and ability have access to the best medical, dental and psychosocial services.
- Move from 'participating in' to facilitating the awareness, adoption and practice of Patient- and Family-Centered Care.
- Integrate individuals with lived experience of a pediatric illness or injury into the education of healthcare professionals, research and strategic planning.
- Collaborate with researchers and healthcare partners to gain deeper understanding of the social determinants of health and further define the impact of our programs on patient outcomes, caregivers and the healthcare system.

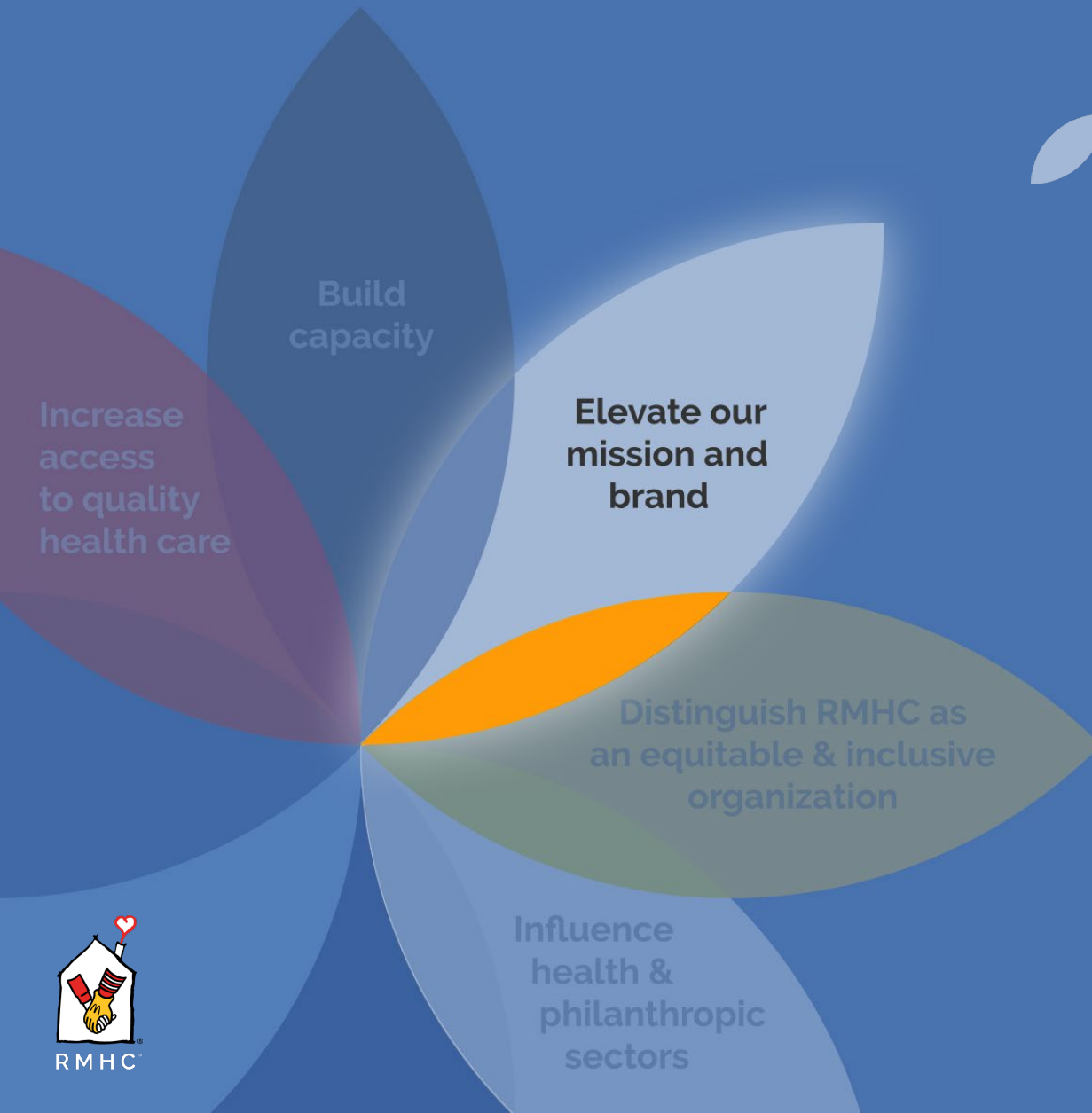
Strategic Pillars 2021-2024 – What We Will Do



Build capacity to support the expanding needs of our Global System.

- Deepen connection with current donors and expand fundraising capacity at the Global and system levels by securing funding from new and diverse sources.
- Continue to invest in technology to create access to learning and sharing across the system; ensure our technology ecosystem allows us to capture consistent data to measure impact, engage stakeholders, tell our stories and support all areas of foundational investment.
- Strengthen our enterprise risk management framework: identify events, activities and circumstances that are a part of our operations and brand reputation, assess likelihood and magnitude of impact, determine response strategies and monitor processes.
- Uphold our commitment to environmental sustainability by investing in resources and expanding practices that contribute to family health and well-being, steward donor investments, and protect and preserve our planet's natural resources.

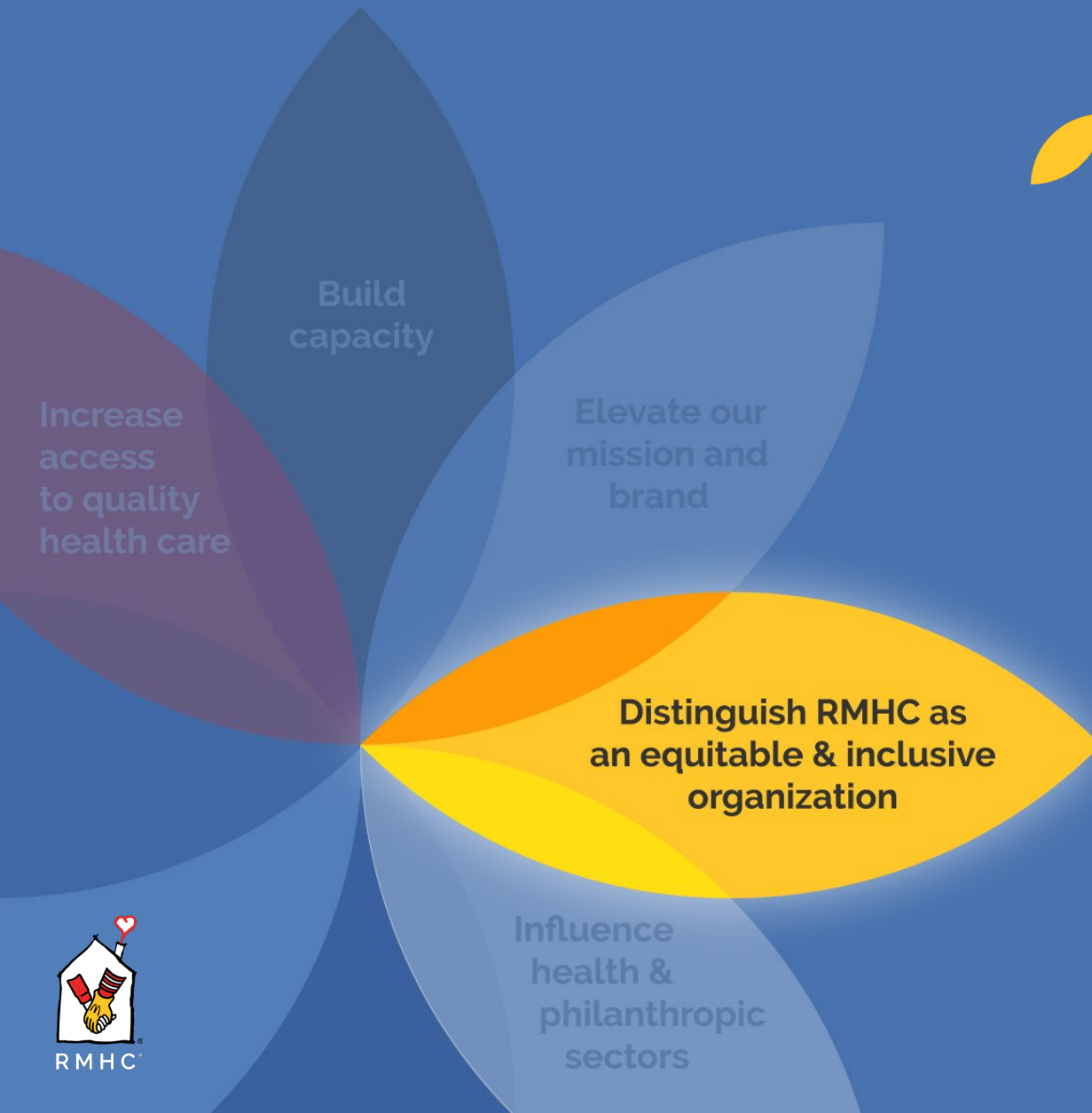
Strategic Pillars 2021-2024 – What We Will Do



Elevate our mission and brand to deepen the understanding of our impact among stakeholders and the general public.

- Prioritize planning and investments that move us from high brand awareness to deep public understanding of our impact.
- Communicate the diverse ways we support children, families and communities.
- Reach new stakeholders and build partnerships to inspire investment and expand global mission delivery.
- Maximize the opportunities and benefits of our relationship with McDonald's, our founding mission partner; leverage our relationship for facilitated giving, employee engagement, and communications/marketing support.

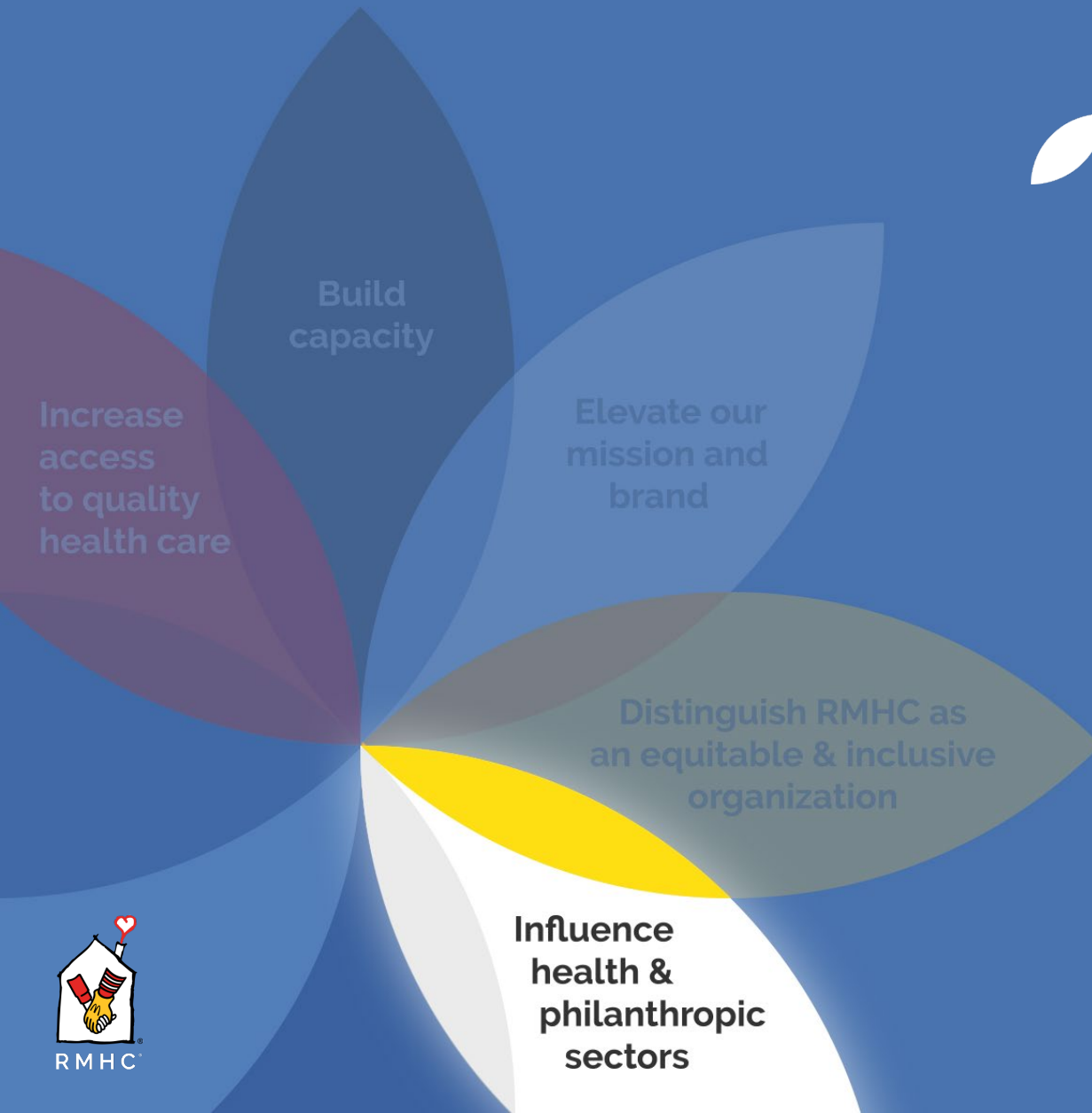
Strategic Pillars 2021-2024 – What We Will Do



Distinguish RMHC as an equitable and inclusive organization that attracts, develops, and retains talented, highly skilled, and mission-driven people.

- Deepen our knowledge and understanding of the children and families we serve and advance conversations about equity, diversity and inclusion both within our organization, and out in our communities.
- Further embrace and expand a more equitable organization and a culture that celebrates the diversity of our people and programs, ensures personal and cultural safety and leadership that is reflective of the communities we serve.
- Invest in and cultivate leadership at all levels to create alignment, expand knowledge and inspire engagement.
- Increase investments in learning opportunities, trainings, resources, tools, connections and sharing to support continuous learning and development.

Strategic Pillars 2021-2024 – What We Will Do



Influence health and philanthropic sectors to advocate for and invest in access to quality health care where the family is fully involved.

- Seek investment in RMHC programs and initiatives that remove barriers to quality pediatric health care and family support.
- Influence the expansion and adoption of Family-Centered Care practices within national and local health systems and increase engagement of pediatric healthcare providers.
- Convene leaders to identify practices that increase access to medical, oral health and psychosocial services and support for infants, children and adolescents.
- Ensure RMHC programs and facilities promote access to care and foster an inclusive and supportive environment for families from different cultural, geographic and socio-economic backgrounds.

How to Use the Template: Key Definitions

STRATEGIC PRIORITIES

Organizational priorities for the specified time period (e.g., 2021) designed to move the mission forward; strategic priorities may reflect multiple Impact Strategy pillars.

Included:

SLIDE 9: RMHC Global Focus Areas & Strategic Priorities, Year 2021

SLIDE 10: Chapter Template: Focus Areas & Strategic Priorities

SLIDE 11: Chapter Template: Year 1 Action Plan

FOCUS AREAS

Key categories of organizational impact; strategic priorities should fit within one focus area.

Infrastructure

Systems, standards, and processes that drive consistency, support collaboration and build capacity

Operations & Culture

Administration of business practices and the values, beliefs, and shared vision that guide day-to-day behaviors

Partners, Donors & Brand

Relationships with donors, healthcare partners, brand advocates and other supporters

RMHC Global

Focus Areas & Strategic Priorities

YEAR 1 (2021)

FOCUS AREAS

1. Infrastructure

Systems, standards, and processes that drive consistency, support collaboration and build capacity

STRATEGIC PRIORITIES

- 1.1 Define Impact research and evaluation framework
- 1.2 Create Enterprise Risk Management framework
- 1.3 Define lifecycle for RMHC organizations and map resources that help Chapters develop and grow
- 1.4 Increase RMHC Global financial process efficiencies
- 1.5 Increase consistency in Chapter financial reporting
- 1.6 RMHC-U Phase II: build Chapter engagement through expanded course offerings
- 1.7 Increase self-service / on demand technology capabilities
- 1.8 Deploy YR1 Technology Roadmap
- 1.9 Expand usage of existing tools for facilities and RMCM maintenance and operations

2. Operations & Culture

Administration of business practices and the values, beliefs, and shared vision that guide day-to-day behaviors.

STRATEGIC PRIORITIES

- 2.1 Define RMHC Chapter organizational excellence
- 2.2 Strategic Learning and Development focus on: equity, diversity, inclusion & cultural safety; workplace wellbeing; leadership development; family-centered care; financial management; people management; and governance
- 2.3 Elevate vendors from transactional to strategic, aligned, collaborative & values-based partners
- 2.4 Evaluate RMCM program structure
- 2.5 Develop and implement RMHC Global leadership internal and external communications strategy
- 2.6 Develop an onboarding framework with a YR1 focus on Organizational Leaders and finance managers
- 2.7 Improve operational efficiency, quality and consistency through U.S. Donation Box process standardization

3. Partners, Donors & Brand

Relationships with donors, healthcare partners, brand advocates and other supporters.

STRATEGIC PRIORITIES

- 3.1 Leverage paid/owned/earned channels to achieve defined General Consumer familiarity, importance and donation intent brand metric goals
- 3.2 Create a framework to audit and assess the three-year RMHC Global fundraising potential across all revenue streams
- 3.3 Partner with McDonald's to develop co-branded campaigns (aligned with global Brand Trust narrative) to drive brand, reputation and fundraising efforts in identified markets
- 3.4 Maximize existing revenue-generating opportunities with all three legs of the McDonald's stool (corporate staff/ franchisees/suppliers) + customers
- 3.5 Elevate and advance the RMHC role in convening partners and advancing family-centered care
- 3.6 Increase understanding of RMHC within the medical community
- 3.7 Increase donor investment in access to quality health care and family involvement



Chapter Template

Focus Areas & Strategic Priorities

Insert your Chapter's Strategic Priorities for <YEAR> in the boxes below

FOCUS AREAS

1. Infrastructure

Systems, standards, and processes that drive consistency, support collaboration and build capacity

STRATEGIC PRIORITIES

- 1.1 Insert your Chapter's strategic priorities for Infrastructure focus area in this box
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2. Operations & Culture

Administration of business practices and the values, beliefs, and shared vision that guide day-to-day behaviors.

STRATEGIC PRIORITIES

- 1.1 Insert your Chapter's strategic priorities for Operations & Culture focus area in this box
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3. Partners, Donors & Brand

Relationships with donors, healthcare partners, brand advocates and other supporters.

STRATEGIC PRIORITIES

- 3.1 Insert your Chapter's strategic priorities for Partners, Doors & Brand focus area in this box
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Year 1 Action Plan (YEAR)

Use this template to track the strategic priorities of the individuals on your team

Key:

Strategic Priorities (Lead) – Use blue to indicate activities where the team is the strategic priority lead

Strategic Priorities Contributor – Use red to indicate activities where the team is a contributor to a strategic priority

Business as Usual (BAU) – Use black to indicate items that are an ordinary part of business



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