

Ronald McDonald House® Charleston 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.

2025 – 2027 Strategic Priorities



Serve More Families, Better

- Expand capacity to meet the growing needs of our families at MUSC Shawn Jenkins Children's Hospital and regional children's medical care
- Support and facilitate a culture of innovation to develop and expand family-centered care programs



Enhance Collaboration

- Focus on development of RMHC Charleston supplier relationships
- Promote Chapter-to-Chapter sharing of best practices

Values

We lead with compassion

We are deeply respectful

We act with integrity

We are firmly committed



Drive Engagement

- Expand Board & Volunteer engagement & the stewardship program
- Align with RMHC Global & Invest in branding & marketing
- Diversify revenue portfolio including McDonald's, Individuals, Major Gifts, Corporations, Third party Fundraising, and Reoccurring gifts



Prioritize People

- Develop and elevate team members through training
- Focus on Board governance & composition
- Adopt and encourage practices, values, beliefs and a shared vision that guide day-to-day behaviors

Enablers: Research + Insights Technology

Foundations:

McDonald's Partnership

Inclusion and Belonging

Hospital/Healthcare Partners

Family-Centered Care