

Strategic Plan

2025–2030



Ronald McDonald
House Charities
British Columbia & Yukon

Introduction

Together, We're Growing to Support More Families Than Ever

At Ronald McDonald House BC & Yukon, our mission is simple but powerful: to keep families close when they need it most. Over the past five years, we've deepened our impact by strengthening services, expanding our community, and laying the foundation for bold growth.

From 2018 to 2022, our first strategic plan guided us through key milestones in family support, governance, and inclusion. We responded to rising demand, adapted through the pandemic, and cast a vision where no family faces their child's health journey alone.

Now, we're entering an exciting new chapter focused on growing our reach across BC and the Yukon. Over the next five years, we will:

- ✓ Open two new Ronald McDonald Family Rooms in Kamloops and Prince George, bringing care closer to home.
- ✓ Build and open Willow House, doubling our capacity for families traveling to Vancouver for life-saving treatment.
- ✓ Continue enhancing programs that offer comfort, stability, and hope to thousands each year.

As we grow, we're proud to align with Ronald McDonald House Charities' new *Global Strategic Framework*; sharing learnings, strengthening connections, and working together to ensure every chapter delivers compassionate, consistent care to families around the world.

Our journey forward is fueled by a powerful belief: when a child is sick, the whole family needs support. With your help, we'll build stronger communities of care across the province and beyond.



Vision, Mission, Values

Our Mission

We give sick children the healing power of being together with family.

Our Vision

A home away from home for all families facing a medical crisis.

Our Values



Dare to Care

Compassionate



Believe We Can

Uplifting



Embrace All Humans

Inclusive



Perspiration Makes Inspiration

Dedicated



RMH BC & Yukon Strategic Plan

PURPOSE

Caring for families with children who are ill or injured.

VALUES

A home away from home for all families facing a medical crisis.

MISSION

We give sick children the healing power of being together with family.

2025–2030 STRATEGIC PRIORITIES



Serve More Families, Better

Help more families in ways that best meets evolving needs.

- Extend care through strategic expansion
- Innovate continuum of care to meet local needs
- Understand unmet family needs
- Enrich family experience



Enhance Collaboration

Strengthen collaboration with key partners in key eco-systems.

- RMHC & local Chapter alignment & collaboration
- Provincial Health Integration
- Foster external partnership

VALUES

Dare to Care

Compassionate

Believe We Can

Uplifting

Embrace All Humans

Inclusive

Perspiration Makes Inspiration

Dedicated



Drive Engagement

Grow engagement with supporters, partners, and operators across the province.

- Increase awareness & elevate our brand
- Diversify and increase funding
- Strengthen McDonald's engagement
- Advocate for our mission



Prioritize People

Our team and volunteers are foundational to achieving our goals.

- Attract and retain the best talent
- Expansion readiness
- Support well-being
- Uplift skills and capabilities

ENABLERS: Research + Insights Technology

FOUNDATIONS: McDonald's Partnership Equity, Diversity + Inclusion Hospital/Healthcare Partners Family-Centred Care

Strategic Priority Overview

For 2025–2030, RMH BC & Yukon has the following 4 strategic priorities. Collectively they will help us achieve our objectives to serve more families—better and sustainably.



Serve More Families, Better

Help more families in ways that best meets evolving needs.

- Extend care through strategic expansion
- Innovate continuum of care to meet local needs
- Understand unmet family needs
- Enrich family experience



Drive Engagement

Grow engagement with supporters, partners, and operators across the province.

- Increase awareness & elevate our brand
- Diversify and increase funding
- Strengthen McDonald's engagement
- Advocate for our mission



Enhance Collaboration

Strengthen collaboration with key partners in key eco-systems.

- RMHC & local Chapter alignment & collaboration
- Provincial Health Integration
- Foster external partnership



Prioritize People

Our team and volunteers are foundational to achieving our goals.

- Attract and retain the best talent
- Expansion readiness
- Support well-being
- Uplift skills and capabilities

Foundations

Our foundations underpin everything we have done in the past 40 years, and we believe they will be critical as we kick off our next 50 years. Our foundations fortify our ability to deliver our mission and our capacity to improve the quality and reach of our services. They support us, as we support the families we serve.



McDonald's Partnership

As our founding and forever mission partner, **McDonald's continues to play a vital role in our success.** We're committed to deepening this relationship—growing shared understanding, exploring new ways to collaborate, and maximizing our collective impact.



Equity, Diversity + Inclusion

Equity, diversity, and inclusion are core to **who we are.** We strive to foster a true sense of belonging, safety, and welcome for every family, team member, volunteer, and partner across everything we do.



Hospital + Healthcare Partners

Our hospital partners are **essential to our mission.** We work closely together to align on shared goals and provide integrated support that improves health outcomes for children and families.



Family-Centred Care

Families are at the **heart of our mission.** We champion Family-Centred Care by creating spaces and services that keep families involved in their child's care and influencing broader systems that support their well-being.

Enablers

Our enablers are essential capabilities that will help us go farther and faster in enhancing our capacity. They accelerate us delivering across each of the strategic priorities. They are key to enabling us to operate more efficiently and effectively, to improve our ways of working, and ultimately bring us closer to realizing our vision.



Research + Insights

Research and insights drive better decisions, stronger advocacy, and measurable impact. Strengthening this capability is key to improving health outcomes and accelerating our mission.



Technology

We are modernizing our systems to enhance impact. By transforming how we work and serve families, we're unlocking greater value across our network.





Ronald McDonald
House Charities®
British Columbia & Yukon

