

RMHC[®] Bay Area Impact Strategy

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 programs regionwide to support more children and families facing medical crisis
- Develop innovative service models and partnership that extend the continuum of care
- Continue enhancing the family experience



Enhance Collaboration

- Build partnerships and coalitions that increase resources or extend support for families
- Align with RMHC global system to optimize technology, data/research and storytelling

VALUES

We lead with compassion
We are deeply respectful
We act with integrity
We are firmly committed
We promote excellence



Drive Engagement

- Elevate our brand throughout the region
- Diversify and increase our funding
- Increase individual and corporate engagement
- Cultivate next generation leadership and support



Prioritize People

- Recruit and retain top talent
- Continue building board momentum and robust leadership pipeline
- Provide training and tools to support success
- Ensure culture is inclusive/welcoming to all

ENABLERS:

Research + Insights

Technology

Governance

FOUNDATIONS:

McDonald's Partnership

Equity, Diversity + Inclusion

Hospital/Healthcare Partners

Family-Centered Care