



The RMHC NEO Mission, Vision and Values

OUR MISSION is to enhance the healthcare experience for families and children through comfort, care and supportive services.

OUR VISION is to inspire hope when and where families need it most.

OUR VALUES

- **Compassion** – We support families and each other in a respectful, accepting, and equitable manner.
- **Excellence** – We have an unwavering commitment to quality, collaboration, and continuous improvement.
- **Inclusion** – We make everyone feel welcome.
- **Innovation** – We encourage thoughtful and creative ideas to enhance our services and respond to changes in our environment.
- **Trust** – We respect the privacy of our stakeholders, maintain a safe environment, and operate transparently.

Boilerplate Language for Mission and Program Descriptions

The mission statement and program description language below has been written to fit a variety of length and format requirements. Simply copy and paste the version that suits your needs.

Mission with short programs paragraph (74 words):

The mission of Ronald McDonald House Charities® of Northeast Ohio, Inc. is **to enhance the healthcare experience for families and children through comfort, care and supportive services.**

Our Ronald McDonald House® and hospital Family Room programs help families stay near the care their sick or injured children need. Our STAR Center and Care Mobile® improve access to outpatient treatment and preventive care, and Redtreehouse.org provides resources and information to support family health and well-being.

Describe your organization in 50 words or less: Mission and programs w/out descriptions (50 words):

Ronald McDonald House Charities® of Northeast Ohio, Inc. **enhances the healthcare experience for families and children through comfort, care and supportive services.**

We serve thousands of families each year through our Cleveland and Akron House programs, four hospital Family Room programs, STAR Center, Care Mobile and family resource link, RedTreehouse.org.

Describe your organization in 100 words or less: Mission and program w/ descriptions (93 words):

Ronald McDonald House Charities® of Northeast Ohio **enhances the healthcare experience for families and children through comfort, care and supportive services.** Our Cleveland and Akron House programs provide families a welcoming place to stay, while hospital Family Room programs offer respite and support just steps from children's rooms. The STAR Center is a fun learning environment for children while siblings receive outpatient care, and our Care Mobile provides dental services to children in underserved areas of Northeast Ohio. Our online program, Redtreehouse.org, provides resource information to families throughout Ohio, Pennsylvania and West Virginia.

Mission with programs listed:

The mission of Ronald McDonald House Charities® of Northeast Ohio, Inc. is **to enhance the healthcare experience for families and children through comfort, care and supportive services.**

Each year, thousands of families whose children are receiving medical care throughout Northeast Ohio are served through our:

- Ronald McDonald House® programs in Cleveland and Akron
- Ronald McDonald Family Room® programs in four Cleveland-area hospitals
- Ronald McDonald Care Mobile® in partnership with UH Rainbow Babies & Children's
- STAR Center at Cleveland Clinic Children's Outpatient Center
- RedTreehouse.org, the online Ronald McDonald Family Resource Link

Alternate to 1st and 2nd Paragraphs if needed to cut length:

Ronald McDonald House Charities® of Northeast Ohio, Inc. **enhances the healthcare experience for families and children through comfort, care and supportive services.** We serve thousands of families each year through our:

Mission with program descriptions, short version:

Ronald McDonald House Charities® of Northeast Ohio, Inc. **enhances the healthcare experience for families and children through comfort, care and supportive services.**

Each year, thousands of families whose children are receiving medical care throughout Northeast Ohio are served through our programs:

- **Ronald McDonald House®** programs in Cleveland and Akron give families a welcoming place to stay so they can focus on caring for their children.
- **Ronald McDonald Family Room®** programs in four Cleveland-area hospitals offer a space for families to rest and recharge just steps from their child's treatment room.

- **Ronald McDonald Care Mobile®**, in partnership with UH Rainbow Babies & Children's, provides dental service to children ages 3-12 in underserved areas of Northeast Ohio.
- **Ronald McDonald STAR Center** at Cleveland Clinic Children's Outpatient Center is a fun learning environment for children during siblings' outpatient visits.
- **RedTreehouse.org**, the online Ronald McDonald Family Resource Link, supports the well-being of families and children with challenges, disabilities and health care needs.

Mission with program descriptions, long version:

The mission of Ronald McDonald House Charities® of Northeast Ohio, Inc. is **to enhance the healthcare experience for families and children through comfort, care and supportive services.**

Each year, thousands of families whose children are receiving medical care throughout Northeast Ohio are served through our programs:

- **Ronald McDonald House®** programs in Cleveland and Akron give families a welcoming place to stay so they can focus on caring for their children. Comfortable rooms, meals, inviting common areas and landscaped grounds are a safe and welcome retreat from the hospital setting. Families also benefit from the comradery and community they find at our Houses.
- **Ronald McDonald Family Room®** programs in four Cleveland-area hospitals offer a space for families to rest and recharge just steps from their child's treatment room. Happy Wheels mobile hospitality carts bring comfort to the bedside for those who cannot step away.
- **Ronald McDonald Care Mobile®**, in partnership with UH Rainbow Babies & Children's, provides dental service to children ages 3-12 in underserved areas of Northeast Ohio. Our state-of-the-art dentist office on wheels provides diagnostic, preventative and restorative treatment and education to at-risk children right in their own communities.
- Providing **Support, Teaching, Awareness and Resources**, our **Ronald McDonald STAR Center** at Cleveland Clinic Children's Outpatient Center is a fun learning environment for children during siblings' outpatient visits. This allows Caregivers to turn their full attention to the child receiving treatment.
- **RedTreehouse.org**, the online Ronald McDonald Family Resource Link, supports the well-being of families and children with challenges, disabilities and health care needs. The site features a comprehensive directory of organizations, tools and events, as well as helpful guides and free webinars on a variety of topics.