



July 14, 2022 Meeting Agenda

3:00 – Call to Order and Welcome

Consent Agenda

1. Approval of Minutes
2. Committee Reports - Recap

Active Agenda

Introductions

- Welcome new members present
- Board introductions

Budget & Finance Update

- David Little with CLA to join our call at 3:15 – Audit findings presentation
- Maher Estate
- Kitchen fundraising update/ how to help

Facilities

- Kitchen project update
- Lease with U of I, Exp. 2028

Development

- Bubble Walk Recap
- Bubble Day Reminder – September 24th, Cedar Falls
- Signature Cedar Rapids event exploration – ideas??

Misc.

- Board merchandise
- RMHC employee holidays
- Strategic Plan – 6 Month check in
- RMHC employee organization chart
- November meeting; Open House?

Adjourn



May 12, 2022 Meeting Minutes

Attending: Jamie Henderson, Janine Petitgout, Kevin Murphy, Josh Rasmusson, Dennis Gendron, Seth Friedman, Shannon Greene, Hanna Zevenbergen, Heather Croskrey

3:00 – 4:00 Social

Board/ Staff Introductions

4:00 Called to Order and Welcome by Jamie Henderson

Consent Agenda

1. Approval of Minutes
2. Committee Reports - Recap

Motion to approve the Consent agenda: Seth Friedman. Second: Dennis Gendron. All in favor. Motion passed

Active Agenda

Budget & Finance Update

- General Update: Dennis Gendron indicated there were no major issues to bring to the table and that our finances are looking strong. He talked about the Maher estate and the component of the estate that is still unresolved. There have been no further correspondences since March and the estate lawyer has indicated that our next steps should be to send the owners lawyer an offer based on the tax assessor data. If that does not result in resolution, the next possible steps would be to hire a commercial appraiser to appraise the property and base the final offer on that assessor's report.
- Audit – Shannon Greene reported that we have received a draft of the audit and that CLA will present the findings at the June Finance Committee meeting and then to the full board at the July meeting.

Facilities

- Kitchen Update: We have received a timeline from the project manager and the outside demolition will start in the next few weeks with internal demolition starting May 31.

- Furniture: Shannon Greene reported that Shannon, Heather, and Hanna met with the management of the Hyatt Convention Center to determine if their furniture would work in our space. After seeing the available options, they deemed that it would not be a good fit for our rooms. To move forward, we will be presenting 3 bids for new furniture to the facilities committee for review.

Operations

- Census: Hanna Zevenbergen reported that we have had a full house. We have a split between longer stay NICU families and a more rapid turnover of outpatient guests. With the hospital moving as much to outpatient as possible with COVID, we have seen this demographic increase in recent months. We do see a waitlist, but families are able to get into the House within one to two days.

Development

- Red Shoe Run: Heather Croskrey reported that we had 595 registrants for the event and missed the 600 mark because of a loss of day of event registrations due to the less than ideal weather. However, we had 436 participants show up for the event and feedback indicated everyone had a wonderful time.
- Golf: Heather reported that the golf outing planning is coming along good with only 5.5 teams left to fill and sponsorships on par with past years. The event is returning to the shot gun format with lunch and dinner provided.
- Bubble Walk: Heather reported that the Cedar Rapids bubble walk planning is underway with Coe College and UnityPoint on board. The Development team met with ADPi in Cedar Falls and local businesspeople to start planning the Bubble Walk Cedar Falls. It will be held on September 23 on UNI campus in partnership with the ADPi sorority at UNI.
- Kitchen Construction Meal Campaign: Heather outlined the Out of Commission Kitchen Food Fund drive to cover the costs of providing readymade meals and catering to families while the kitchen is under construction. The board was asked to share the materials through email, social media, and to their respective places of business, worship, and socialization. The goal is to raise \$30,000.
- Playground: The outside playground is 22 years old and reaching the end of its useful life. We are seeking grants to build an inclusive playground that appeals to a broad range of ages and abilities.

Adjourn Meeting at 4:45 pm.



Sum, sum, summertime!

- The Kitchen! Well underway, and so exciting to watch the progress.
- Strategic Plan: hard to believe we are halfway through 2022! Directors met to review the plan and discuss progress, challenges, as well as how best to weave the plan into everyday conversations and supervision.
- Holidays: in light of Juneteenth and DEI efforts, many chapters are discussing and re-evaluating their current holiday structure. Please see packet for more information.
- Organizational Chart: there are no set standards for job titles among chapters. Many chapters are moving to the “C-Suite” titles (CEO, COO, CDO). Our team has been discussing, with a focus on preparing for growth. Please see packet for examples from other U.S. chapters.
- Staffing: as with most employers, finding part-time staff continues to be a challenge. We have been brainstorming low/no-cost ideas to help attract and retain staff.

Ronald McDonald House Operations

Census

RMH 2022				
Month	Average Occupancy	# Guest Families	# Family Nights	Avg. Length of Stay
January	36.45%	55	308	5.60
February	51.50%	73	430	5.89
March	73.31%	87	695	7.99
April	81.32%	81	753	9.30
May	*	*	*	*
June	*	*	*	*
YTD Average:	60.65%	74	546.5	7.2

*Data not yet available—problem with the occupancy report generated by the guest database. (reporting lower census than actual). Call set with database developer next week. Data will be updated as soon as possible.

Ronald McDonald House Facilities

- Furniture is ordered and expected to arrive the first week of October. We are researching best options for delivery and install—a bit of challenge considering we do not have a loading dock and the parking lot will be limited due to the University wrestling facility construction.
- The kitchen remodel is underway! At the time of this report: outside demo is complete; interior demo is complete; MEP is underway; and the exterior wall (deck side) is gone!
- The old red “fitness” equipment in the corner of the backyard is scheduled for demo and removal on July 18th. This will clear the way for a new sport court/basketball court to be installed since we are losing ours to the kitchen project.

Ronald McDonald Family Room at UI Stead Family Children’s Hospital

We are talking with the hospital about the possibility of opening up the Sleep Room, and perhaps increasing services from the Family Room area. We submitted proposed options for opening up more. The hospital environmental infection services department is reviewing. More to come!

2022 Data

UISFCH	Total Visits	Average Daily Visits	New Registrations	New Patients/ Families Served
Jan.	634	20	91	65
Feb.	556	20	113	48
March	502	17	101	52
April	409	14	97	45
May	484	16	111	77
June	252	15	90	58
Totals 2022	2837	76.8	603	417

Ronald McDonald Family Room at UnityPoint Health-St. Luke’s

Current available services: To-go orders, inside dining (two families at a time), sleep rooms open (overnight stays on the floor).

In June, we had a sharp decrease in number of families served in June. The Family Room Coordinator reports that St. Luke's has experienced a lower-than-normal peds patient census. We will continue to monitor. Hanna has a scheduled meeting with the Director of Women's and Children's Services next month, and if we're seeing this as trend, will offer up any service adaptations if the hospital so desires.

Unity Point-St. Luke's	Total Visits	Average Daily Visits	New Registrations	New Patients/Families Served	Sleep Room Nights Provided
Jan.	655	21	115	68	26
Feb.	612	22	106	69	52
March	838	27	140	74	70
April	811	27	95	56	49
May	712	23	88	53	64
June	297	10	70	44	18
Totals 2022	2916	24.25	456	267	197

Finance

- David Little with CLA will be presenting the audit findings at this month's board meeting.
- 2021 990 is complete and filed.
- We are applying for a state grant designated for non-profits and "shovel-ready" projects. Minimum ask is \$500,000, and we are including all the remaining pieces of facilities needs/refresh. (kitchen, playground, key system, etc.)
- We are beginning our annual state charity registration process with Clearly Compliant. We are required to register in states where we solicit, and each state has its own unique process and requirements. Based on last year's donation history, we are looking at registering in Nevada and Oklahoma this year, in addition to the 27 states we currently register in.

Fundraising and Marketing

- We have received significant media coverage with the Press Citizen, the Gazette, and KCRG. These have generated buzz in the community, and we are seeing funds start to come into cover food for families during construction. The Facebook fundraiser is not gaining traction, so we are working with Plaid Swan to remedy the social media component. Talking to your businesses, friends & family, and other community groups you are involved with to generate donations would be appreciated. Send people to www.rmhc-eiwi.org/no-kitchen.
- The development committee attended a zoom call with a company that sells a signature event to markets. While we determined this was not a good fit for us, we are still in search of a signature event in Cedar Rapids. The current thought is to bring For the Love of the House to Cedar Rapids and expand the ideas we had in 2019 at the event in Iowa City.

Events

- Bubble Walk: We had 340 participants and 56 volunteers at the Bubble Walk in Cedar Rapids. We received a lot of great feedback and raised awareness of the Family Room at St. Luke's Hospital.
- Bubble Day: Planning is underway with ADPi at UNI for the brand-new Bubble Day in Cedar Falls. This will be a take on the Bubble Walk, with the ADPi ladies' flair added in. This is an exciting partnership and designed to build awareness in Blackhawk County and engage the ADPi chapter at UNI more actively. The event will happen on September 24.
- Steer Show: August 13 will be the 40th annual Iowa Governors Charity Steer Show. Planning and fundraising is underway for this milestone event. The goal for this year is to raise \$400,000, of which 1/3 comes to our chapter.

Agenda

Facilities Meeting

04/21/2022

2pm-2:45pm

Attendance: Brian Klinger, Michael Eye, Shannon Greene, Hanna Zevenbergen, Brian Harry

1. Kitchen Remodel
 - a. Starting on outdoor exploratory demolition next week
 - b. Interior demolition to start end of May/beginning of June
 - c. Utilizing Sunroom for temporary kitchen during demolition
 - d. Swapping out appliances from the kitchen and the suites
2. Furniture Project
 - a. Quote from Northland Furniture and Curve
 - b. Potential donation from local hotel chain
3. Security System
 - a. Customer Service Concerns
4. Playground
 - a. Notable areas of repair
 - i. Fixing with pool noodles
 - b. Quote for new playground and replacement parts
5. Fire Panel
 - a. Looking at quotes for replacement
 - i. And associated grants
 - b. Have had two instances in which the alarms have gone off due to steamy showers
6. New Facilities Tracking Software – CMMS
 - a. Sponsored through Global
 - b. What it includes:
 - i. Submit work orders/complete work orders/track work orders
 - ii. Identify assets and their routine maintenance with tracking
 - iii. Preventative Maintenance Tracking
 - iv. Inventory Tracking
 - v. Contract, Contact, Company, Request Tracking
 - c. Thoughts, feedback, etc.?

Notes:

- Aluminum door paint
 - o Are they primed?
 - o Send Brian Klinger some pictures and pick out paint color– **Shannon**
- Security System
 - o Send brand to Brian Klinger - **Hanna**
- CMMS
 - o **Brian** to follow up with additional contacts for Hanna (from John Deere)
- Furniture
 - o Do we have to use their shipping? - **Shannon**
 - Stutzmans
 - o Refinishing the furniture
 - Paint crew - **Hanna**

Facilities Committee Meeting Minutes

5/19/2022

Attendance: Hanna Zevenbergen, Shannon Greene

- I. Kitchen Remodel
 - a. Starting on outdoor exploratory demolition next week
 - b. Interior demolition to start end of May/beginning of June
 - c. Utilizing Sunroom for temporary kitchen during demolition
 - d. Swapping out appliances from the kitchen and the suites
 - i. Updates:
 - 1. Construction schedule has been distributed
 - 2. Final drawings have been received
 - 3. Permit is in the process of being submitted
 - 4. House is prepped and ready for the project to start
 - 5. Does anyone know of anyone who can unhook, move, and rehook up appliances?
 - a. Hanna send to Ben and Dean – map of kitchen appliances and what we need by when
- II. Furniture Project
 - a. Quote from Northland Furniture and Curve
 - b. Potential donation from local hotel chain
 - i. Updates:
 - 1. Final 3 quotes have been distributed to all of facilities for review
 - 2. Still have a gift that is going towards furniture
 - 3. Hanna/Shannon – reach out to Northland to see if they supply furniture anyone in the local area to view the furniture
 - 4. Shannon – pictures of all furniture to facilities
 - 5. Shannon – talk to Chris about where parts and pieces are coming from
- III. Security Camera System
 - a. Customer Service Concerns
 - i. Updates:
 - 1. Worked with Butch at Neumiller to determine where new outlets are to be placed...scheduled for the 25th of May
 - 2. Reached out to Jesse with ATECH with newest updates
 - 3. Hanna – call ATECH back
- IV. Midwest Alarm Visit Review on 5/5
 - i. Updates:
 - 1. Failed fire extinguishers
 - a. All now passing
 - 2. 1 unit not working due to light bulbs being burnt out
 - a. It is ordered
 - 3. 1 guest room has a malfunctioning smoke detector; moving family out of that room and into another
- V. Playground
 - a. Notable areas of repair
 - i. Fixing with pool noodles
 - b. Quote for new playground and replacement parts
 - i. Updates:
 - 1. Subtotal: \$8,312
 - 2. Est. Freight: \$545

3. Total: \$8,857
 - a. Installation: \$3,850
 - i. Final Total: \$12,707
4. You can let the committee know that repairs are needed, there is still some life in our structure, and we are now actively seeking out a grant to replace the whole thing. You'll need facilities to approve this expense--a verbal yes is fine for anyone on the call, and an email approval from those who are not. Just so we have record that they approved it since it is over \$5000. Thanks!
5. Two yes's to approve the playground from Michael Eye and Ben Logsdon
6. Hanna to send playground vote

VI. Doors/Paint

i. Updates:

1. Paint is at the House
2. Painting will occur next week sometime

VII. Trees

- a. Arborist is involved with Ben and university representative

Facilities Committee Meeting Minutes

6/16/2022

Attendance: Hanna Zevenbergen, Shannon Greene, Matt Traetow, Brian Harry

I. New date and time for the Facilities Committee Meeting

- a. Based on the lower attendance the last few meetings, we will be sending out some potential new dates and times for this meeting to occur.

- i. Hanna and Shannon – determine potential standing calendar date/time for facilities

II. Kitchen Remodel

- a. New schedule as of 6/13/2022
- b. Permit as of 6/13/2022
- c. Outdoor demo starts on 6/15/2022
- d. Indoor demo starts on 6/22/2022

III. Furniture Project

- a. Furniture has been confirmed and ordered
- b. Looking for a team of people to deconstruct old furniture and build new furniture
 - i. Matt – find potential vendor to help assemble and install furniture

IV. Security Camera System

- a. Two new cameras installed in the office and sun room
 - i. Two other cameras are here at the house for the kitchen and for the basement ready to be installed
 - 1. Hanna – inquire about another camera in the kitchen
 - a. Inform Dean/electrician about cameras in the kitchen

V. Playground

- a. I am working with our playground vendor to potentially remove some playground and replace the space with a sport court from Scheels.
 - i. Hanna – ask Jerry...permit for sport court?

VI. Doors/Paint

- a. All doors are painted and looking great!

VII. Trees

- a. Any update Ben?

RMHC-EIWI Finance Committee

Tuesday, June 21, 2022

Participating: Dennis Gendron, Brent Hawkins, Seth Friedman, Jamie Henderson, Shannon Greene

- 1) Audit—Mitch Taylor with CLA presented the FY21 audit findings. We received an “unmodified opinion”, which is the highest level of assurance. Mitch said that our audit went very smoothly. He walked us through a slide presentation and noted that our financial statements are reliable; there were no issues with internal controls, and no significant changes other than the increase in contributions tied to the Maher Estate, PPP2 loan forgiveness, and the Employee Retention Credit. Mitch will send the letter to Shannon for her signature, and the full board can review and approve at the July 14th meeting.
- 2) Price Estate—We received the final distribution of the David Price estate this week. We had budgeted \$20,000 and received over \$26,000.
- 3) Maher Estate—Dennis and Ian met with the estate attorney and the individual who is the majority shareholder of the real estate assets. Dennis shared that the individual is not interested in partnering with us in the corporation and may be agreeable to a payout. We are currently waiting for additional information on her end and hope to be able to finalize this soon.
- 4) Employee compensation—In response to the competition for part-time staff, we increased our starting wage to \$13/hour. We have lost several candidates who ask for higher wages.
- 5) Kitchen—demo underway. Cost of kitchen cabinetry and counters came in higher than budgeted, but project is still on track to come in under \$500,000.
- 6) Bubble Walk—revenue of \$3158 with approx. \$500 in expenses. Seth inquired about source—combination of dip jar free-will donations and sale of raffle tickets.

Next Steps:

Shannon will send the 990 to Jamie for her electronic signature.

Board to approve FY21 Audit findings at July 14th meeting.

Development Committee Meeting

June 30, 2022 3:30 pm

Attending: Jamie Henderson, Seth Friedman, Shannon Greene, Jessica VanDenBerg, Heather Croskrey

Agenda:

1. Wine, Women, & Shoes
 - a. Seth, Heather, Shannon, Jamie, and Jessica had met with WWS representative for an informational session earlier in June. This event is one that several RMHC chapters have done with success. It is an organization that sells the concept to markets and guides them through recreating the event in their area.
 - b. The initial investment is \$25,000.
 - c. It was decided that this event would require more manpower than we have available and would be a high risk with the necessary investment and costs for the event.
 - d. It was decided that while we want a signature event in Cedar Rapids, we should grow on the Fore the Love of the House event we started in 2019 and make an event that is wholly us.
2. Meeting with Plaid Swan to review marketing plan.
 - a. We will be meeting with Plaid Swan on July 12 to go through the marketing plan and discuss what next steps to fully engage Plaid Swan in marketing RMHC. They will be presenting their ideas and we will be discussing what is feasible and what is best for the future to achieve our goals.
3. Event update
 - a. Golf: We have a full slate of golfers and raised a net of 51,000. The event was very well received, and the feedback was exceptional.
 - b. Bubble Walk: This 2nd annual event was another success. We have 340 participants, 56 volunteers, and raised \$3,000.
 - c. Bubble Day: Work with ADPi at UNI is going well. We are working on securing sponsors for this event and ADPi is planning activities and onsite fundraising ideas.
 - d. Food Truck Fridays: to help feed our families during the kitchen remodel, we are going to host Food Truck Fridays. We will invite the public to help offset our costs and rotate food truck vendors each week. It will happen 5-7 pm every Friday starting July 22.
4. Grant updates
 - a. Nonprofit Innovation Fund: This is a grant through Iowa State Economic Development. We are applying to cover all remaining kitchen costs as well as furniture, playground, doors, and key system, and new fire suppression system.
 - b. Greater CR Community Foundation: the second round of GCRCF Donor Advised Fund grant opportunities just occurred. We applied for funding for the St. Luke's Family Room.

Holidays

Many RMH chapters are re-evaluating their holiday policies, in light of Juneteenth and overall DEI efforts. Several chapters weighed in on a group chat through Global. Examples shared from other U.S. chapters include:

- Adding Juneteenth
- Adding either MLK or Juneteenth (at least one)
- In lieu of prescribed holidays, giving employees 10 days to use as they wish (in addition to PTO)
- “DEI” day instead of adding Juneteenth, employees are granted one extra day outside “usual” holidays and can decide how to use it (Juneteenth, Rosh Hashanah, Pride Day, etc.)

The majority of U.S. chapters have 8-9 holidays on average.

Our Current Policy:

Full-Time Staff:

Full-time employees are given the following eight transferable holidays off with full pay:

New Year's Day	Thanksgiving Day
Memorial Day	Christmas Eve
Independence Day	Christmas Day
Labor Day	Personal Birthday (credited as PTO in birthday month)

If a holiday falls on a Saturday, it will be observed on the prior Friday. If a holiday falls on a Sunday, it will be observed on the following Monday.

RMHC-EIWI provides services 365 days a year, and there may be times that a full-time staff is needed to work on a holiday. In those cases, the full-time staff person may select a different day off for their holiday. The day must fall within the same work week (Sunday-Saturday) as the actual holiday or be approved by the Executive Director. Full-time employees who work holiday hours are not eligible for time and a half pay but may receive bonus pay according to policy.

Part-Time Staff:

All part-time non-exempt staff who work RMHC-EIWI holidays will receive time and a half pay for the holiday hours worked.

Sample Organizational Titles across U.S RMHC chapters

Examples	Org Leader	Ops Leader	Dev Leader		Other positions			
Iowa, Rochester, SD, ND	Executive Director	Ops Director	Development Director			Manager	Coordinator	Associate
Peoria, Omaha, Winston-Salem, Michigan, Oregon	CEO	COO	CDO		Director	Manager	Coordinator or Specialist	
Twin Cities, Indiana, Ozarks, Milwaukee	President & CEO	COO	CDO		Director	Manager		
St. Louis	President	Vice President	Vice President		Director	Manager		
Chicago	CEO	Vice President	Vice President		Director	Manager		
Central Ohio	CEO & Executive Director	COO	CDO		Directors/Manager			

Proposed for RMHC-EIWI:

	Org Leader	Ops Leader	Dev Leader	OPEN				
	CEO	COO	CDO	Directors	Managers	Coordinator	Associate	

Why: modernize, prepare for future growth, legitimize non-profit, perceived clout—relatable to for-profit world

Cost: business cards (\$36), name tags (\$30)



Ronald McDonald
House Charities®
Eastern Iowa & Western Illinois

Strategic Plan 2022-2024



730 Hawkins Drive, Iowa City, IA, 52246

www.rmhc-eiwi.org

Organizational Overview

Mission Statement

Ronald McDonald House Charities of Eastern Iowa and Eastern Illinois is committed to providing services that directly improve the health and well-being of children, while offering a community of comfort and support for families seeking medical care for a child.

Vision Statement

We Lead with compassion. **We focus** on the needs of caregivers. **We believe** when families are together, they cope better, and no family should have to navigate their child's medical journey alone.

Values

We are **ACCOUNTABLE AND TRANSPARENT** - leading with honesty and integrity.

We are **ACCEPTING** of all - valuing diversity, equity, and inclusion.

We are **COMPASSIONATE** - treating our guests, staff and volunteers with kindness and grace.

We believe in **COMMUNITY** - partnering with and respecting our neighbors and stakeholders.

We are **RESPONSIBLE** - taking seriously our commitment to use gifts and resources effectively and believing in the importance of expressing our gratitude with supporters.

We **GROW** leaders - supporting opportunities for our staff to grow and empowering them to be their best selves.



Organizational Analysis

Strengths

- ⇒ Recognizable national brand with support from global RMHC
- ⇒ Financially stable with clean audit history
- ⇒ Our mission resonates with the community
- ⇒ Newly renovated physical facilities
- ⇒ Strong partnerships with the University of Iowa and local hospitals
- ⇒ Support from local McDonald's Owners
- ⇒ Dedicated volunteers
- ⇒ Loyal base of donors
- ⇒ Mission-minded leadership and staff

Opportunities

- ⇒ Improved engagement with alumni families
- ⇒ Increased communication and engagement with hospital partners
- ⇒ Strengthened relationship with University of Iowa Athletics
- ⇒ Increased awareness and fundraising outside Johnson and Linn Counties
- ⇒ RMH expansion to reduce wait lists
- ⇒ Strategic social media to improve awareness and support
- ⇒ New partnerships to result in larger gifts

Weaknesses

- ⇒ Volunteer reliant in midst of a volunteer shortage
- ⇒ Public perception that we are 100% funded by McDonald's
- ⇒ Family Rooms and Food Pantry operate at a loss
- ⇒ Lack of awareness of all our locations and programs
- ⇒ Continual challenges with staffing 365/24/7 operation
- ⇒ Public perception that we are part of the University of Iowa and funded as such
- ⇒ Donors traditionally limited to those impacted by our services
- ⇒ Inefficient and outdated internal processes still exist
- ⇒ Lack of diversity among current BOD

Threats

- ⇒ Uncertain economic climate with continued COVID-19 and new variants
- ⇒ COVID-19 impact on our ability to deliver services
- ⇒ Competition for limited grants nationwide
- ⇒ University of Iowa has control over our lease
- ⇒ We are in a community saturated with non-profits



Strategic Goals and Actions

Strategic Objectives

1. Stewardship
2. Community Outreach
3. Programs & Services
4. Financial Health
5. Organizational Development
6. Diversity, Equity, and Inclusion





Goal: Everyone who engages with RMHC-EIWI feels that their contribution is an intricate part of our mission and their involvement is valued.

Stewardship

Objective

Attract new donors and retain existing donors to ensure a sustainable and thriving organization

- ⇒ Increase donor retention from 35% in 2019 to 45% in 2021, 55% in 2022, and 65% in 2023
- ⇒ Increase new donor Acquisition by 10% per year

Development Director & Committee

Objective

Create an environment that welcomes, prepares, and retains its volunteers.

- ⇒ Improve volunteer training process to ensure volunteers feel ready for duties.
- ⇒ Hold a minimum of two volunteer appreciation events per year.
- ⇒ Expand regular volunteer recognition opportunities including "Volunteer of the Month" and daily supports.

Operations Director & Volunteer Coord

Objective

Create an active and engaged Alumni Family Group to help drive awareness and philanthropic interest

- ⇒ Grow Alumni Family Reunion by at least 5 new families a year
- ⇒ Increase financial donations from new alumni families by 15% each year
- ⇒ Increase 3rd party fundraisers from alumni families by one new event each year

Development Director & Family Programs

Objective

Strengthen community partnerships including hospitals, McDonald's, and local service organizations

- ⇒ Increase Communications and interaction so the McFamily feels more engaged in the House and its initiatives.
- ⇒ Increase Round-Up donations by 20% annually
- ⇒ Find new and creative ways to engage with key community stakeholders, including adding one new engagement annually

Operations Director/
Development Director



Goal: People know who we are, understand what we do, and value our service.

Community Outreach

Objective

Continually build awareness

Development Director &
Operations Director

- ⇒ *Drive awareness of our services to future customers through increased social media presence, referral network at hospital and through our Website*
- ⇒ *Develop a hospital partner communication plan to ensure that new materials, information, and updates are being shared throughout the year.*
- ⇒ *Meet with key hospital staff at least twice a year.*
- ⇒ *Present to at least 10 companies annually with new ideas for engagement*
- ⇒ *Present or exhibit to at least 10 organizations annually*

Objective

We are an organization that businesses, organizations, and stakeholders want to partner with

Development Director &
Operations Director

- ⇒ *Actively engage local businesses in philanthropic activities to acquire one new company annually to make us their charity of choice.*
- ⇒ *Increase participation from one company annually who already supports us.*
- ⇒ *Strengthen partnership with UI Athletics through volunteer events and community outreach.*
- ⇒ *Identify opportunities to partner with hospitals through shared marketing and events.*
- ⇒ *Expand outreach to outside of Johnson County by engaging at least one new alumni family a year in a new community to serve as ambassador in that community.*



Goal: To support families in a welcoming environment, adapt our service delivery for continuous improvement, and position our organization to meet future needs.

Programs & Services

Objective

Increased awareness of our services.

Executive Director &
Operations Director

- ⇒ *Engage in conversations with hospital partners to explore areas of program expansion*
- ⇒ *Explore options for physical expansion of RMH*
- ⇒ *Communicate with UIHC officials to ensure continuation of no-cost lease for RMH facilities*
- ⇒ *Open dialogue with hospitals outside Johnson and Linn counties to explore needs and program possibilities*

Objective

A robust volunteer program that meets the needs of our organization.

Operations Director

- ⇒ *Increase marketing and engagement with meal groups to reach goal of 90% nights with meal provided by a third party*
- ⇒ *Connect with three new businesses/organizations/clubs to engage in a group service project*
- ⇒ *Through active recruitment, training, and support, rebuild in-house volunteer program to reach 100% coverage of available shifts*
- ⇒ *Broaden diversity of volunteer base including seniors and non-student engagement.*

Objective

Facilities

Operations Director

- ⇒ *Complete final elements of House refresh project including furniture and exterior doors*
- ⇒ *Implement a comprehensive preventative maintenance plan*
- ⇒ *Consult with RMHC Global for ideas on energy efficient operations*
- ⇒ *Identify resources needed to implement professional cleaning services.*

Objective

Technology

Operations Director

- ⇒ *Implement updated payroll system to improve efficiencies*
- ⇒ *Move to electronic communications with guests via user friendly app*
- ⇒ *New key system to increase guest convenience and improve staff process for monitoring*



Goal: To secure the resources needed to fulfill our mission

Financial Health

Objective

Expand our geographic reach beyond Johnson County

Development Director

- ⇒ *Add one new 'friend raiser' a year (example: host a bubble walk in a new community)*
- ⇒ *Roll out McDonald's initiative to build Round-Up in each community*
- ⇒ *Engage with Community Foundations in outlying communities*

Objective

Increase mid-level and major gifts to create a sustainable and robust donor funnel

Development Director

- ⇒ *Increase number of existing donors who increase annual gifts by 5% a year*
- ⇒ *Increase gifts over \$1,000 by 10% each year*

Objective

Build a strong corporate partnership program to drive major giving

Development Director

- ⇒ *Raise \$100,000 annually in grant/foundation dollars*
- ⇒ *Receive at least 2 new grants annually*

Objective

Ability to tap into University of Iowa's audience.

Development Director/
Operations Director

- ⇒ *Explore options to access athletics*
- ⇒ *Better utilize our location to drive awareness and partnerships*
- ⇒ *Increase UIHC annual payroll campaign participants by 10%*



Goal: Create a culture where board members and staff feel connected, equipped, valued, and engaged.

Organizational Development

Objective

Our Board of Directors are engaged and equipped to represent the organization and provide sound governance

Board of Directors

- ⇒ *The Board of Directors will be comprised of members representing diverse experiences and expertise and reflect the communities we serve.*
- ⇒ *New Board Members will feel welcomed, informed, and ready to serve their positions*
- ⇒ *Provide opportunities for continuing education for the Board of Directors at both the individual and group level*
- ⇒ *Create opportunities for staff/board interactions to establish a culture of mutual support*

Objective

Staff feel prepared to do their jobs and empowered to grow.

Executive Director

- ⇒ *Develop annual training program, including online options*
- ⇒ *Conduct annual staff retreat to focus on sharing vision*
- ⇒ *Utilize strategic plan in departmental meetings*
- ⇒ *Support continued learning opportunities*
- ⇒ *Encourage chapter to chapter collaboration*



Goal: We commit to pursuing deliberate efforts to ensure that our organization is a place where differences are welcomed, different perspectives are respectively heard, and where every individual feels a sense of belonging and inclusion.

Diversity, Equity, and Inclusion

Objective

RMHC-EIWI staff, volunteers and board members are empowered and supported to contribute to a culture of inclusion.

Executive Director

- ⇒ *Utilize RMHC Global resources*
- ⇒ *Collaborate with University of Iowa on training opportunities*
- ⇒ *Ensure that all internal communications are welcoming and inclusive*
- ⇒ *Review recruitment and hiring processes to identify opportunities for expanded reach*

Objective

Our volunteer program is representative of the community we serve and welcoming to all.

Operations Director

- ⇒ *Recruit and steward a volunteer base that is representative of the community we serve.*
- ⇒ *Identify new opportunities for outreach including senior centers, campus clubs and local churches.*
- ⇒ *Review language, processes, and policies to provide broadest possible inclusion for persons from all backgrounds.*

Objective

Guests and stakeholders' experience with our organization leaves them feeling respected, included, and valued.

Operations Director &
Development Director

- ⇒ *Marketing materials are inclusive and representative of the population we serve.*
- ⇒ *Guest materials and orientation are sensitive to cultural differences.*
- ⇒ *All guests are treated with dignity and respect.*