



## Talking Points

### ***“What does RMHC Northeast Ohio do?”***

#### **We help families feel at home, even when they can't be.**

- When a family has a sick or injured child, we give them a place to stay near the hospital, meals, and other things they need so they can focus on their child.
- Even in the hospital, we have spaces for them to rest and recharge.
- The whole family can stay together so parents can care for all their kids' needs like they would at home—plus have some sense of normalcy during a very stressful time.
- The family doesn't have to worry about making meals, shopping, where they will do laundry—we take care of that so they can take care of their children.
- Our services give families more time to be with their child.
- Siblings can play together at the House and visit the hospital, so they don't miss out on growing up together.
- Families staying at a House or using a Family Room can share common experiences and support one another—they don't have to face these difficult circumstances by themselves.
- We're able to provide services free of charge to families thanks to generous donors, volunteers, and community support.

#### **We facilitate access to the care and resources families need.**

- We provide comfortable places to stay, rest and recharge near and within the hospital.
- We make it easier for families to be involved in their child's care.
- We bring dental and medical care for children into communities where it is needed.
- We make it easier for families to focus on their child's outpatient or emergency care by welcoming siblings into our STAR programs.
- We connect families to resources they'll need immediately and in the future through our online program, RedTreehouse.org
- We provide services at no cost to families.

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## Mission and Vision

**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.

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Boilerplate language and program descriptions of various lengths, plus naming conventions, print materials, message maps, and more are available on the [Marketing Hub](#) and in OnBoard.



## [Our Programs](#)

### **Program-Specific Messaging**

#### [Ronald McDonald House programs \(At the House\)](#)

**Ronald McDonald House**<sup>®</sup> programs in Cleveland and Akron give families a welcoming place to stay, all the comforts of home, and a community of support so they can focus on caring for their children.

#### [Ronald McDonald Family Room programs \(At Hospitals\)](#)

**Ronald McDonald Family Room**<sup>®</sup> programs in four Cleveland-area hospitals offer a space for families to rest and recharge just steps from their child's treatment room.

Locations: UH Rainbow Babies and Children's, Cleveland Clinic Children's, MetroHealth Medical Center, Cleveland Clinic Fairview Hospital

#### [Ronald McDonald Care Mobile<sup>®</sup> programs \(In the Community\)](#)

**Ronald McDonald Care Mobile**<sup>®</sup> programs bring dental and health care to communities where families need it most.

##### Service Units

- Current: The 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.
- Coming 2024: A Ronald McDonald Care Mobile, in partnership with Akron Children's Hospital, will provide medical care to underserved areas of the Mahoning Valley.

#### [Ronald McDonald STAR Programs: Support, Teaching, Awareness, Resources \(In Outpatient Settings\)](#)

**Ronald McDonald STAR programs** are fun learning environments for children during siblings' outpatient visits.

Locations: Cleveland Clinic Children's Outpatient Center (STAR Center), Akron Children's Hospital Mahoning Valley Emergency Department (STAR Corner)

#### [RedTreehouse.org: Ronald McDonald Family Resource Link: \(Online\)](#)

**RedTreehouse.org** is an online resource database for families of children with health care challenges or disabilities. The site's support pathways make it easy for parents to quickly find the resources they need.