



BRAND ARCHITECTURE

WE'RE MAKING A BIG DIFFERENCE IN THIS WORLD



RMHC impacts the lives of millions of children and families around the world.



RMHC supports children and their families by delivering **programs and services** in more than

64
countries
and regions



more than
368 Ronald McDonald House® programs



more than
252 Ronald McDonald Family Room® programs



more than
50 Ronald McDonald Care Mobile® programs

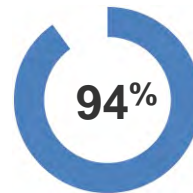


In 2018, families saved over
\$930M
in out-of-pocket lodging and meal expenses

due to the presence of **Ronald McDonald House** and **Ronald McDonald Family Room** programs



90% of families served at **the top children's hospitals** worldwide have access to **at least one RMHC core program**



94% of **hospital leadership worldwide** agreed that Ronald McDonald House programs **reduced stress and costs to families**



Published research underscores the role the Charity plays in **keeping families together** during times of medical crisis through its Houses

ARTICULATING OUR BRAND BLUEPRINT BY SYNTHESIZING AND BUILDING FROM OUR ASSETS

WHAT

GLOBAL MESSAGING PLATFORM

WHY WE BELIEVE IN WHAT WE DO

PURPOSE

HOW WE WILL BRING IT TO LIFE

ROLE

PERSONALITY

WHAT

What do we believe?

BELIEF

We believe that when families are together, they cope better.

BELIEF

**We believe that an oasis of comfort
in a sea of chaos is as powerful as
any medication.**

BELIEF

**We believe that coping is measured
in laughter, cups of tea and
bedtime stories.**

BELIEF

We believe that a home is more than four walls and a roof over your head. It is the intangible magic that transpires in moments shared together.

BELIEF

We believe in building a global community that finds strength, hope and courage as a joyous experience.

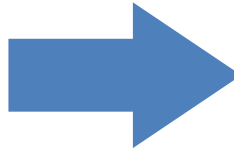
WE BELIEVE IN OUR TAGLINE

KEEPING
FAMILIES
CLOSE[®]

WHAT WE BELIEVE BUILDS UNDERSTANDING FOR WHAT WE DO

GLOBAL MESSAGING PLATFORM

KEEPING FAMILIES CLOSE[®]



With one simple message, RMHC is identified as a resource that helps bridge access to care.

- Over **368** Ronald McDonald House programs*
- Over **252** Ronald McDonald Family Room programs*
- Over **50** Ronald McDonald Care Mobile programs*
- In **2018**, over **\$930 million** was saved in out-of-pocket lodging & meal expenses due to the presence of Ronald McDonald House and Ronald McDonald Family Room programs

OUR MESSAGE BUILDS ENGAGEMENT

- Moving people from passive appreciation to active support of our cause by giving ways for our advocates to be the voice of our Charity
- The call of #KeepingFamiliesClose increases personal ownership. The desire to make a difference... or give back... or possibly deal with loss... can all be channeled into support for RMHC



HOW WE WILL USE THIS MESSAGE

MESSAGE	KEEPING FAMILIES CLOSE®		
GOAL	Build understanding for what we do by positioning the Charity's unique offering and impressive impact in people's minds		
ROLE	OFFERING	IMPACT	APPEAL*
CHANNEL	<ul style="list-style-type: none"> • Doctors / hospitals • Dot.com • SEO / SEM 	<ul style="list-style-type: none"> • Newsletter • Annual report • Campaign reports 	<ul style="list-style-type: none"> • CRM • Social media
TARGET	<ul style="list-style-type: none"> • First point of contact with family • Families dealing with a sick child • Organization 	<ul style="list-style-type: none"> • Alumni of grateful families • Corporate partners • Social media following 	<ul style="list-style-type: none"> • Alumni of grateful families • Social media following <p><i>* As the platform gains momentum, we will see the impact of a new revenue stream and will reduce the number of direct appeals.</i></p>

WHY

Why do we do what we do?



We help keep families near each other because togetherness empowers well-being.



HARDWARE

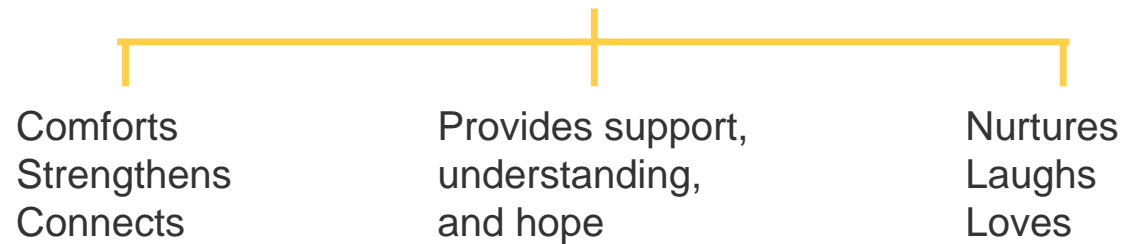
KEEPING FAMILIES CLOSE®



SOFTWARE

THE EXPERIENCE BRINGS ABOUT

The transformative impact togetherness
has on empowering well-being



HOW

How do we bring this experience about?

OUR ROLE

As a catalyst that brings people together, we rally, enable, and champion the health and well-being of family.

THIS ROLE GIVES US PERMISSION TO ENGAGE IN A BIGGER CONVERSATION

FROM

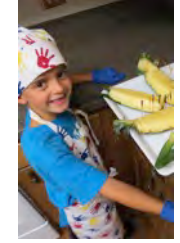
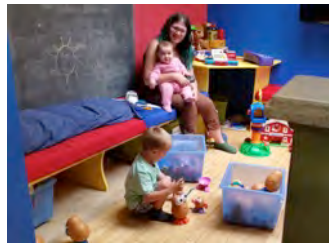


TO

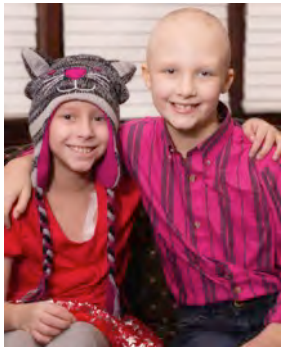
- Charity providing accommodation
- Talking about the issue
- Receiving families who have a sick child

- Positioning RMHC as a thought leader with an empowering POV on enabling family-centered care
- Bringing a community together around a joyous experience that focuses on comfort and support
- Creating, nurturing and celebrating a global family united in the power of togetherness

WE CARE FOR CHILDREN, BUT WE AREN'T CHILD-LIKE



OUR WORK IS SERIOUS BUT WE CELEBRATE THE MAGIC THAT UNITES US



WE REFLECT ALL TYPES OF FAMILIES, NOT JUST THE NUCLEAR ONE



WE'RE FOR FAMILIES, AND FAMILIES ARE:

PLAYFUL

HONEST

LOVING



PERSONALITY

PLAYFUL

Families are perfect in their imperfection. It is the whimsy and resiliency of children that makes them loveable. We will bring this quirkiness, hope and fun to our communications.



PERSONALITY

HONEST

Families are real. Their authenticity creates a level of intimacy that builds and strengthens bonds.



PERSONALITY

LOVING

There is passion, warmth and compassion in our actions. And, love helps to build momentum and energy that engenders community, comfort and generosity.



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