

SUCCESS STORY

HALLETT
PHILANTHROPY



RONALD MCDONALD HOUSE CHARITIES OF OMAHA

RONALD MCDONALD HOUSE CHARITIES OF OMAHA LEVERAGES HALLETT PHILANTHROPY TO RE-IMAGINE ITS STRATEGIC PLAN

WHEN IT BECAME TIME TO RENEW ITS STRATEGIC PLAN, RONALD MCDONALD HOUSE CHARITIES OF OMAHA KNEW IT NEEDED A NEW APPROACH TO STRATEGY AND BOARD GOVERNANCE TO ACHIEVE ITS NEW AND LOFTY GOALS.



"Hallett Philanthropy understands the specific needs of Ronald McDonald House in Omaha and how board members can be most effective in their roles to have the greatest impact on our organization in the future."

Lindsey Rai Kortan
CEO, Ronald McDonald House Charities of Omaha



16 Employees	2,719 Families Served
Hallett Philanthropy Client Since 2020	Services: Strategic Planning; Board Training and Education

RONALD MCDONALD HOUSE CHARITIES OF OMAHA SETS NEW STRATEGY WITH HALLETT PHILANTHROPY.

Built in 1994, the mission of Ronald McDonald House Charities of Omaha (RMHC) is to create and operate programs that directly improve the health and well-being of children. RMHC supports access to care, reduces financial burden, provides psychosocial support keeping families together, enhances clinical experiences and outcomes, and helps families resume normalcy during their most difficult and challenging times.

In 2021, RMHC served 621 families. The average family stayed with RMHC for 35 days. While the outstanding medical community provides the critical care needed to heal the pediatric patients, RMHC steps in on the hope and healing side for the entire family, creating a small community with the intent to influence social determinants of health during their stay.

RONALD MCDONALD HOUSE CHARITIES OF OMAHA PUTS ITS STRATEGIC PLAN FRONT AND CENTER

RMHC strives to support every family in need of its services here in Omaha, regardless of the family's ability to pay the suggested daily donation. To do so, the organization must develop, and follow, a detailed strategic plan designed to keep staff on track as they determine fundraising and other needs.

THE CHALLENGE: DEVELOP A NEW STRATEGIC PLAN THAT ADDRESSES RHMC OMAHA'S UNIQUE NEEDS AND ENSURE A HIGH LEVEL OF BOARD PARTICIPATION

At the time RMHC's existing strategic plan was set to expire, approximately one-third of its board of directors was ending their terms. Additionally, the organization had recently completed a significant capital campaign that allowed RMHC to double in size and renovate its existing space. With COVID-19 entering the scene just a few short months later, RMHC leadership knew a detailed strategic plan would be critical to the future success of the organization.

"With our previous strategic plan expired, we knew we needed to put a new plan in place and we needed to do it efficiently," said Lindsey Rai Kortan, CEO of Ronald McDonald House Charities of Omaha. "When COVID hit, we knew how we could still help serve families but we faced challenges regarding how we conducted our business. Randall really helped us navigate through these challenges in real-time with an actual strategy to help us serve families during a very uncertain time."

In addition to a new strategic plan, RMHC had several new board members and wanted to make sure they were well-positioned to help the organization to be successful. Training and education for this group would be critical if the team was going to develop a great plan and reach its goals.

THE SOLUTION:

RMHC took advantage of its relationship with Randall Hallett and Hallett Philanthropy to develop a new strategic plan and provide board governance and oversight. Hallett Philanthropy's strategic planning system is streamlined, which enabled RMHC to move quickly. With decades of experience in strategic planning and board governance and management, Randall has a keen ability to guide teams through the strategic planning process in a way that allows all voices to be heard. Additionally, Randall worked with new and existing board members to ensure the whole team was prepared for the planning process.

"Randall understands RMHC. His approach to strategy and his recognition of how board governance versus board management works and how board members can be most effective in their roles was a key reason for bringing in Randall when we did," said Lindsey Rai Kortan. "Randall has a way of explaining things in a manner that simplifies so it's not overwhelming or daunting to the board members, while at the same time extrapolating really important ideas and information from the team."

Randall Hallett understood what RMHC intended to accomplish and worked with organization leadership and the board to create a streamlined plan that will allow the team to achieve, and even exceed, those goals. His ability to recognize the organization's growth objectives and understand the type of board strength needed to propel RMHC into the future was critical in creating a strategic plan tailor-made for the organization.

"The goals we have are audacious and sometimes unrealistic. Our team won't back down from a challenge. The only way we are going to meet that challenge is with someone like Randall coming in and telling us the reality of how we are going to make that happen, whom we need in the room to make that happen, and how we can stay focused to get there," said Lindsey Rai Kortan. "We chose Randall because he understands the nature and culture of who we are internally, and we want that to be reflected externally. We felt confident in where we could go. We knew if we brought Randall in we could exceed our expectations of what we thought we could accomplish - what is actually realistic - and how to execute it. It was more than meeting expectations, it was exceeding them. We knew he would push us and challenge us to expand in the areas we needed to."

RMHC is currently executing its strategic plan. The organization is on track to meet its expectations for this year.