

Mission: To be the best available Home-Away-From-Home for children and families of children suffering a medical crisis.

Our Mission Impacts in the areas to the right; in the ways listed below:	Families: Benefit families by creating extraordinary experiences	Children: Decrease recovery time. Decreasing isolation through familial support	Hospitals: Valuable support system for patients and patient families that benefit hospitals and medical facilities	Chapter: Provide collaborative opportunities for community involvement. Promote unity, awareness and pride in the mission
Reach	Increase access to health care for families with children in need	Expand program capacity for impact through respite care, in-house and community partnership	Improve referral tracking for hospitals who refer patients to Pensacola to document reach to outlying communities	Maximize opportunities for diverse community involvement in the success of the mission
Reputation	Serve as a positive liaison between the families and medical staff (be known as part of a continuum of care)	Be known for helping children recover by facilitating families participation in children's recovery	Clarify the needs of individual centers and hospitals to facilitate better relationships & access of RMHC services	Promote efficient and effective use of resources that positively impacts families access to health care while encouraging their future involvement
Relationships	Increase role of community partners who help fulfill the mission: enlist key influencers and strengthen existing alliances	Form partnerships with social workers and others who can help educate families and build key services for children served by RMHC (help transition to normal life)	Quantify relationship that is appropriate at each center/hospital as it relates to the RMHC mission	Increase knowledge of key stakeholders thereby building their participation with RMHC
Resources	Increase short and long term services available to families and children	Partner with local support networks, entertainment and children's programs	Partner with medical systems to strengthen culture of family-centered medical care and to ease access to additional services	Increase sustainable dollars by diversifying message to local communities regarding funding
Results	Improve emotional and physical well-being of families and children	Reduce stress and increase comfort (connect children to sources of comfort, hope and normalcy)	Increase patient satisfaction and adherence to treatment through increased treatment options available because of availability at RMHC	Maximize the number of families and community members who benefit from RMHC programs and services

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Outcomes	Metrics	How should we define this metric?	Will the data come from the House, Area Offices or Hospitals?	What is the precise source for this metric?	Where are we today?	Where would we like to be in a year?	How often will this data be available?
REACH							
For Families: Increase access to health care for families with children in need	# of families who use respite services; # families who use rooms; # referrals from outside health care providers; #s by county;	Report numbers based on rooms available, report increased occupancy, report counties of residency, report referral sources	House Management	Family Questionnaire Daily stats			
For Children: Expand program capacity for impact through respite care, in-house and community partnership	# families who use respite services; # and \$ value of in-house service partners; # meal program partners; value of in-kind donations of House and Family Supplies	Compare Exceed report numbers to previous year totals and list partner services available for families	Family Services Mgr., Night Auditor and Development Team	Exceed Data			
For "Hospitals": Improve referral tracking for hospitals who refer patients to Pensacola to document reach to outlying communities	# families served in relation to referring medical center; # families served by Pensacola's "treating" center	Total # family members served in relation to referring center tracked through monthly reports. Total numbers of brochures utilized by hospital	House Management-	Weekly count, mthly Family Svcs. report. Hospital stats			
For Chapter: Maximize opportunities for diverse community involvement in the success of the mission	# volunteers and donors involved with RMHC through House programs and special events; %age males/females, %age of minority involvement; chart of diversity of professionals in board and committee involvement by county	%age satisfied volunteers; board survey; volunteer hours and increase in donor dollars and retention of volunteers/sponsors & partners	House Management	Volunteer survey, Exceed Database			

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REPUTATION							
For Families: Serve as a positive liaison between the families and medical staff (be known as part of a continuum of care)	# of families who use respite services; # families who use rooms; # referrals from outside health care providers; #s by county;	Report numbers based on rooms available, report increased occupancy, report counties of residency, report referral sources	House Management	Family Questionnaire Daily stats			
For Children: Be known for helping children recover by facilitating families participation in children's recovery	Reduction in length of stay (# of days) due to family's presence and support. Determine number of visits children receive from families utilizing RMHC services	Decrease average length of stay for same diagnosis at RMHC	House Management	Exceed Data			
For "Hospitals": Clarify the needs of individual centers and hospitals to facilitate better relationships & access of RMHC services	% of hospital survey respondents who believe that RMHCNWFL services improve relationships between healthcare providers & patient families. Response from Individual meetings to determine need/usage.	Total numbers of brochures utilized by hospital. Increase in RMHC referrals tracked by medical center/source	House Management-	Family Questionnaire, Hospital Survey for social staff and administrators			
For Chapter: Promote efficient and effective use of resources that positively impacts families access to health care while encouraging their future involvement	Cost per person served, value of service provided	Total cost (\$) divided by total number of persons served each year by service area. Value= in-kind goods plus annual operating expenses divided by # persons served.	House Management	Exceed Database			

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RELATIONSHIPS							
For Families: Increase role of community partners who help fulfill the mission: enlist key influencers and strengthen existing alliances	Total new and old services provided to families; total in-kind services and programs offered to families; value of in-kind services and programs offered to families; # key influencers enlisted in mission	# of service providers, types of services, programs offered to families . # of written thank you letters families provide to local partners. Retention of partner service (%age annual return); list of 50 prospective key partners identified with tracking of success in recruitment	House Management	Exceed Program			
For Children: Form partnerships with social workers & others who can help educate families & build key services for children served by RMHC (help transition to normal life)	Reduction in length of stay (# of days) due to family's presence and support. Determine number of visits children receive from families utilizing RMHC services	# children (cases) referred by social worker and number of cooperative educational resources facilitated in partnership with social workers and other medical staff	House Management	Family Survey, Daily Stats & Key Fob system			
For "Hospitals": Quantify relationship that is appropriate at each center/hospital as it relates to the RMHC mission	# RMHC families who report that RMHC improved their healthcare experience (correlated to county and referring medical facility for distribution back to health care partners)	Survey question (metric to be developed)	House Management and Hospital Admin	Initially family survey- eventually hospital survey			

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<p>For Chapter: Increase knowledge of key stakeholders thereby building their participation with RMHC</p>	<p>Retention of key partners; value of donations and new donations; increased participation and volunteer hours; #articles and time RMHC mentioned through local media outlets</p>	<p>%age of accurate answers at local presentations and to house donor/partner surveys; increase in donated dollars and volunteer hours</p>	<p>House Management</p>	<p>Exceed Database; donor survey</p>			
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RESOURCES

<p>For Families: Increase short and long term resources available to families and children</p>	<p>Establish tools for online updates & discussion. Expand feedback database/survey (1yr). Expand House programs including meal program and partner hotel programs and partnerships.</p>	<p># of families who report an increase in emotional or physical well-being divided by the total number of families surveyed - Survey Question (TBD) % increase in meals provided. # of partner hotels and increase in services offered by hotels (linen services, repair services, event participation, \$ support)</p>	<p>House Management</p>	<p>Exceed Program. Volunteer Program data/ donor hour report, meal report, Exceed in-kind report</p>			
<p>For Children: Partner with local support networks, entertainment and children's programs</p>	<p># entertainment partnerships and opportunities for children measured by increased in client satisfaction scores relating to RMHC resources</p>	<p>Positive increase in client satisfaction, increase in number of partners and programs available</p>	<p>House Management</p>	<p>Family Survey, Exceed Program</p>			

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<p>For "Hospitals": Partner with medical systems to strengthen culture of family-centered medical care and to ease access to additional services</p>	<p>Positive increase in patient satisfaction scores, more families served (especially outpatient families currently being turned away); more rooms available through new House</p>						
<p>For Chapter: Increase sustainable dollars by diversifying message to local communities regarding funding</p>	<p>Participation in key House events, publication of PSAs and media (in-kind); accurate answer to donor survey regarding funding and increased funding; updated website and increased online dollars through partner websites</p>	<p>Increase in # of partners, \$ donations and large gifts; increase in annual gifts; increase net event income; 100% participation in annual gifts by board; 85% meeting attendance; 65% attendance of board and staff at House events</p>	<p>House Management</p>	<p>Exceed Database; donor survey</p>			

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<p>RESULTS</p>							
<p>For Families: Improve emotional and physical well-being of families and children</p>	<p>% of families who report an increase in emotional or physical well-being; % of families who have created a durable support network</p>	<p># of families who report an increase in emotional or physical well-being divided by the total number of families surveyed. Survey Question (TBD) % client satisfaction (from guest survey) # of families who have participated in a support network Increase in number of families attending annual family gatherings.</p>	<p>House Management</p>	<p>Exceed Program. Family Survey</p>			

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<p>For Children: Reduce stress and increase comfort (connect children to sources of comfort, hope and normalcy)</p>	<p>% client satisfaction</p>	<p>For Kids' Only Survey or Survey Question (TBD) for children in House or for parents to answer on behalf of infants or in-patient children</p>	<p>House Management</p>	<p>Family Survey</p>			
<p>For "Hospitals": Increase patient satisfaction and adherence to treatment through increased treatment options available because of availability at RMHC</p>	<p>Positive increase in patient satisfaction scores, more families served (especially outpatient families currently being turned away); more rooms available through new House</p>	<p>%age of families surveyed who say RMHC services allowed them to comply with medical treatment. Survey Question (TBD)</p>	<p>House Management</p>	<p>Family Survey</p>			
<p>For Chapter: Maximize the number of families and community members who benefit from RMHC programs and services</p>	<p>Effort required to support mission: # volunteers & volunteer hours # corporate partner/donors # outside events/fundraisers # active board members/events # families served (value of service)</p>	<p>Increase in numbers tracked</p>	<p>House Management</p>	<p>Exceed Database</p>			