



# RMHC Media Kit

Ronald McDonald House Charities® (RMHC®), is a non-profit, 501(c)(3) corporation that cares for families when they have children who are ill or injured. Through a global network of 250+ Chapters in 60+ countries and regions, RMHC provides essential services that remove barriers, strengthen families, and promote healing when children need healthcare. RMHC programs and services help families have what they need to ensure the best health outcomes for their children. For more information, visit [RMHC.org](https://www.rmhc.org).

**Purpose** Caring for families with children who are ill or injured.

**Mission** RMHC provides essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

**Vision** A world where every family has what they need to ensure the best health outcomes for their children.

**RMHC serves 826,000 families around the world each year.\***



RMHC provides  
**2.8 million**  
overnight stays  
to families, near  
the care their  
child needs.



In 2024, RMHC  
saved families  
**US\$678 million**  
in meals and  
lodging costs.



RMHC relies on  
the dedicated  
support of  
**298,964**  
volunteers.

\*In 2024, RMHC refined the definition of Ronald McDonald Local Programs (RMLPs) to better align with our mission, vision, and purpose. RMLPs are now defined as health-adjacent programs that support families along their child's healthcare journey and are designed to meet unique family needs in the local community. As a result, year-over-year impact metrics may reflect slight variations due to this updated definition.

**Media Assets** RMHC has a variety of visual assets (b-roll, hi-res imagery, logo, etc.) available for media use upon request. Please reach out to [media@rmhc.org](mailto:media@rmhc.org) to make a request for desired assets and usage.

**Media Contact** For media inquiries, contact [media@rmhc.org](mailto:media@rmhc.org)