

# McDonald's and Ronald McDonald House

RMHC Brand Modernization



# Our Global Opportunity:

*“We are currently a Global organization, but not a Global Brand”*

# We currently have many brand names



## North America

- Ronald McDonald House at Maria Fareri Children's Hospital
- Fondation des Amis de L'Enfance (Quebec), Inc.
- Toronto Children's Care, Inc.
- Children's Family House Society of BC



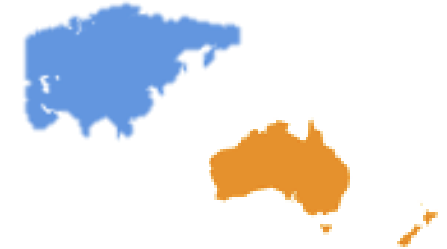
## Latin America

- Fundacion para la Infancia Ronald McDonald
- Fundacion Infantil Ronald McDonald of Puerto Rico, Inc.
- Fundación Casa Ronald McDonald



## Europe

- Association Maison des Parents de Lille
- Association Sourires Atlantiques
- Fundacja Ronald McDonalda
- Ronald McDonald Barnfond
- RMH Une Oeuvre du Coeur
- Association Parents Enfants Soleil



## APMEA

- RMHC Egypt
- Ronald McDonald House Beijing
- Yayasan Ronald McDonald House Charities
- Donald McDonald House Japan

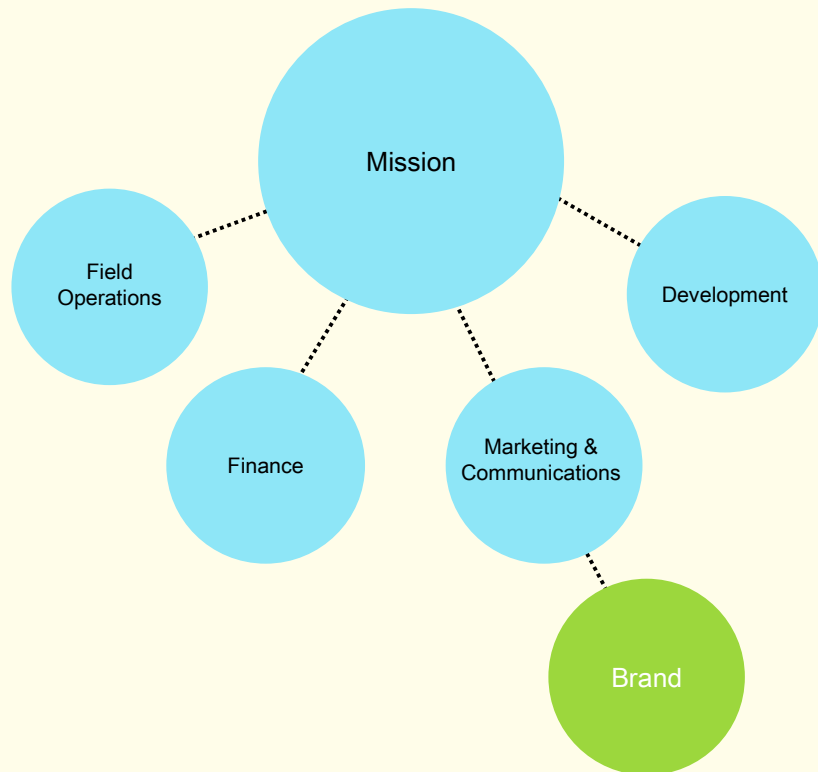
# We also have many different brand identities



# The Brand Modernization will help transform our global organization into a global brand – empowering worldwide awareness and support for our mission.

## FROM

A marketing and communications tool, isolated within one function



## TO

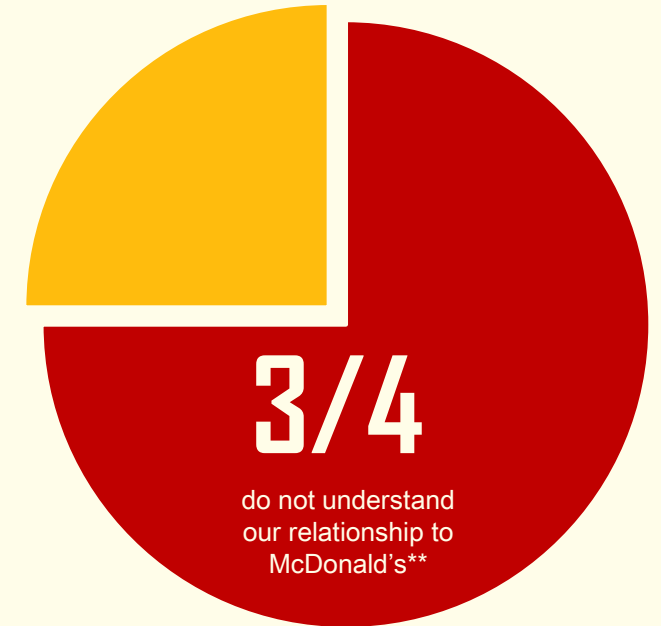
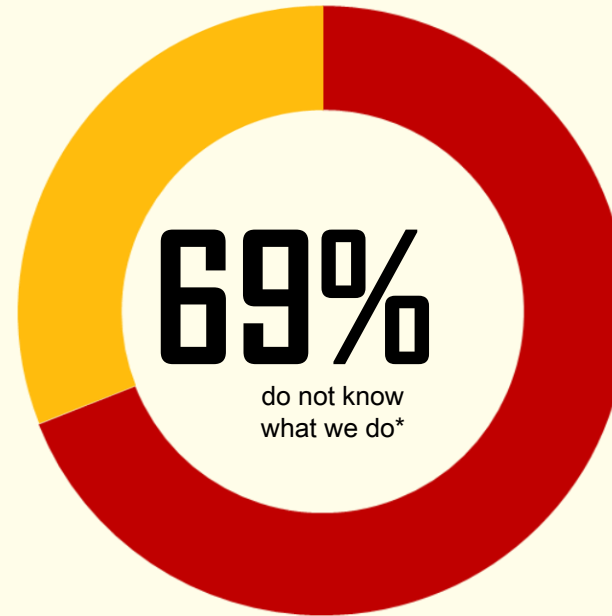
An organizational alignment asset, embedded across all functions, enabling and protecting the mission.



# Why we underwent a brand modernization

The decision to modernize our brand was driven by the need for greater clarity and recognition. Research showed that 69% of people don't know what we do, and three out of four don't understand our relationship with McDonald's.

A clear, unified brand is essential for building trust and understanding—crucial factors in attracting the donations that allow us to serve and strengthen more families. By modernizing our brand, we aim to communicate our mission more effectively, deepen community support, and ensure we can continue making a meaningful impact where it matters most.



Source: GlobeScan

\*Q13: As far as you know, what is it that RMHC does?

\*\*Q19: Which of the below best describes the relationship between Ronald McDonald's House Charities and McDonald's?

# Our goals for our modernized brand

The brand modernization initiative is designed to ensure our organization communicates its purpose with greater clarity and impact.

By sharpening how we present ourselves, we aim to engage and inspire both current and potential supporters, making it easier for them to see the value of partnering with us. A refreshed identity will help us capture attention in a busy nonprofit environment and enable us to adapt to evolving audience expectations, keeping our mission compelling and relevant well into the future.

**Clarify and refocus  
brand messaging for  
our audiences**

**Become more attractive  
to donors and corporate  
sponsors**

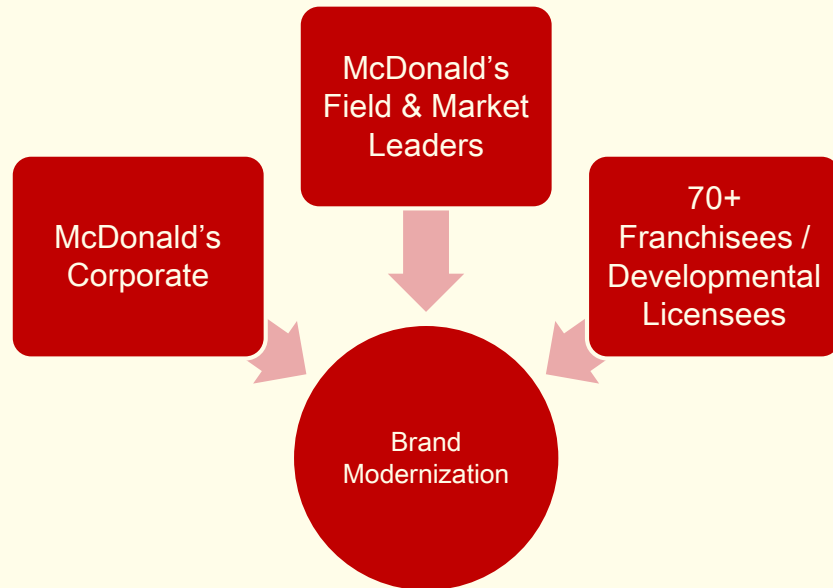
**Stand out in a crowded  
nonprofit space**

**Stay relevant in a  
changing landscape**

# McDonald's Collaboration

Every decision was made with data and insights, stakeholder consultation both within the McDonald's System and outside in the communities and families we serve and is guided by leading brand expertise.

All parties provided critical insights that helped ensure the new brand strengthened the forever partnership between our two brands for the future.



# RMHC Brand Modernization

# Modernizing the RMHC Identity While Honoring Our Roots



**Founding and Forever  
Partner since 1974**



**Ronald  
McDonald  
House**

# Honoring our legacy, enhancing our future impact

- Designed to be simple and modern
- Based on rigorous consumer research, the name was a more discernable connection to McDonald's than the logo
- Maintaining "Ronald McDonald" in the name and the iconic red color honors the founding and enduring partnership with McDonald's
- Extensive testing showed the name/design will perform best in advancing donation intent to further the mission
- Unified (and localized) name will better educate crew & customers about McDonald's forever commitment to supporting families

