



Ronald McDonald
House Charities™
United Kingdom

**ROYAL
VOLUNTARY
SERVICE**

SHAPING THE FUTURE OF **VOLUNTEERING**

at Ronald McDonald House Charities UK
CASE STUDY



In an increasingly complex environment for UK charities, Ronald McDonald House Charities UK identified a need to strengthen and scale its volunteer programme.

The independent charity, which provides free 'home away from home' accommodation and support to families with a sick child in hospital, partnered with Royal Voluntary Service to develop a strategic, high-impact volunteering framework to unlock the full potential of its volunteer network and futureproof its operations.



THE CHALLENGE

Fragmented volunteer management in an increasingly high-pressured environment

Charities face a difficult balancing act: **deliver more services** with fewer resources, while **retaining and engaging an increasingly stretched volunteer base**.

For Ronald McDonald House Charities UK, **volunteers are vital**. Located across **14 Houses** in the UK, the charity's volunteers **help thousands of families** every year.

With a new five-year organisational impact strategy in place, Ronald McDonald House Charities UK recognised an **opportunity to redesign its volunteer programme** to ensure long-term stability and maximise impact.

The charity partnered with Royal Voluntary Service to identify and **build on existing strengths** and **explore untapped opportunities**, focusing on key challenges including volunteer management across its 14 Houses, strengthening corporate engagement, enhancing impact measurement and maximising value through strategic oversight.

Royal Voluntary Service

Shaping the future of volunteering at Ronald McDonald House Charities UK



THE SOLUTION

A goal-focused, evidence-based volunteer framework

Royal Voluntary Service led an **end-to-end review** of the charity's volunteering offer using its newly developed **Diagnostic Tool**, engaging stakeholders across Ronald McDonald House Charities UK's operations, from leadership and corporate teams to volunteers and service users.

Royal Voluntary Service explored six main areas: volunteer strategy, management practices, the volunteer offer and experience, recruitment and assurance, corporate engagement, and impact measurement.

Through the assessment, Royal Voluntary Service uncovered several opportunities to **boost efficiency and consistency** and **enhance the volunteer experience**.

These insights shaped a three-phase, 12-month roadmap designed to:

Introduce a unified volunteer strategy as a 'north star'

Improve consistency in management, onboarding and feedback processes

Develop standardised templates and toolkits across all Houses

Strengthen corporate engagement through better alignment with the charity's goals

Introduce performance metrics to track progress and outcomes

THE IMPACT

Turning opportunity into strategic advantage

The transformation plan devised by Royal Voluntary Service not only addressed the charity's immediate challenges but laid the foundation for a scalable and robust volunteering model for the future.

"Partnering with Royal Voluntary Service has shown us how we can elevate our volunteer strategy and create a stronger, more sustainable approach."

— Joanne Wilkinson
Head of UK House Operations
Ronald McDonald House Charities UK

Key deliverables



A clear path...

to improve volunteer recruitment, retention and satisfaction.



Stronger alignment...

between volunteering and strategic goals.



A structured approach...

to measure and communicate impact.



Practical guidance...

for House Managers to implement improvements without losing local flexibility.



A stronger platform...

for building corporate partnerships that drive engagement and funding.

THE OUTCOME

A solid foundation for lasting impact

This work empowers Ronald McDonald House Charities UK to **meet today's challenges** and **thrive in the face of tomorrow's**.

With a strategic volunteering roadmap in place, the charity is well-positioned to **support more families in crisis** and **deepen community ties**. The team now has a clear, actionable plan to **attract and retain committed volunteers** while growing mission-aligned corporate partnerships.



“Our framework is designed to establish consistency, unlock innovation and help organisations like Ronald McDonald House Charities UK harness the full potential of their volunteers.”

– Dave Stott
Assistant Director of Volunteering and Safeguarding
Royal Voluntary Service

WANT TO FUTUREPROOF YOUR VOLUNTEER STRATEGY?

Royal Voluntary Service's **Volunteering Marketplace** team helps mission-driven organisations create tailored, high-impact volunteer strategies – designed for scalability, sustainability and measurable results.

Start the conversation

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