

## 2026 RMHC Budget Assumptions and Key Allocations

### Growth Outlook

RMHC continues to experience strong momentum, with over 20% annual growth for the past three years. This trend reflects the success of our strategic initiatives and positions us for another year of expansion and impact.

### Revenue Assumptions

#### Fundraising Revenue

- Projected Increase: Driven by strategic planning and execution.  
Key Drivers:
- Securing additional sponsors.
- Growing participation in our three primary events.

#### Additional Explanation:

The total fundraising revenue currently includes multiple line items such as Share a Night, True Sense mailings, Phon-a-thon, all events, and older campaigns like Mother's Day Appeal and Giving Tuesday. For 2026, we plan to streamline these categories for clarity and efficiency.

We currently have three revenue lines—Fundraising, General Gifts, and HOPE Campaign—where undesignated or unplanned funds can be allocated at our discretion. Moving forward:

- All targeted/new donations will be designated to the HOPE Campaign.
- All event-related revenue will be allocated to Fundraising.
- All other contributions will be placed under General Gifts.

This approach simplifies reporting and aligns with strategic goals for donor engagement and transparency.

### Insurance Reimbursements

- Strategic Role: Offsets operational costs and strengthens financial sustainability.
- Future Impact: Once fully implemented, reimbursements will reduce net expenses and support reinvestment into new initiatives.

#### Additional Insight:

This strategy has been in development for 2.5 years. When executed properly, it

could yield significant unbudgeted revenue, potentially changing the trajectory of our organization. Other RMHC chapters that have implemented this process reported generating more than \$100,000 in their first year, demonstrating its transformative potential.

### **Expense Allocations**

- Fundraising Supplies & Materials
  - Increase Justification: Higher costs for the annual Golf Classic at Black Creek.
  - Estimated Range: additional \$35,000 under new contract agreement.
- Accounting Fees
  - Enhancement: Partnership with WCA to station a staff member at RMHC two days per week.
  - Goal: Improve communication and financial efficiency.
  - Additional Cost: \$17,000.
- New Staff Position – VP of Major Gifts
  - Investment: \$70,000 for a senior-level role.
  - Purpose: Address needs created by 23% annual growth and advance board-approved strategic goals.
  - Impact: Strengthens donor relationships and major gift acquisition.
- Room Renovations & Capital Improvements
  - Allocation: \$50,000–\$60,000 earmarked for maintenance reserve.
  - Focus: High-impact facility areas with phased renovation to maximize ROI and minimize disruption.
- IT Operations & Training
  - Investment: \$30,000
  - Coverage:
    - Annual staff training.
    - Software upgrades.
    - Cybersecurity enhancements.

- Objective: Maintain cutting-edge technology and ensure data security.
- Global Brand Revitalization Campaign
  - Estimated Cost: \$50,000+
  - Purpose: Launch a comprehensive brand revitalization initiative in 2026 to strengthen market presence and donor engagement.
  - Funding Support: Financial assistance anticipated from Global.
  - Impact: Enhances visibility, modernizes brand identity, and aligns with strategic growth objectives.

### **Key Takeaways**

- RMHC is investing strategically in growth, infrastructure, and talent to sustain its upward trajectory.
- Budget priorities align with long-term goals, ensuring operational excellence and donor engagement.
- These allocations position RMHC to expand impact, strengthen financial health, and deliver exceptional service to families.