This report represents Children's Inn at NIH, Inc.'s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

The content of this Charting Impact Report is the sole product and responsibility of Children's Inn at NIH, Inc.. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance's Standards for Charity Accountability. For more information on Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?

The Children's Inn at NIH aims to fully and consistently meet the lodging and psychosocial support needs of children and families participating in groundbreaking research at the National Institutes of Health. Our goals are (1) to provide a warm, caring and safe environment, which enables families to participate in medical research studies that offers healing and advances medical discoveries for people worldwide and (2) to reduce the burden and heartache of childhood illness. To achieve this, we have developed a comprehensive plan that enables us to maintain the capacity to respond to the evolving support needs of families participating in pediatric research and clinical care and to provide a free family-centered "place like home" that reduces the burden of illness through therapeutic, educational and recreational programming.

2. What are our strategies for making this happen?

The Children's Inn at NIH has several strategies for realizing this vision. At the end of Fiscal Year 2015, 6 Strategic Priorities were approved by the board for Fiscal Years 2016 through 2017. These priorities included goals, assumptions, staff & board responsibilities and measures of success: 1. Implementation of the New Board Model. 2. Development of a Sustainable Financial and Fundraising Plan. 3. Articulation of a Communication Strategy for The Inn's Role as a Partner in Discovery and Care. 4. Maintenance of Facility Integrity and Enhanced Family Services. 5. Development of a Congressional and Senior Executive Branch Outreach Strategy. 6. Investment in Human Capital.

3. What are our organization's capabilities for doing this?

The Children's Inn at NIH is committed to excellence in all that we do. We strive to support our resident families by responding to the evolving changes in clinical care. The following resources will enable us to continue our commitment to excellence and reaching our programmatic and financial sustainability goals. They include (1) a dedicated and engaged Board of Directors, (2) a dedicated and committed leadership team that places high value in investing in the professional development of our staff and volunteers, (3) strong relationships with our corporate community to leverage resources and relationships that will allow us to tap into subject matter expertise that will enable solid and innovative strategic planning, and (4) strong and well integrated relationships with our NIH clinical partners that allow us to respond effectively to clinical needs and raise awareness regarding the pivotal role The Inn plays in advancing medical discoveries.

4. How will we know if we're making progress?

Each Strategic Priority area includes four to nine success measures which allow us to know if we are making progress toward our goals. Specifically, The Children's Inn at NIH maintains a comprehensive database of information gathered from resident families. We collect feedback directly from families through surveys, where they reveal information regarding their stay, satisfaction with the facility and programs, and provide recommendations for changes. Program participation and program satisfaction information is tracked separately on a regular basis to aid in planning and evaluation. All data is analyzed on a monthly basis, with the updates provided throughout the organization, which is utilized to enhance programming and attract donors. The collected information also allows us to provide quantitative and qualitative data to report to key stakeholders, which reinforces our continued effort of transparency and visibility. The board and staff undergo a thorough evaluation process at scheduled intervals, and professional development plans for each staff member are developed on an annual basis. We maintain a quarterly dashboard, which includes information on usage, donations and new relationships, which is presented to the board.
5. What have and haven't we accomplished so far?

All of the programs and activities at The Children's Inn are designed to assist families as they manage the stress of having a child with a serious illness. The Inn strives to maintain the highest level of performance and transparency while making a positive impact on every family that comes through our doors. Fiscal Year 2017 Accomplishments (July 1, 2016-June 30, 2017) 1,717 families stayed at The Inn Children participated in pediatric clinical trials in 15 of the 27 institutes at the NIH Offered more than 1,300 therapeutic, educational, and diversionary programs Housed 22 families on contact isolation due to antibiotic resistant organisms Over 2,400 volunteers, 222 regularly scheduled who worked 20,299 hours, equating to 9.5 employees Families came from all 50 states and 94 countries to help advance medical discoveries all around the world Read the stories of some of our families to learn more about how The Children's Inn makes a difference every day in the lives of sick children and their families. http://childrensinn.org/news-and-events/inn-stories/ We are currently going through a strategic planning process which is expected to be complete by the end of 2017, which will provide organizational direction for the next three to five years.