Legal and Regulatory challenges facing Ronald McDonald Charity House

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*Introduction*

Ronald McDonald House Charities (RMHC) of the Coastal Empire is an NPO, which provides a relaxing, comfortable location for children and their relatives to find shelter and help as they get medical treatment at close hospitals(Grills, 2012).RMHC concentrates on assisting children heal quicker, cope better, and remain healthy via its three major programs, the Ronald McDonald House,and the Ronald McDonald Care Mobile, and the Ronald McDonald House Family Rooms.

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*Taxation*

Ronald McDonald Charity faces taxation challenges especially with its plans to expand to different regions around the world. Different countries may impose heavy taxes on the Charity organization which may negatively affect the operations of its activities around the world(Anaf, Baum, Fisher, Harris, & Friel, 2017). It is important for the company to look at how different countries tax the not-for-profit organizations.

*Lack of enough staff*

The Charity may face a challenge in recruiting enough staff to ensure the smooth operations of its activities as not many people are willing to volunteer. The organization needs to formulate strategies on how to attract more people to come and contribute in running of its operations.

*Difficulty in Lobbying for Well-Wishers*

Unlike in the past, lobbying for well-wishers has now become a challenging task for many non-profit organizations around the world. Some of the well-wisher’s fear engaging with some not-for-profit organizations due to suspicion of having some dirty links with terrorists. The company should come with a good marketing strategy that will help it to attract and gain the trust of many well-wishers(Anaf, Baum, Fisher, Harris, & Friel, 2017). The company should put in more efforts in making all its operations open to the public scrutiny. The organization should always strive to show how the funds have been used in achieving its activities. Through accountability, many people and organizations will have so much confidence when donating any funds to the Charity.

*Competition from other Charity organizations*

The Charity organization faces stiff competition from others that also provide for the same services meaning the Charity must come with strategies that will help it to have some competitive approach against its rivals(Grills, 2012). Otherwise, if proper strategies are not put in place the organization may lose some of its donors.

*Lack of experienced staff*

Since Ronald McDonald is a charity organization which is not actually allowed to engage in any business for its own interest, the organization has found it very difficult to higher staffs that are qualified to handle most of the important departments inside the organization. The law requires every organization to hire only qualified people to handle the day to day operations(Grills, 2012). There have been complains that the organization is not up to the task. The reason for these concerns is because the organization has been hiring some senior and junior students in the organization.

*Complaints from hospitals*

There are also complains from hospitals complaining about the services offered by the Ronald McDonald Charity organization. Hospitals are complaining that the organization is duplicating services.Therefore, it may be viewed as being unethical for RMHC to offer services that are already paid for by the patients including food(Grills, 2012). Given that people who work as volunteers at the RMHC are sophomore, juniors and senior students from around the community, there is concern of the quality of services offered by RMHC given that the volunteers lack necessary experience and skills.

*Struggling to survive*

The organization may find itself trying to survive during difficulties due to too much competition. To avoid such situations, the organization should try and forge alliances with as many partners as possible(Anaf, Baum, Fisher, Harris, & Friel, 2017). Partnerships will guarantee its survival as some of these partners like supermarkets will help in the marketing of the organization to potential donors.

References

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