



## **Understanding the McDonald's Partnership**

McDonald's plays a key role in supporting our Ronald McDonald House Charities chapter, as well as many others all around the world. However, by design, McDonald's does not fully subsidize our RMHC chapter, or any other chapter. Each local Ronald McDonald House Charities Chapter is a separate public charity organized to be supported by its local community and governed by a local Board of Directors. In our area, the support McDonald's Corporation and local McDonald's franchisees provide is significant, accounting for nearly 25% of our budget through monetary and in-kind donations, as well as other support. However, it is our responsibility to raise the remaining 75%.

The partnership between McDonald's Corporation and Ronald McDonald House Charities and its programs dates back to the inception of the charitable organization. When an unlikely partnership was formed in Philadelphia, Pennsylvania, in 1974 between an NFL team, a children's hospital and McDonald's, none of its members could have imagined that their dream of a "home-away-from-home" for families of seriously ill children would grow to become an international phenomenon. They simply wanted to create a place where parents of sick children could be with others who could provide emotional support.

Today, one can find support and participation from McDonald's Corporation, its franchisees, crew members, suppliers and business partners at every level of the Charity's activity – U.S., International, corporate, regional and local. Members of the McDonald's Family serve as volunteers

on the Boards and committees of the local Chapters, working along side other members of their community. Together they tackle the challenges of operating a public charity – raising necessary funds and awareness and delivering program services to children and their families.

To generate funds for the local Chapters and their programs, franchisees and the Corporation leverage their considerable resources to implement worldwide, national and local promotions. Collectively, they utilize their restaurants, advertising dollars, packaging, and crew to create customer awareness and support. In-store events involving food promotions result in a direct financial contribution from the Corporation, its franchisees and the general public. These promotions have raised literally millions of dollars to help the Charity fulfill its mission.

In addition to in-store fundraising efforts, McDonald's franchisees sponsor many local fundraisers, including our golf tournament and McDazzle gala. These events provide critical support, as each local Chapter relies on volunteers and donors for much of the funds and staffing necessary for operations. Local Co-ops, the body of local McDonald's franchisees, use their stores and media partnerships to create greater awareness of the needs of children in their community, and address these needs through their support of Ronald McDonald House Charities and its programs.

McDonald's Corporation supports in part the general and administrative costs of Ronald McDonald House Charities' global office, including free use of facilities, equipment and materials. Their support also helps to defray certain costs that the Charity would otherwise incur to conduct fundraising activities and deliver program services. Corporate offices in countries outside of the United States also support the costs of their national Ronald McDonald House Charities offices.

Additionally, local Chapters can directly access help from McDonald's corporate, division and regional employees, in areas such as, legal, tax, accounting, safety and security, human resources, communications, marketing, and facility construction and maintenance.

The McDonald's family has always been there, and continues to extend its support and resources to the growing Ronald McDonald House Charities system.