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World Children's Day



Monday, May 1, 2006

Newsline

News Money Sports Life

Canister program is top fundraising initiative

The canister collection program is RMHC's single largest revenue source. One billion coins were processed through the U.S. canister program in 2005 alone. Following Hurricane Katrina, customers at U.S. McDonald's restaurants donated \$3 million in just 40 days for hurricane victims through the canister program. RMHC Chapters around the world appreciate the McDonald's Owner/Operators' support of this vital program, and are devising new methods to make the program easier and unlock its full fundraising potential. Learn more about the new U.S. canister collection program on page 2 of this special insert.

First Ronald McDonald House opens in Venezuela

A hemorrhage that affected her central nervous system left Maria unable to walk. Since 2001, she has endured many hospitalizations in Caracas, far from her coastal village. Maria's mother, Amaria, found lodging wherever she could to stay close to her daughter. With outstanding support from Owner/Operators, the young RMHC Venezuela Chapter opened the country's first Ronald McDonald House in July 2005. Nine-year-old Maria and her mother were among its first guests. "It was a beautiful place to stay, and the incredible staff and volunteers joined us in our fight to see Maria walk again," says Amaria. With expert care, Maria has regained her ability to walk. And she has also recovered her smile - thanks to the caring of strangers who will now forever be friends.



Happy Meal promotion supports RMHC Japan

McDonald's Japan launched a year-long initiative to donate 1 Yen for every Happy Meal sold, to benefit RMHC Japan. With the support of McDonald's Japan and its Owner/Operators, RMHC Japan opened its first Ronald McDonald House in 2000, and opened three more in the last two years. A fifth House, located in Tochigi, is scheduled to open later this year.

Canadian Owner/Operators turns 10 cents into \$10 million

McDonald's Restaurants of Canada Limited and its franchisees pledged a 10 cent per Happy Meal donation to RMHC Canada, beginning in January 2004. The coins added up fast - to \$10 million in the past two years. All proceeds are donated to RMHC Canada to directly benefit its 12 Ronald McDonald Houses and extensive grantmaking program.

The Happy Meal promotion was launched with a national TV, radio and print ad campaign with more than 7 million audience impressions. A year-long public relations campaign and in-store merchandisers, including posters, trayliners and canister inserts, sustains support. Every McDonald's Owner/Operator in Canada is supporting RMHC through this ongoing program.

RMHC mission statement

The mission of Ronald McDonald House Charities (RMHC) is to create, find and support programs that directly improve the health and well being of children. RMHC fulfills its mission by creating innovative, effective programs that address targeted needs and by supporting these programs and other activities conducted by its local Chapters worldwide. RMHC also awards grants to other nonprofit children's organizations that positively impact the health and well being of children around the world.

Our promise for children is simple: We will help ensure strong minds, strong bodies and safe, supportive places to grow.

USA TODAY Snapshot®

McDonald's Owner/Operators reveal how their partnership with RMHC has a positive impact on their business:

- ▶ It improves customer experience
- ▶ It strengthens brand reputation
- ▶ It instills pride in employees
- ▶ It gives a greater sense of purpose

Source: RMHC



McDonald's Owner/Operator, supplier and employee support of RMHC changes lives and neighborhoods around the world.



McDonald's All American High School Basketball Team players enjoy a visit to the Ronald McDonald House in San Diego.

Owner/Operator/RMHC partnerships a potent force in communities

When McDonald's Owner/Operators and their RMHC Chapters partner to improve their own communities, extraordinary things happen. Children receive nutritious meals and warm clothes, school supplies and immunizations, hearing aids and dental sealants. They learn how to read and experience the arts. Children with cancer go to camp. Families of seriously ill children gain comfortable lodging near the hospital, learn new parenting skills and receive counseling to reduce the cycle of domestic violence. Disadvantaged high school grads get help paying for college. Schools receive computers, books and supplies. Pediatric hospitals add new facilities, purchase new equipment and expand programming to help more children.

Supporting the efforts of their local RMHC Chapter, Owner/Operators are making a real difference in communities around the world. "It doesn't make sense to me that an Owner/Operator wouldn't be involved with RMHC," says Tony Raffa, who owns four restaurants in Atlanta and has held numerous positions on the Board and committees of Atlanta Ronald McDonald House Charities. "This Charity is a standout. And where better for Owner/Operators to put our charitable dollars? Consumers, and the public in general, want to see corporations do a good thing. This is a prime opportunity to give them a better feeling about McDonald's."

RMHC offers Owner/Operators an easy way to give back to people and nonprofit organizations

right in their own neighborhoods, not only through the Ronald McDonald House, Ronald McDonald Family Room and Ronald McDonald Care Mobile programs, but through RMHC's scholarship and grant programs.

As local business leaders, McDonald's Owner/Operators are well positioned to identify and address urgent needs in their communities, says Dave Giarla, who with his son Christopher owns five restaurants in Missouri. "You name any issue here, we've been able to help through our Chapter's grantmaking program, which allocates about \$250,000 each year," Dave says.

Owner/Operator support means the world to families enduring the serious illness of a child, says Jay E. Berklehamer, MD, chief medical officer and senior vice president of Children's Healthcare of Atlanta. "The Ronald McDonald House program serves a vital function for these children and families," he says. "The Owner/Operators give magnanimously of their support in the Atlanta area and are instrumental to the evolution of the wonderful program we have here."

Is RMHC entitled to the Owner/Operators' support? Absolutely not, says Dan Harbaugh, executive director of RMHC of Metro St. Louis. "We have to earn their trust and support. My goal is to help the Owner/Operators realize the crown jewel

Cover story

Please see COVER STORY on page 3 ▶

Celebrating Europe's first Ronald McDonald Care Mobile program



When eight-year-old Patryk fell off his bike, his doctor was concerned that Patryk's symptoms were atypical. Trained through RMHC Poland's childhood cancer screening program, the doctor immediately referred Patryk for further screening. He was diagnosed with leukemia. Patryk is one of 1,200 cases of childhood cancer diagnosed in Poland each year. Tragically, the mortality rate is high because so many children are not diagnosed until the cancer is advanced. Patryk's disease was caught early, in its most treatable stage, and he has an excellent prognosis. On page 3, learn how RMHC's Poland's Care Mobile program is expanding access to early diagnosis and treatment of childhood cancers.

The launch of the Ronald McDonald Care Mobile program in Poland - the first in Europe - was the flagship event for European World Children's Day activities. The Ronald McDonald Care Mobile, the eagerly anticipated program of RMHC Poland, was unveiled November 9 at Poland's first McDonald's restaurant in Warsaw.

In an emotional ceremony, the ribbon was cut by children who had been cancer patients, with a little help from Denis Hennequin, president of McDonald's Europe; Sarah Ferguson, The Duchess of York and global ambassador for World Children's Day; and Ken Barun, president and CEO of Ronald McDonald House Charities. Owner/Operators and other representatives of McDonald's and RMHC, civic leaders, medical professionals and hundreds of other guests and media from across Europe came to celebrate the state-of-the-art mobile pediatric program. The Ronald McDonald Care Mobile program will support RMHC Poland's efforts to increase the early detection and treatment of childhood cancers.

"As a member of the RMHC Board, I see that the McDonald's culture of giving back to the community is not just words, but actual deeds, and they are making a real difference," says Wojciech Szpila, Owner/Operator of two restaurants in Bydgoszcz, Poland. "When I see the Ronald McDonald Care Mobile program helping children from my own neighborhood, I am overwhelmed with pride and happiness."

Read more about the Ronald McDonald Care Mobile program on page 3 of this special insert.

Welcome Owner/Operators from Linda Dunham, new RMHC Board chair



Linda Dunham

A warm welcome to the McDonald's Worldwide Convention! As new chair of the Ronald McDonald House Charities Board of Trustees - and the first Owner/Operator to hold this position - I am looking forward to working with all of you to move our Charity to even greater impact for the children of the world.

As a fellow Owner/Operator, I know how many demands are placed on your time. And I know that, as part of the McDonald's family, you share the legacy of social responsibility that was handed down to us by Ray Kroc. Just as we open the door to our businesses each morning, RMHC opens the door to opportunities for us to become more involved in our communities. While RMHC is a global organization, its impact is right in our own backyards. Through its core programs - Ronald McDonald House, Ronald McDonald Family Room, Ronald McDonald Care Mobile, as well as scholarships and grants - RMHC provides the resources to help the very people we see and touch on a daily basis.

It wasn't until I had a tour of the New York Ronald McDonald House and met a little girl from Russia that I fully understood the impact of our Charity. She was just four years old, a victim of the Chernobyl accident. I had tears streaming down my face and thought how fortunate I was never to have known the pain of a seriously ill child. I thought how fortunate I was to have the opportunity to involve myself in an organization that is providing care and comfort for the world's suffering children. I committed myself to help in any way I could. I invite you to do the same: to involve yourself more fully, to rededicate yourself to making this your favorite Charity.

I am more than pleased to chair this organization. And I thank each of you for doing so much to make RMHC one of the most outstanding charities in the world.

50 years celebrated with \$50 million to RMHC

In celebration of McDonald's 50th anniversary, McDonald's and its Owner/Operators, suppliers and customers raised \$50 million in support of Ronald McDonald House Charities and other children's organizations. The \$50 million was raised throughout 2005 through numerous international, national and local McDonald's fundraising activities. Nearly half of the funds were raised through McDonald's annual fundraiser, World Children's Day. These funds contributed to the opening of 15 Ronald McDonald Houses, 15 Ronald McDonald Family Rooms, five Ronald McDonald Care Mobiles and numerous other children's programs around the world.

PLAN TO WIN WITH USA TODAY. VISIT BOOTH #254

Suppliers provide key support for RMHC

McDonald's Owner/Operators and suppliers have the distinct opportunity to be 'up front and center' in their support of Ronald McDonald House Charities and its core programs, Ronald McDonald

House, Ronald McDonald Family Room and Ronald McDonald Care Mobile. One of the most visible ways that McDonald's suppliers demonstrate their commitment to RMHC is through their generous

donations of such basic necessities as food and beverage items.

In addition to providing these essentials, suppliers also offer marketing, public relations, accounting and other business-based

support. By providing these types of goods and services, the 30,000 volunteers and staff of RMHC are able to focus directly on the RMHC mission: to improve the health and well being of children

all around the world. By working together, the collective efforts of Owners/Operators, suppliers and the corporation strengthen McDonald's brand and help to ensure our continued success.

Enhancements to canister program improves RMHC's signature fundraiser

RMHC is making it even easier for U.S. Owner/Operators to participate in the canister collection program - the Charity's largest single source of revenue. In 2005 alone, U.S. canister collections raised \$10.1 million.

With extensive input from Owner/Operators, RMHC has put tremendous resources into the U.S. canister program. Improvements include a new collection process, newly designed drive-thru canisters and Web-based inventory fulfillment. "U.S. Owner/Operators will no longer have to worry about counting money, making deposits and sending in reports," says

Gary Granader, McDonald's Owner/Operator and RMHC Global Board of Trustee. "The entire process will be faster, easier, and increase revenue for RMHC."

The new collection program pairs reputable collection vendors with local RMHC Chapters to assume responsibility for collecting, counting, depositing and reporting canister donations. Chapters will gain approval from their local McDonald's co-op before signing a service agreement with the collection vendor. There is no cost to Owner/Operators. Brinks is the first approved collection vendor and is ready to begin service in many (but not yet all) U.S.

markets. RMHC Global will add other approved vendors to provide national collection coverage.

Vendors will attach a padlock to each canister and the vendor will maintain sole access to the keys. The vendor will collect canister donations monthly (or as needed) and remove the money in the presence of the manager. This diminishes security and other potential liability issues from having restaurant staff handle public donations.

To further reduce impact on restaurant operations, local RMHC Chapters will take a greater role in tracking and maintaining the inventory of canisters. The vendor will

track data by restaurant, so the local Chapter can quickly identify and replace any missing canisters. Through RMHC Global's new Web-based fulfillment process, Chapters order approved in-store and drive-thru canisters, accessories, inserts and other supplies at preferred rates.

While up to 65 percent of McDonald's U.S. business is done through drive-thru, the majority of donations come through the in-store canisters. Improving penetration in the drive-thru is critical to increasing canister program revenue. Problems of theft, vandalism and damage from cars, however, prompted some restaurants to remove

drive-thru canisters. RMHC Global is working to develop a newly designed drive-thru canister that provides a permanent solution to these issues. The new canisters will funnel donations directly to a secure box inside the building, and are engineered to better protect money from rain or other liquids poured into the canister. Once installed, drive-thru canister replacement costs are virtually eliminated. The new canisters will be incorporated by the end of the year as a construction option for new and reimaged restaurants McDonald's and RMHC are collaborating to assess options for retrofitting existing restaurants.

How you can get involved in RMHC

- ▶ Educate yourself about RMHC. Then tell everyone our story.
- ▶ Install canister collection boxes throughout your restaurant. Train your crew members to thank guests who make a donation.
- ▶ Install a RMHC merchandiser to provide guests with more information.
- ▶ Promote World Children's Day activities in your restaurants.
- ▶ Invite RMHC representatives to present updates at co-op meetings
- ▶ Educate your crew. Post RMHC messages and signs in the crew room, and include RMHC news in every crew newsletter.
- ▶ Take managers and crew members on tours of your local Ronald McDonald House, Ronald McDonald Family Room or Ronald McDonald Care Mobile.
- ▶ Volunteer with family, friends and crew to cook a meal for families.
- ▶ Join your RMHC Board or serve on a committee.
- ▶ Learn the needs of children and nonprofit organizations in your community, and help them apply for a grant from your local Chapter.
- ▶ Participate in check presentations when your local RMHC Chapter makes grants.
- ▶ Volunteer your expertise or talent. Whatever it is, your local Chapter can use it.

Message of thanks from Jim Skinner, McDonald's Chief Executive Officer Trustee, RMHC Global Board of Trustees



Jim Skinner

With 30,000 restaurants worldwide serving 50 million people every day, the McDonald's Corporation, Owner/Operators and suppliers are a powerful force for social good. Through your support of Ronald McDonald House Charities, together we are directly improving the lives of millions of children around the world.

Giving back to the community is nothing new for McDonald's; it has been a part of our culture since Ray Kroc founded the company in 1955. There is no charity quite like RMHC. It is not a corporate foundation, but a public charity that enjoys a 32-year partnership with a for-profit company. And there is no company like McDonald's: a global family of Owner/Operators, suppliers and employees who, with the support of their

people, customers, partners and friends, help RMHC fulfill our shared passion for improving the health and well being of children and families. In 2005 alone, the McDonald's family helped to raise \$50 million for RMHC's worldwide Chapters and other nonprofit children's organizations.

RMHC benefits from your engagement at every level. You place canisters in your stores, donate a portion of product sales, and support World Children's Day and other fundraising promotions. You use your business, product packaging, advertising dollars and employees to build awareness and support of the Charity. You sponsor RMHC fundraisers, volunteer at events, donate products to Ronald McDonald Houses, and offer your time and expertise to RMHC's Boards and committees. You roll up your sleeves, and enlist your family, friends and employees - preparing meals, spring cleaning, gardening, painting, and doing anything else needed at your local Ronald McDonald Houses.

While you're at the Worldwide Convention, I hope you'll take opportunities to tell other Owner/Operators and suppliers about your work with RMHC, and learn more about how they help this Charity that we all believe in so strongly. Like most good ideas, many of RMHC's programs began through the inspiration of just one person whose enthusiasm caught fire with others. Your contribution matters. You are the heart of Ronald McDonald House Charities. I thank you for all you do to help the world's children.

McDonald's family joins hands for World Children's Day

World Children's Day at McDonald's 2005 united more than 5,000 McDonald's Owner/Operators - more than 30,000 restaurants in over 100 countries - their customers and suppliers, corporate and individual donors, international celebrities and public officials with a single purpose: to improve the lives of children. With Sarah Ferguson, Duchess of York, serving as World Children's Day Global Ambassador, this powerful global movement creates awareness of critical children's issues - and raises money to address them. Now in its fourth year, World Children's Day 2005 was another resounding success, raising more than \$23 million. "World Children's Day is a great opportunity for McDonald's to tell its story," said Mike Roberts, president and COO of McDonald's. "Since the first

World Children's Day in 2002, together we have raised nearly \$75 million in support of Ronald McDonald House Charities and other children's organizations."

Participating U.S. restaurants donated a portion of sales from Happy Meals, Extra Value Meals and Mighty Kids Meals, while restaurants in South Africa donated 50 percent of McDonald's fries sales to a charity benefiting children impacted by HIV. In the Czech Republic and Slovakia, 50 percent of french fry sales were targeted to construction of the first Ronald McDonald House. Children's artwork adorned

greeting cards and calendars that were sold in McDonald's restaurants in India. The proceeds were donated to ORBIS, an RMHC grant recipient, which provides sight saving eye care and surgeries to children in India and other developing countries.

Many McDonald's restaurants promoted the Give A Hand program, selling cut-out paper hands for customers to personalize and then display in the restaurant. Celebrities got into the act, too. In El Salvador, actress Ashley Judd autographed her handprint, which was auctioned with those of other celebrities to raise money for RMHC El Salvador.

"World Children's Day is a great opportunity for McDonald's to tell its story"

- Mike Roberts

USA TODAY and McDonald's

USA TODAY and McDonald's have partnered to benefit RMHC since 1992. Since then more than \$10 million has been raised. In addition, RMHC has received more than \$6 million in full color advertising in USA TODAY to promote RMHC and their initiatives.

See the ad on page four for an example.

USA TODAY is proud of our relationship with McDonald's and looks forward to raising additional funds for local RMHC chapters.

For more information, visit USA TODAY booth #254 or contact

**Joel Smart, Director
National Retail Sales
703-854-6349 or
jsmart@usatoday.com**



RONALD McDONALD HOUSE CHARITIES



RMHC welcomes new Board chair and trustees

Linda Dunham of Watchung, New Jersey, was elected chairman of the RMHC Board of Trustees at its December meeting. A McDonald's Owner/Operator who with her husband Lee and son Brian owns six restaurants, Linda has served as a trustee for 14 years. New trustees include McDonald's Owner/Operators Wai-Ling Eng and Steven Ramirez; Alberto de la Cruz, president and CEO of Coca-Cola Puerto Rico Bottlers and Coca-Cola St. Marteen and president of Coca-Cola Trinidad and Jamaica; and Jeffrey Kindler, vice chairman of Pfizer, Inc.

Owner/Operator Wai-Ling Eng is an officer on the Board of Directors of RMHC of the Bay Area (San Francisco). She sits on the Chapter's grant committee and chairs the scholarship committee. Wai-

Ling also serves on the Board of Directors for the Asian McDonald's Operators Association (OCA). Wai-Ling and her husband Steve own four McDonald's restaurants in San Francisco.

Owner/Operator Steve Ramirez has six McDonald's restaurants in the San Ysidro, California area. He serves on the Executive Committee of the San Diego RMHC Chapter and chairs its capital campaign steering committee. He also serves on other charitable boards.

"Linda will provide strong leadership as our new Board chairman, and we look forward to having our new trustees contribute to our mission of improving the health and well being of children," said Ken Barun, president and CEO of RMHC.

Australia national awareness campaign gets results

McDonald's Australia and its Owner/Operators partnered with RMHC Australia in an extensive national awareness campaign to better inform the public about the Charity's programs. The integrated strategy used consistent branding, in-store advertising such as POP displays and trays, documentary-style TV ads, radio interviews, print ads and other communications.

"Our goal was to convey that RMHC is more than Houses. We want the public to understand that RMHC provides a broad continuum of care for seriously ill children and their

families," explains Malcolm Coutts, RMHC Australia CEO.

The results? A smashing success! After the campaign launched, aided awareness of RMHC is at 95 percent. Fundraising is up. Website hits are up. The RMHC and McDonald's family both report increased pride and morale. And the call-to-action for volunteers resulted in an astonishing 500 percent increase in volunteer applications throughout the country.

"Most importantly, the campaign greatly boosted awareness so more families can be helped by RMHC Australia's programs," says Malcolm.

Owner/Operator/RMHC partnerships a potent force in communities

Cover story continued

they have in Ronald McDonald House Charities."

Linda Morris, executive director of Atlanta Ronald McDonald House Charities, and Wes Logue, development director, work hard to demonstrate RMHC's value to Owner/Operators. They make a short presentation at most Co-op meetings, invite Owner/Operators to hold meetings and events at the House, and continually recognize them for their support.

"We also take every opportunity to brag about our Owner/Operators to the community and to the families who benefit from their support," says Linda. "And what we hear, over and over, is that the McDonald's/RMHC relationship is the most envied charitable partnership in the world."

Gary Granader is a second generation Owner/Operator. His father, Harry, was one of the founders of the Detroit Ronald McDonald House, and Gary helped start RMHC of Southeast

Michigan. "Dad taught us that because we were healthy, we had to give back to children who weren't healthy," explains Gary, who has been involved with the Chapter for more than 20 years. Gary believes that the more Owner/Operators can educate the community about RMHC and its programs, the more children can be helped.

In addition to canisters, World Children's Day, USA TODAY sales and other in-store promotions, Owner/Operators often find creative ways to support

RMHC. Glenn Lubeznik, who owns six restaurants in northwest Indiana, combined his love of sporting clays, trap and skeet shooting with his passion for RMHC. When he was a Board member of the South Side Chicago Ronald McDonald House, Glenn and his wife Kathy held a sporting clays tournament for the House. The proceeds far exceeded their expectations, and Glenn shared their idea with other Chapters. Last year, tournaments around the country raised more than \$550,000 for the Charity, and in

total have broken the \$2 million mark. So successful was the effort, Glenn formed a 501(c)3, Kids and Clays Foundation, to manage the donations to RMHC.

Owner/Operator Steve Ramirez, who was just elected trustee of the RMHC Global Board, got hooked on the Charity almost 20 years ago, when he helped lay bricks for wheelchair accessible paths at Camp Ronald McDonald at Eagle Lake. When Steve owned stores in Mexico, he helped organize the first RMHC Chapter there and worked to get the first Ronald McDonald House built in Mexico City. A second House recently opened in Mexico City. Steve now owns and operates six restaurants in San Diego, where he serves on the Board of the San Diego House and is fundraising chair for its \$20 million capital campaign to build a new 47-room House.

"Owner/Operators need to be committed to RMHC for two selfish reasons," Steve says. "One, I'm convinced that good works is good for business. I'll bet every Owner/Operator in the country has received the



The 2006 McDonald's All-American Basketball Game in San Diego was a resounding success, selling out every event and raising almost \$500,000 for the new San Diego Ronald McDonald House.

heartfelt thanks of a mom or grandparent thanking them for caring for a relative in

a Ronald McDonald House. That love and loyalty carries across state lines. And two, it feels

so good. It is an indescribable feeling of joy and connectedness with the entire human family."

Ronald McDonald Care Mobile program provides access to underserved

Millions of children around the world do not have access to even the most routine health care. Created in 2000, the Ronald McDonald Care Mobile program breaks down barriers to access and takes cost-effective, high quality health care directly to the kids who need it most – right in their own neighborhoods. Each Ronald McDonald Care Mobile program is tailored to the needs of the communities it serves. In addition to state-of-the-art medical and/or dental care, Care Mobile programs provide extensive health education and link families with insurance and other community resources.

The Ronald McDonald Care Mobile program has quickly become a leader in mobile pediatric health services. Thirty programs serve both rural and urban areas in the U.S., Argentina and Poland, with six new programs scheduled to open in 2006.

To get her little boys to the closest dentist – more than 3 ½ hours from their rural home – a South Dakota mom had to take an entire day off work and find overnight lodging. Adding to the burden, her car often broke down on the long drive. Because dental care was so inaccessible, her oldest son suffered tooth rot and had to have most of his baby teeth capped. She was overjoyed to learn that the Ronald McDonald Care Mobile program would be providing dental exams and treatment right in their hometown. Through

the Care Mobile program, both boys received x-rays and cleanings, and were linked with a permanent dental home.

Like South Dakota, El Salvador presents often insurmountable barriers to health care access. RMHC El Salvador will launch its Ronald McDonald Care Mobile program later this year. In 2004, the Chapter created a pilot mobile pediatric clinic, providing medical and dental services to more than 700 children each month out of an unfurnished trailer. The Ronald McDonald Care Mobile program will enable the Chapter to deliver more sophisticated services to more children.

Owner/Operator Rodrigo Quinonez helped found RMHC El Salvador in 2000 and now serves as President. How does a man who owns and operates seven McDonald's restaurants – and hopes to add four more before year end – find the time for volunteer work? Once Rodrigo got involved, he was hooked. "One project leads to another. It's contagious!" Rodrigo says with a laugh. His customers recognize that his business is helping their communities. And Rodrigo is inspired by the philosophy of Ray Kroc and his parents, who taught him to have a high degree of social responsibility. "This is my way of giving back to the country that supports my business and my family. I want to leave my children that same legacy."

Ambitious growth plans for Ronald McDonald Family Room programs fueled by Owner/Operator support

For families who travel to the hospital from around the globe and those who live just across town, a Ronald McDonald Family Room is a peaceful retreat from the frantic pace and tension of the hospital. Located within the hospital itself, a Ronald McDonald Family Room is a special place for families to renew their energy and draw support from others.

McDonald's restaurants and Owner/Operators have mobilized to support the Ronald McDonald Family Room program, making it RMHC's fastest growing program. In Taiwan, Owner/Operators helped RMHC Taiwan open three Ronald McDonald Family Rooms in the past six years. When building plans are complete, the Chapter hopes to help 2,500 families each year. To fund the program, the Owner/Operators and McDonald's Taiwan created the "Hand by Hand" campaign, which raised more than NT\$25 million (US\$814,000) in two years. The campaign began with the installation of new canister collection boxes in every McDonald's restaurant to increase awareness of RMHC's programs. World Children's Day activities were enthusiastically embraced by Owner/Operators, including the Give A Hand card, aboriginal children's painting programs, sale of wrist bands and a huge World Children's Day concert.

Tiny countries, huge support from McDonald's



McDonald's Bulgaria market leader Mitko Kostov, celebrity Niki Kanchev, crew and managers greet customers during World Children's Day at McDonald's 2005.

Romania and Bulgaria are two of the smallest members of the McDonald's family, but the McDonald's restaurants are enormously supportive of their RMHC Chapters. RMHC Bulgaria funds projects at children's hematology hospitals throughout the country. The Chapter's work is supported by McDonald's restaurants, which promote World Children's Day,

maintain canisters and RMHC educational materials in every restaurant, and donate a portion of product sales to the Charity.

"McDonald's Bulgaria and our Owner/Operators believe strongly that they have the responsibility to give back and make a difference in the lives of children," says Petko Hristev, McDonald's Bulgaria senior marketing supervisor.

RMHC Romania has raised funds for children's hospitals and orphanages since 1998. Collection canisters, McHappy Day and World Children's Day activities at every restaurant help fund the Chapter's programs, and McDonald's Romania donates 0.5% of sales to the Chapter annually. With the support of McDonald's Romania and the helping hands of RMHC Netherlands, the Chapter opened its first Ronald McDonald House in 2003, a 14 bedroom House in Bucharest. Next month, the Chapter will break ground on its second House, to open in Timisoara next summer.

"These Ronald McDonald Houses are the embodiment of a



The colorful Ronald McDonald House in Bucharest, Romania is a haven for families who travel long distances for medical treatment.

shared dream between RMHC and McDonald's Romania: to create better conditions for the children of our country and help them

smile again," says Marian Alecu, RMHC Romania president and managing director, McDonald's Romania, Moldova.

Ronald McDonald Family Room offers comforts of home

With her engaging personality, Yana dances her way right into the hearts of all who meet her. Too many of her friends are doctors and nurses. When she was just four years old, Yana was diagnosed with cancer. She was hospitalized for six months at Kazan Children's Hospital in Russia, where all patients under age 12 must have a parent stay with them. Yana's mother, Svetlana, wouldn't have wanted to be anywhere else. But the 50 parents on the oncology floor shared woefully inadequate facilities, adding to their distress. When Yana and her mother returned for another lengthy hospitalization in the fall of 2005, they were thrilled to learn that RMHC Russia was about to open a Ronald McDonald Family Room. In fact, Yana was one of its most enthusiastic volunteers, happily affixing stickers of Ronald McDonald's big shoes to the hospital walls. The Family Room includes a cozy living room where parents can watch TV, read and chat; a fully equipped kitchen; showers and laundry. There is a computer and a play area brimming with toys and games. "When we have to stay so long, it makes such a difference to have a place that feels like home," says Svetlana.

Although the Ronald McDonald Family Room is a new concept in Russia, the support of McDonald's Russia enabled RMHC Russia to open four Ronald McDonald Family Rooms since summer 2004. All are designed to create a comfortable, home-like atmosphere for both parents and children. Several include overnight accommodations for parents of the most critically ill children. The setting encourages parents to gather together, share experiences and gain strength from each other.



Ronald McDonald and Khamzat Khasbulatov, president of McDonald's Eastern Europe and RMHC Russia Chairman of the Board, were entertained by Yana (in pink hat) and friends at the opening of the Ronald McDonald Family Room in Kazan.

Latin American Owner/Operators join forces to open countries' first Ronald McDonald Houses



Owner/Operator Carlos Rivera "adopted" a guest room at the RMHC Puerto Rico's Ronald McDonald House. It is one of eight rooms adopted by Owner/Operators in both Puerto Rico and the U.S.

From the first Ronald McDonald House in Philadelphia to the newest Houses in England, Japan and Puerto Rico, every Ronald McDonald House offers families the comfort of home during the most difficult journey they will ever face. The cornerstone of RMHC, the Ronald McDonald House program has been a temporary "home away from home" for more than 10 million families since the first House opened in 1974. RMHC now has 259 Ronald McDonald Houses

in 28 countries. Latin America alone has opened 4 Houses in the past 2 years – most of them a first in their country.

The strong growth of RMHC programs in Latin America was driven by McDonald's Owner/Operators in the region. In fact, many of the Chapters were founded by Owner/Operators. RMHC now has licensed Chapters in 13 Latin America countries, and the region boasts 8 Ronald McDonald House programs, a Ronald McDonald Care

Mobile program in Argentina, a Ronald McDonald Family Room in Guatemala, broad grantmaking programs and dozens of other initiatives to improve the lives of children in Latin American countries. Owner/Operators avidly support the canister program, World Children's Day and in-store fundraising and awareness campaigns, and often hold their own fundraisers such as car washes, concerts and photos with Santa. They are enthusiastic backers of Chapter golf tournaments, galas, raffles and other fundraisers. And they are among their Chapter's staunchest volunteers.

RMHC Puerto Rico was founded by McDonald's Owner/Operators who wanted to improve the well being of children on the island. Owner/Operator efforts funded scholarships, an ambulance and playground for children's hospitals, renovation of a children's hospital, computer labs and numerous other initiatives. But their biggest dream was realized last fall, when Casa Ronald McDonald Puerto opened. The 10-bedroom House is the first in the Caribbean.

"McDonald's Caribbean Division and the Owner/Operators of the entire Caribbean support our cause," says Brandi Hale, RMHC Puerto Rico executive director. "We would not be here without them."

It's not uncommon for families from Guatemala, Nicaragua, Honduras, El

Salvador and Belize to travel up to 18 hours – often by bus – to reach the pediatric hospital in Guatemala City. Guatemala's first Ronald McDonald House, opened last summer by RMHC Guatemala, offers families a comfortable 10-bedroom temporary home near the hospital.

The 250th Ronald McDonald House opened its doors in Caracas, Venezuela last summer. Jose Armario, president, McDonald's Latin America, and his Latin American leadership team helped open the country's first House. In addition to 15 guest rooms, the new House provides meals and transportation, and social workers, nutritionists and teachers will assist families. And RMHC Mexico opened its second Ronald McDonald House a few months ago in Tlalneantla. The 36-bedroom House serves four area hospitals that draw families from across the country for pediatric medical care.

While RMHC Costa Rica and RMHC Panama do not have a Ronald McDonald House, Family Room or Ronald McDonald Care Mobile program, the Chapters have strong grantmaking programs. Among their projects are in-hospital classrooms for ill children. These Chapters also enjoy the staunch backing of McDonald's restaurants and corporate offices, which work to educate the McDonald's family and its customers and conduct fundraisers to benefit the Chapters' programs.

Because I almost didn't get the chance to be one. Hi, I'm Mercedes and this is my little sister, Gracie. When she was born, she needed a bunch of heart surgeries. Doctors even said she might not make it.

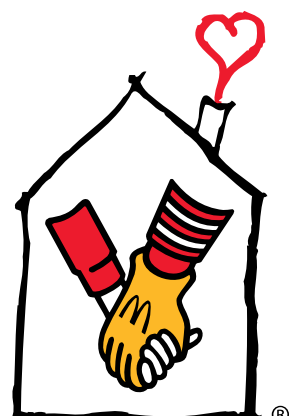
WHY IS BEING A "BIG SIS" SUCH A BIG DEAL TO ME?

I was really scared. But thanks to Ronald McDonald House Charities® I could be close to her by staying here at the Ronald McDonald House.® That made me feel a lot better. Today, Gracie is doing great and I get to teach her all sorts of stuff. Sure, she looks up to me. I'm her big sis. But ya know what? I look up to her a little bit too.



Meets Extensive Standards of America's Most Experienced Charity Evaluator

For information about Ronald McDonald House Charities go to www.rmhc.org



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