



# RONALD McDONALD HOUSE CHARITIES®

## THE MARKET

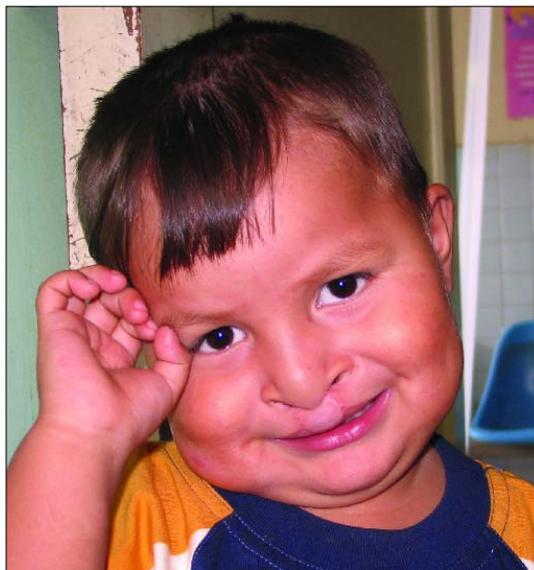
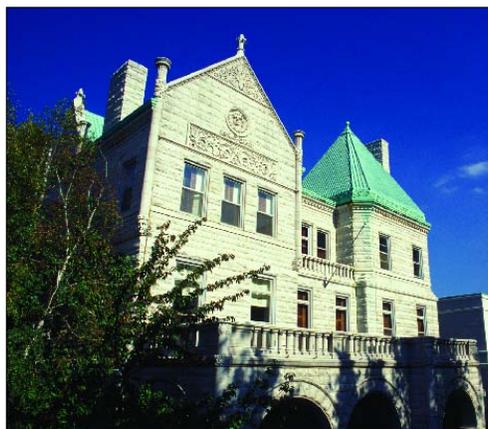
The red-haired, red-shoed namesake of Ronald McDonald House Charities speaks 25 languages and is known the world over as a symbol of warmth and generosity. So, too, is Ronald McDonald House Charities (RMHC) a global force of tremendous breadth and impact. Driven by a passion to reach out to children in need, Ronald McDonald House Charities has built a network of care and concern around the world, with local chapters operating in nearly 50 countries.

The mission of Ronald McDonald House Charities is to create, find, and support programs that directly improve the health and well-being of children from birth to age 21. The charity is grassroots-driven, offering help for children where they need it most — right in their own neighborhoods. With the support of the global office of RMHC, local chapters identify and address targeted needs in their local communities.

“From its inception, RMHC has embraced the philosophy that need as well as compassion knows no geographic boundaries. The charity works to break down barriers, to build bridges and find solutions to the most urgent problems facing children today,” says Ken Barun, who has served as the charity’s president and CEO for nearly 20 years. “RMHC has always believed that wherever there is a child who suffers, who feels hopeless and alone, who lives in fear or pain, there is a place for Ronald McDonald House Charities to perform its magic.”

## ACHIEVEMENTS

Since the first Ronald McDonald House opened in 1974, more than 10 million families of seriously ill children have called the Ronald McDonald House a temporary “home away from home.”



The charity has expanded its core programs to include the Ronald McDonald Family Room, the Ronald McDonald Care Mobile, national scholarships, and most importantly, reaching out to thousands of children’s organizations through local grantmaking as well as funding global organizations that help millions of families and children in need. To date, the charity has awarded more than \$400 million in grants and program services worldwide.

Ronald McDonald House Charities was named one of America’s Top 100 Charities by *Worth* magazine two years in a row.

## HISTORY

When their daughter Kim was diagnosed with leukemia, Fred and Fran Hill spent sleepless nights camped out in the hospital waiting room.

A member of the Philadelphia Eagles football team, Fred rallied the support of his teammates to raise funds for other families experiencing the same ordeal. “What we really need is a house,” Dr. Audrey Evans, head of the pediatric oncology unit at Children’s Hospital of Philadelphia, told Eagles’ general manager Jim Murray. She envisioned a comfortable, temporary residence for families of children being treated at the hospital. Less than a year later, on October 15, 1974, the first Ronald McDonald House opened in Philadelphia with the aid of the Philadelphia Eagles, local McDonald’s restaurant owner/operators, and other corporate and individual donors.

The Ronald McDonald House program expanded its mission upon the death of Ray Kroc, the founder of McDonald’s Corporation. His wife, Joan, helped form Ronald McDonald House Charities in 1984 as a lasting legacy of Ray’s deep commitment to giving back to the community.

## THE PRODUCT

The cornerstone of RMHC, the Ronald McDonald House program has grown to include nearly 250 houses in 25 countries. Families with a seriously ill child being treated at nearby medical centers are offered a temporary home away from home with private bedroom, home-cooked meals, emotional support, and a myriad of other services.

The Ronald McDonald Family Room program was launched in 1992, and the charity now operates more than 80 Family Rooms in 10 countries. Located within the

hospital itself, Ronald McDonald Family Rooms offer a peaceful haven where parents can nap, shower, enjoy a meal, or simply relax. Some Family Rooms even include overnight accommodations and laundry facilities. “When a child is diagnosed with a catastrophic illness, it affects the



health of the whole family. Medical interventions are not the only path to wellness,” says Natalie Martin-Rak. During the eight months of their daughter Lina’s chemotherapy, Natalie and her husband spent long days at Wolfson Children’s

Hospital in Jacksonville, Florida. The Family Room became an oasis of calm and normalcy. "The Family Room helped keep me physically and emotionally healthy, and that enabled me to be a better caregiver," she says. In fact, Natalie is now a Family Room volunteer herself, helping give other families a touch of home in an otherwise stressful, chaotic world.

The Ronald McDonald Care Mobile program, created in 2000, breaks barriers to health care by delivering cost-effective, state-of-the-art medical and dental care directly to the children who need it most urgently. Through relationships with clinical service providers, RMHC now operates more than 25 Ronald McDonald Care Mobile programs in the United States and one in Argentina. Many more are in development.

The RMHC National Scholarship program helps make college a reality for thousands of disadvantaged students each year. In partnership with local U.S. chapters, nearly \$20 million has been awarded since 1985.

The RMHC matching grants program enables U.S. chapters to respond to vital needs in their communities. In addition, RMHC extends its reach through grants to other nonprofit organizations that directly improve children's lives. More than \$400 million has been awarded worldwide to help fund medical, dental, and mental health programs; education, recreation, and arts opportunities; emergency and supportive services; and other RMHC program services that improve the health and well-being of children.

RMHC also provides general support to local RMHC chapters through educational opportunities; nonprofit management and program development guidance; seed grants, matching grants, and expansion grants; capital investment; and numerous other tools and resources.

With the unwavering commitment of a global family of 30,000-plus volunteers, RMHC staff,



individual and corporate donors, and the McDonald's Corporation and its family of owner/operators, customers, and suppliers, Ronald McDonald House Charities is able to create a brighter future for children around the world.

## RECENT DEVELOPMENTS

The Ronald McDonald Care Mobile program is now a leader in mobile pediatric medical and dental care. This fast-growing program provides more than 100,000 children annually with critically needed primary care, diagnosis and treatment, referral, follow-up care, and linkage with



community resources. Thousands more are reached through health education and community outreach programs.

Local RMHC chapters are expanding the Ronald McDonald House program to include an extensive array of innovative programs such as accredited schoolrooms within the House; art, music, and pet therapy; recreational programs; teen nights; and summer camps.

Through its global grantmaking program, RMHC forms strategic relationships with other nonprofit organizations to address children's most pressing needs. For example, the charity is helping the Elizabeth Glaser Pediatric AIDS Foundation prevent mother-to-child HIV transmission in Africa; enabling Interplast to provide free reconstructive surgery in developing countries for more than 3,000 children each year; working with Orbis International in developing countries to deliver sight-saving services to more than 200,000 children, create pediatric ophthalmology centers and outreach clinics, and train local health professionals; and helping the U.S. Fund for UNICEF eliminate maternal and neonatal tetanus in developing countries.

## PROMOTION

World Children's Day at McDonald's is an unprecedented annual fundraising initiative that increases global awareness of RMHC programs. Joined by international celebrities, participating McDonald's owner/operators in more than 100 countries

draw the support of their customers, suppliers, and local donors to highlight the needs of children in their communities. Since its inception in 2002, World Children's Day has generated \$50 million for RMHC and other children's causes.

RMHC has earned the support of countless celebrities from the worlds of entertainment, sports, health care, and business who help carry the message of the charity and its programs around the world.

Corporate donors and national sponsors contribute funds and products, raise awareness through cause-related marketing, and connect their workforce with the RMHC mission. They include the McDonald's Corporation and its family of owner/operators, suppliers, and vendors, The Coca-Cola Company, *USA TODAY*, American Express, Select Comfort, Southwest Airlines, Bissell, Brand Source, Benjamin Moore, United Online, and numerous others.

In celebration of the 30th anniversary of the first Ronald McDonald House in 2004, RMHC shared its story through a national print advertising campaign. Funded by the McDonald's Corporation and its U.S. owner/operators, print ads and advertorials reached millions of readers in publications such as *Newsweek*, *Time*, *People*, and *Reader's Digest*.

RMHC and its local chapters engage in ongoing media and public relations. Point-of-purchase displays and donation canisters in participating McDonald's restaurants promote the work of the charity. The RMHC Web site, [www.rmhc.org](http://www.rmhc.org), further highlights the mission, programs, grant-making, and recent events of RMHC.

## BRAND VALUES

RMHC is founded on the core belief that every child deserves to have a strong body, a strong mind, and a safe, nurturing place to grow. Through its local chapters and strategic grant-making to other nonprofit organizations serving children, RMHC thinks globally and acts locally, directly improving the lives of children in neighborhoods the world calls home.

Ronald McDonald House Charities, RMHC, Ronald McDonald House, Ronald McDonald Family Room, Ronald McDonald Care Mobile, McDonald's, and World Children's Day are trademarks of McDonald's Corporation and its affiliates.

## THINGS YOU DIDN'T KNOW ABOUT RONALD MCDONALD HOUSE CHARITIES

- No qualifying family is ever turned away from a Ronald McDonald House if they cannot afford the small donation, averaging \$5 to \$20 per night.
- As many as 6,000 families each night are provided with comfortable, safe, affordable lodging at one of almost 250 Ronald McDonald Houses around the world.
- RMHC is committed to fiscal responsibility and cost-effectiveness. In 2004, 92 percent of total spending was designated for program services.