

All about McDonald's & you : Your family. One community. Our commitment / McDonald's Corporation.

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McDonald's Corporation.

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Thanks for Letting Us Serve You

2002 marked the Centennial Anniversary of the birth of our founder, Ray Kroc. Your McDonald's® restaurant has taken this milestone as an opportunity to celebrate his commitment to making your community a better place.

On Nov. 20, 2002, in more than 100 countries around the world, McDonald's hosted World Children's Day™, the first simultaneous effort by the entire McDonald's family to raise funds for Ronald McDonald House Charities® and vital children's causes. The United States was one of more than 100 countries that raised millions of dollars in a 24-hour period. A portion of the contributions will support the efforts of the 134 RMHC® Chapters here in the U.S. to continue their work in the areas of grants and scholarship programs, Ronald McDonald Houses, Ronald McDonald Care Mobiles and local causes throughout the country.

Our efforts to be good neighbors are as much a part of Ray Kroc's legacy as our QSC&V® — "Quality, Service, Cleanliness and Value." For a limited time this year, we will bring back our traditional "White Bags" that we first used to serve your to-go orders. These bags symbolize the vision and commitment of our founder who believed that our customer is the most important part of our business.

Our Founder's Legacy is "Giving Back"

McDonald's celebrates our late founder's ongoing commitment to "give back" to the neighborhoods we serve. Since we first opened our doors, McDonald's has demonstrated our community leadership by:

Helping children by supporting Ronald McDonald House Charities®

Protecting natural resources by conservation and reducing waste

Showing leadership on food safety

Creating safe, friendly restaurants with opportunities for employees

Serving delicious quality food

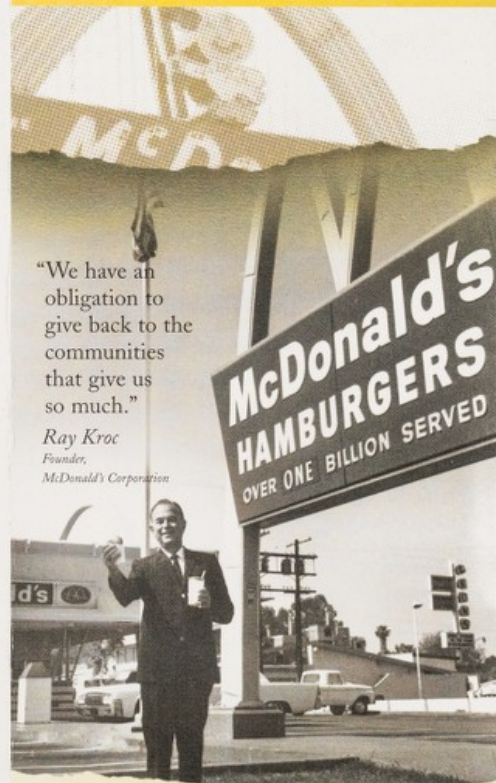
It's our way of showing we appreciate you. Find more information at your McDonald's restaurant or at www.mcdonalds.com/corporate/social

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All About McDonald's & You®

Your Family. One Community. Our Commitment.



"We have an obligation to give back to the communities that give us so much."

Ray Kroc
Founder,
McDonald's Corporation

McDonald's & You.

Your Family. One Community. Our Commitment.



Your Family

We think of our restaurant as a second home for you and your family. We want you to consider your favorite McDonald's® restaurant as the perfect place to reunite with friends, join the team after the game or host birthday parties.

McDonald's restaurants work hard to be good neighbors. Many of our restaurants support local chapters of Ronald McDonald House Charities and partner with local schools, charities and other community institutions to assist in issues affecting the health, safety, and educational and artistic growth of our children.

Our commitment strengthens if our community faces a crisis. We provide food and other support to disaster victims, meals for on-the-scene professionals and volunteers, and a haven of safety for others when communities are in need.

One Community

Your local McDonald's provides employment, training and career opportunities for your neighbors, supports local businesses through purchasing and provides tax revenues for local services.

When you choose to purchase our delicious food, you are making an investment in your community.

We have found that a restaurant typically reinvests approximately half of each dollar spent back into the local economy. In addition, the tax dollars your purchases generate help maintain roads, support emergency services, build recreational services and provide funds for a range of public services.

For example, in one year in Atlanta, Ga., we spent more than \$11.3 million on business and payroll taxes, or about \$30,900 each day. In Columbus, Ohio, we created \$22.2 million in taxes due to the generation of new jobs and the additional purchases of goods and services from other businesses. In Sacramento, Calif., the taxes collected from McDonald's business activities, if totaled, could pay for nearly 8 percent of the city's parks and recreation system.

A strong community is a healthy community. We believe it is more important than ever to continue providing our customers with a variety of food options and the information they need to make informed choices and meet their nutrition goals.

And we're proud to lead local and national environmental initiatives that create real change, such as reducing packaging, keeping communities tidy, conserving energy and promoting environmentally sustainable practices.

Our Commitment

When our late founder Ray Kroc opened his first McDonald's restaurant, he made a commitment to the community to be a good neighbor. As McDonald's grew, his fundamental belief to give back to the communities became a part of how we do business.

Today, McDonald's is a company of entrepreneurs running small businesses. Independent owner/operators own 85 percent of our more than 13,000 U.S. restaurants. Your favorite McDonald's restaurant is most likely owned and operated by a local man or woman — a neighbor and friend — who believes that helping to build a strong community is a vital and rewarding aspect of being successful.

