

**We share one community : socially responsible neighbors / McDonald's Corporation.**

**Contributors**

McDonald's Corporation.

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Wellcome Collection  
183 Euston Road  
London NW1 2BE UK  
T +44 (0)20 7611 8722  
E [library@wellcomecollection.org](mailto:library@wellcomecollection.org)  
<https://wellcomecollection.org>

### McDonald's Takes Action to Preserve and Protect Our Environmental Resources for You

We're proud to lead local and national initiatives that create real change. For example:

- **Reducing Packaging:** McDonald's has reduced packaging by 200,000 tons and purchased more than \$4 billion in recycled products.
- **Keeping Communities Tidy:** Our operational procedures help keep our communities clean. We regularly inspect the area around our restaurants for litter pickup, and we support educational efforts to encourage litter prevention.
- **Conserving Energy:** We have implemented many energy-efficient measures, such as adopting the EPA's Green Lights program, designing buildings to be energy efficient and training our managers to reduce energy use in each restaurant.
- **Promoting Environmentally Sustainable Practices:** In partnership with Conservation International, McDonald's is collaborating with its suppliers to further integrate environmentally sustainable practices. Primary areas of focus include the conservation of water and energy and the safeguarding of animal and plant biodiversity.

#### Key Organizations Helping Us Make a Difference in the Environment

- The Natural Step
- Environmental Defense
- Conservation International
- World Resources Institute
- Keep America Beautiful



### Making a Difference in the Marketplace Through Safety and Quality Initiatives

We are proud to be a company that has put into practice actionable standards and values.

- **Keeping Our Children Safe:** As a result of our longtime commitment to toy safety, McDonald's has donated a one-of-a-kind, computerized "virtual child" to the United States Consumer Product Safety Commission (CPSC). Known as "McBaby," this safety technology is now enhancing America's official safety oversight for toys and helping take product safety into the 21st century. This safety leadership for children was recognized by the agency's prestigious safety award, the "Chairman's Commendation."

- **Giving You Options for Taste and Choice:** Nutrition is a long-standing priority at McDonald's. For more than 25 years, we've provided nutrition information for our standard menu items so that our customers can make informed choices. Today, these choices include a Chicken McGrill® sandwich, Fruit 'n Yogurt Parfaits, an array of salads, juice, 1% lowfat milk, and at many restaurants, soups. Nutrition professionals agree that McDonald's food can be part of a healthy diet based on the sound nutrition principles of balance, variety and moderation.

- **Setting High Standards with Our Suppliers:** We've been a leader in setting and strictly enforcing high quality and safety. We are aligned with world-class suppliers who share our high standards, and our restaurant staffs are equipped to deliver on them every day.

- **Guiding Principles for Animal Welfare:** McDonald's has helped make dramatic changes in animal welfare standards in the U.S. beef and poultry industry by working with Dr. Temple Grandin, one of the world's foremost authorities on animal behavior. McDonald's has developed global guiding principles for animal welfare, including our commitment to buy meat products from suppliers who ensure the proper treatment of animals. Independent animal welfare experts also inspect and audit our meat facilities.

We are committed:

- To doing what is right
- To being a good neighbor and partner in your community
- To conducting our business with the environment in mind

*"I have seen McDonald's continuously innovate and challenge itself, from packaging changes and energy conservation investments to their current efforts to reduce the use of animal antibiotics. Our partnership with McDonald's has been a template for others seeking to make a difference within their industries."*

- Fred Krupp - executive director, Environmental Defense

*"McDonald's integrating animal welfare into its quality assurance program has made a huge difference. I have been in this business for more than 25 years, and I have never seen such a transformation."*

- Temple Grandin, Ph.D. - assistant professor of Animal Science, Colorado State University

For information on these topics and McDonald's social responsibility efforts, visit:

[www.mcdonalds.com/corporate/social](http://www.mcdonalds.com/corporate/social)

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## We Share One Community

Socially Responsible Neighbors



**McDonald's & You.**

Your Family. One Community. Our Commitment.

*"We have an obligation to give something back to the communities that give us so much."*  
- Ray Kroc -

#### Our Founder's Legacy is "Giving Back"

For McDonald's, giving back to our communities is a natural part of what we do every day. It's part of our heritage that began with our founder, Ray Kroc, and continues to reach across the front counters of our restaurants to you, our customers, in all of the neighborhoods we serve.

Most likely, the McDonald's you visit is owned and operated by one of your neighbors - a man or woman who creates jobs, makes local investments, buys goods from regional suppliers, and is dedicated to giving back to the community. It's these principles that reflect our sincere respect for social, economic and environmental values. They have guided us for nearly 50 years and have helped make us one large family whose priority is doing what is right.

As you take a closer look at the Golden Arches®, we hope you'll understand why we feel good about being a company whose vision includes "the world should be a better place because of McDonald's."

We want you to see why we're proud of the contributions we have made to improve our communities - our hometowns around the world.



McDonald's® Hamburger University® is one of the best-known and well-regarded corporate training centers in U.S. business. Since its opening in 1961, more than 65,000 managers in McDonald's restaurants have received operations, marketing and business instruction at the world-class facility in Oak Brook, Ill.



#### Supporting Programs That Benefit Your Children, Families and Neighborhoods

##### Ensuring Our Children Have a Strong Hand to Hold

McDonald's supports Ronald McDonald House Charities®. Since 1984, RMHC® and its local network of Chapters worldwide have donated more than \$340 million to programs to improve the health and well-being of children.

- Nearly 150 Ronald McDonald Houses across the country provide a "home away from home" for families with seriously ill children.

- Through the traveling Ronald McDonald Care Mobile™ program, more than 15,000 children in the United States have received low-cost health and dental care.

- RMHC supports three scholarship programs that awarded \$2.3 million in 2002 to students in the United States and Puerto Rico.

- RMHC/HACER® (Hispanic American Commitment to Educational Resources) for Hispanic students
- RMHC/Future Achievers for African-American students
- RMHC/ASIA for students of Asian/Pacific Islander descent

##### Planting Our Roots in Your Neighborhood

As a network of thousands of small business owners throughout the country, McDonald's owner/operators bring new opportunities for local employment, suppliers and contractors in each community.

- Many of our owner/operators are community leaders who provide support to their neighborhoods. They help local education efforts, offer scholarships, serve on local boards and support community causes.

- McDonald's has purchased approximately \$3 billion from women and minority-owned businesses in the United States.

##### Assisting You in a Time of Need

McDonald's has a long history of helping those less fortunate, including offering much needed assistance after natural disasters, such as earthquakes, hurricanes and tornadoes. We have provided free food, water and other help to disaster victims and volunteers on the scene.

#### Working Hard to be the Best Employer in Your Community

McDonald's depends on our people. Our restaurant crew members greet millions of customers each day. They are the face and heart of McDonald's, and we are continually looking at substantial and innovative ways to support and recognize them.

##### Dedicated to Providing Opportunities for Learning, Development and Personal Growth

- Our employees receive an on-the-job education that includes learning teamwork, punctuality and customer-service skills. Many employees have the opportunity to help take responsibility for finance, human resources and operations.

- Our typical restaurant managers are running small businesses that have an average of sales in excess of \$1.5 million. Now that's experience!

##### Recruiting a Diverse Workforce to Serve You Best

- Minorities and women represent approximately 38 percent of all McDonald's owner/operators in the United States.

- McDonald's is proud to partner with many local, national and community organizations, including:
  - National Urban League
  - Organization of Chinese Americans
  - United States Hispanic Chamber of Commerce
  - National Council of La Raza
  - Women's Foodservice Forum

- As a result of our partnerships and commitment to diversity, McDonald's has received numerous awards, such as:

- Among the top five places for minorities to work (*Fortune* magazine's "Best Companies for Minorities")
- One of the "Top 50 Companies for Disabled Workers" (*Careers & the DISABLED* magazine)
- Best employer for Asian Americans (*Asian Enterprise* magazine's "Best Companies for Asian Americans")
- Among the "Top 100 Companies for Women to Work" (*Working Mother* magazine)
- Among the top 100 companies providing the most opportunities to Hispanics (*Hispanic* magazine's "HISPANIC Corporate 100")