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

Contributors

McDonald's Corporation.

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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
- to be energy use in each restaurant.

 Promoting Environmentally Sustainable Practice:
 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



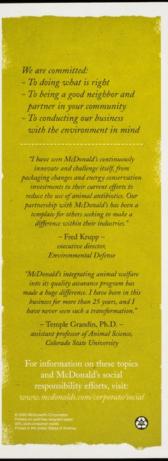
Making a Difference in the Marketplace Through Safety and Quality Initiatives

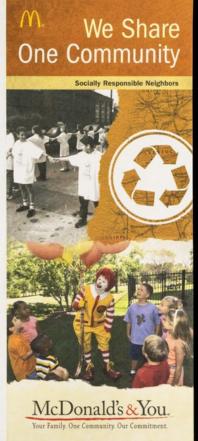
We are proud to be a company that has put into practice actionable standards and values.

- Keeping Our Children Sufe: As a result of our

- longtime commitment to toy safety, McDonald's has donated a one-of-a-kind, computerized "virtual 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 Trate 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® sandwish. Evil. V. Young Parkin; an array of shade. these choices include a Chricken (Archin) sand-wich, Fruit 'n Yogurt Parfaits, an array of salads, juice, 196 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 arant staffs are equipped to deliver on them
- 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 have need to product from suppliers who ensure the buy meat products from suppliers who ensure the proper treatment of animals. Independent animal welfare experts also inspect and audit our meat





"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"

Gur Polinter 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 Kroe, 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.



corporate training centers in U.S. business. Since its opening in 1961, more than



Supporting Programs That Benefit Your Children, Families and Neighborhoods

Ensuring Our Children Have a

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 mo than \$340 million to programs to improve the health and well-being of children.

- Nearly 150 Ronald McDonald Houses across the ocuntry 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 progra 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

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.
- the United States.

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

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

McDonald's depends on our people. Our restaura 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
- McDonald's is proud to partner with many local, - 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")