



Ronald McDonald House Charities® of Memphis Communications Guide

Talking Points

McDonald's

The partnership between McDonald's Corporation and Ronald McDonald House Charities® and its programs dates back to the inception of the charitable organization. Collectively McDonald's utilizes their restaurants, advertising dollars, packaging and crew to create customer awareness and support of the charity. Local McDonald's owners/operators participate in fundraisers, volunteer their time to special events, and serve on the Board of Directors and Advisory Board.

McDonald's hosts in-restaurant fundraisers throughout the year, including Ronald McDonald House Charities Donation Boxes placed on the counters and in the drive-thru windows at McDonald's restaurants. McDonald's also conducts a world-wide fundraiser annually, known as McHappy Day. Since 2002, over \$170 million has been raised worldwide for Ronald McDonald House Charities®.

Volunteers

In 2009, volunteers contributed over 10,000 hours of their time to prepare meals for families, host movie and pizza nights, clean and organize kitchens, and play areas, restock pantries and staff the front desk.

In 2009, the Independent Sector announced that the value of a volunteer has reached \$20.85 per hour, which saves Ronald McDonald House Charities® of Memphis nearly \$210,000 in costs a year.

The volunteers' willingness to contribute their time and care helps to create a safe and welcoming environment where families can stay together when they need to be together the most.

By cooking meals, cleaning kitchens and play areas, volunteers allow families more time to spend with their sick children. According to the Department of Labor, an average household spends 2.6 hours a day doing household activities (cooking, cleaning etc.). With an average stay of 24 days, a family can gain an extra 62.4 hours with their child by not having to spend nearly 3 hours a day cooking and cleaning.