

RMHC® AT-A-GLANCE

(As of August 2006)



Local Chapters in 49 countries

More than \$440 million in grants and program services to children's programs around the world by RMHC and its network of local Chapters

Ronald McDonald House® program

259 Ronald McDonald Houses in 28 countries

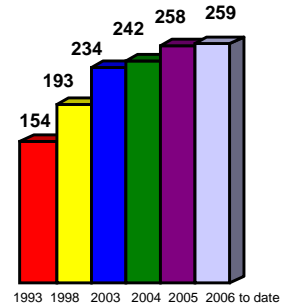
157 Houses in the United States

102 Houses outside of the United States

More than 6,000 rooms available every night around the world

Approximately 36% of House programs undergoing expansion

Ronald McDonald House programs



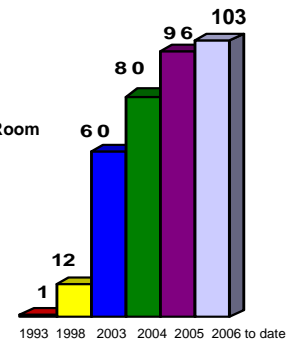
Ronald McDonald Family Room™ program

103 Ronald McDonald Family Rooms in 11 countries

From 300 square feet to 4,500 square feet

From available snacks, meals and telephones to showers, sleeping rooms and laundry facilities

Ronald McDonald Family Room programs



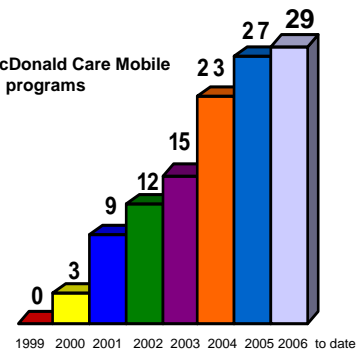
Ronald McDonald Care Mobile™ program

29 Ronald McDonald Care Mobiles in 3 countries

21 medical and dental units, 8 dental-only units

140,000 children provided with clinical and educational services

Ronald McDonald Care Mobile programs

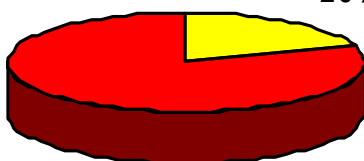


RMHC GLOBAL OFFICE SUPPORT FOR PROGRAMS

2005 RMHC Global Grants and Local Program Support

Local Chapter Support
80%

Global Grants
20%



2005:

- More than \$17 million in direct funding support to worldwide Chapters and programs
- \$25,000 seed grant available for each new Ronald McDonald House program
- Up to \$50,000 expansion grant available for each expanding House program
- More than \$23 million in in-kind goods and services secured from corporate donors
- \$400,000 in capital investment for each Ronald McDonald Care Mobile program
- \$10,000 seed grant available for each new Ronald McDonald Family Room program

RONALD MCDONALD HOUSE CHARITIES®



Mission Statement

Ronald McDonald House Charities (RMHC®), a nonprofit, 501(c)(3), creates, finds and supports programs that directly improve the health and well being of children. RMHC fulfills its mission by creating programs that address targeted needs, and by supporting these programs through its global network of **local Chapters** in nearly 50 countries.

Ronald McDonald House® program



The mission of the Ronald McDonald House is simple: provide a **“home-away-from-home”** for families of seriously ill children receiving treatment at nearby hospitals. The Ronald McDonald House is a comfortable, supportive lodging alternative for these families. It serves as a temporary residence near the medical facility where family members can sleep, eat, relax and find support from other families in similar situations.

In return, families are asked to make a donation ranging from \$5 to \$20 per day, and if that is not possible, their stay is free.

Ronald McDonald Care Mobile™ program



The Ronald McDonald Care Mobile program is a fleet of state-of-the-art vehicles that deliver **cost-effective medical, dental and education services** directly to underserved children in their own neighborhoods.

The vehicles are equipped with telemedicine capabilities that can transmit images, provide remote consultations, video conferencing and medical/surgical follow up. The vehicle is 40-feet long, 8-feet wide and accommodates two patient examination rooms, a laboratory and a pharmacy. In the U.S. alone, almost 12 million children are uninsured and unable to obtain access to proper health care. The Ronald McDonald Care Mobile provides a number of medical and dental services including: primary care, specialty care, blood collection, diagnosis, treatment, referral, follow-up for serious medical conditions, health education, federally-assisted health insurance program enrollment.

Ronald McDonald Family Room™ program

The first Ronald McDonald Family Room opened in 1992 in Kansas City, Kansas. Today, there are 100 Family Rooms in existence providing a haven within the hospital for the families of children undergoing treatment. The Family Room serves as a place of respite for family members to step away from the stressful hospital environment. Designed to reflect a comfortable environment, many families use the Family Room to rest and reflect.





Ronald McDonald House Charities Support to Local Programs

The RMHC Global team is located in Oak Brook, Illinois, at the headquarters of McDonald's Corporation. Like all local RMHC Chapters, Ronald McDonald House Charities, Inc. (the global body) is established as a public charity, 501(c)(3) organization. Its Board of Trustees includes representatives of McDonald's Corporation, Owner/Operators and suppliers, as well as members of the medical and business communities. McDonald's Corporation supports in part the general and administrative costs of RMHC Global, including staff salaries, and the free use of its facilities, equipment, materials, and limited services.

Licensing

The RMHC Global office in Oak Brook is responsible for approval and licensing of new RMHC Chapters, new programs and program expansion.

Financial

RMHC Global provides direct financial support to RMHC organizations worldwide, including grants for new Chapters, new programs and program expansion (including House expansions), and matching dollars for U.S. Community Outreach (grants) and Scholarships.

In addition to direct financial support of the local Chapters and programs, RMHC Global cultivates relationships with Corporate Donors who directly support local Chapter programs through the donation of cash contributions or goods and services to these Chapters.

These Corporate Donors help to defray the cost to operate a variety of local Chapter programs including the Ronald McDonald House. In 2005, RMHC coordinated with these Corporate Donors to distribute \$33 million in cash and in-kind contributions.

Education

We are strongly committed to building the capacity of each Chapter through a range of educational opportunities for both staff and board members. Throughout these opportunities there is a strategic focus on the various areas of governance, program development, communications and fundraising.

Resources

RMHC Global has also developed a number of management tools to guide local board and staff in the operation of RMHC Chapters and Ronald McDonald Houses. Examples include the strategic planning and needs assessment template, board orientation CD toolkit, governance guide, and the RMHC manual which includes information about program operations, tax, legal, accounting, long-range planning and fundraising, and other relevant information to charity management.

Communications

Internal RMHC

RMHC Global is the primary conduit for sharing best practices from throughout the RMHC system. We use our password-protected intranet site (www.rmhc.net), monthly Flash Facts e-newsletter, an RMHC BLOG, and Hearts & Hands magazine to help connect the RMHC family. In addition, the RMHC team conducts more than 100 visits to local Chapters and program sites each year.

Communications to the McDonald's family

The RMHC Team seeks an ongoing presence at meetings and discussions with representatives from various Owner/Operator groups, where the key messages focus on in-store activities, such as Canister collections, World Children's Day™ and the USA TODAY newspaper sales. The Team also conducts sessions at each of the U.S. Regional marketing manager orientations, with a focus again on maximizing in-store activities. We also participate in the U.S. Manager's Peak Experience and McDonald's Worldwide Owner/Operator Convention. Ronald McDonald House Charities information also appears in training materials for restaurant crew and corporate employee orientation taught at Hamburger University®.

Hearts & Hands magazine is distributed to Owner/Operators and McDonald's corporate staff, regional office, and PR agencies, and is included in Investor Relations packets distributed to external partners.

On a local level, RMHC Chapters continue to seek opportunities to present at McDonald's Co-op meetings and distribute electronic communications in some markets.

Communications to Public - The goal of telling our story better has presented opportunities to establish broader patterns to our public communications efforts, which have been enhanced by our inclusion in the McDonald's Plan to Win, support from the U.S. Opnad funding and country offices around the world, and the strengths of the RMHC Team.

As a result of our collective efforts to increase our visibility, RMHC was selected as one of only three charities to be featured in the recent edition of America's Greatest Brands. Traditionally, this book has only featured for-profit companies, expanding to include charitable entities in 2005.



McDonald's Support

Today, one can find support and participation from McDonald's Corporation, its Owner/Operators, crew members, suppliers and business partners at every level of the Charity's activity – U.S., International, corporate, regional and local. Members of the McDonald's Family serve as volunteers on the Boards and committees of the local Chapters, working beside other members of their community. Together they tackle the challenges of operating a public charity – raising necessary funds and awareness and delivering program services to children and their families.

To generate funds for the local Chapters and their programs, Owner/Operators and the Corporation leverage their considerable resources to implement worldwide, national and local promotions. Collectively, they utilize their restaurants, advertising dollars, packaging, and crew to create customer awareness and support.

In-store events involving food promotions result in a direct financial contribution from the Corporation, its Owner/Operators and the general public.

In addition to in-store fundraising efforts, McDonald's Owner/Operators sponsor many of the local events, such as golf tournaments and galas held within the community. These events provide critical support, as each local Chapter relies on volunteers and donors for much of the funds and staffing necessary for operations.

McDonald's Corporation supports in part the general and administrative costs of Ronald McDonald House Charities' global office, including free use of facilities, equipment and materials. Their support also helps to defray certain costs that the Charity would otherwise incur to conduct fundraising activities and deliver program services.

Corporate offices in countries outside of the United States also support the costs of their national Ronald McDonald House Charities offices.

Additionally, local Chapters can directly access help from McDonald's corporate, division and regional employees, in areas such as, legal, tax, accounting, safety and security, human resources, communications, marketing, and facility construction and maintenance.

In 2005, McDonald's and its Owner/Operators helped to raise nearly \$37 million for RMHC and its worldwide Chapters (\$16 million-U.S. and approximately \$21 million-International). This figure, as reported to date, represents 14% of the total \$250 million raised for RMHC and its Chapters worldwide.