



McDonald's Australia Donations Policy

McDonald's Australia is committed to giving back to the communities in which it operates - an underlying principle of the company's business philosophy dating back to McDonald's founder, Ray Kroc. We are equally committed to the health and wellbeing of Australian children, and these two guiding principles form the basis of our corporate donations policy.

Every year McDonald's Australia receives a large number of requests for charitable donations to support the activities and initiatives of not-for-profit organisations across the country. Unfortunately we can't meet all of these requests. The following information outlines the values that underpin our charitable donations philosophy and provides eligibility criteria.

Please note: McDonald's donations policy is not to be confused with the many community, state-based and national sponsorships that McDonald's supports on an ongoing basis. This policy pertains to donations made to not-for-profit organisations only.

Who is eligible?

We fund:

Organisations that are endorsed by the Australian Tax Office as a Deductible Gift Recipient (DGR)

Projects or events that take place in the communities in which we operate

Charitable organisations that provide direct community service, specifically relating to the health and well-being of Australian children

Programs with measurable social outcomes

We do not fund:

- Programs with a religious, political or sectarian purpose
- Individual pursuits
- For-profit projects or activities
- Endowments or memorial campaigns
- The creation or repair of statues, monuments, art work or beautification projects

Evaluation criteria

McDonald's Australia evaluates proposals based on the following:

- Programs / projects that align with McDonald's giving values and have a measurable impact on the health and wellbeing of Australian children
- Organisations that provide direct-impact programming delivered to the end-user
- Priority is given to organisations with which McDonald's employees are currently involved

Timeframe

McDonald's Australia accepts donation proposals throughout the year and endeavours to respond to applicants within 30 days. Please do not call to check your application has been received. If you have not heard back from us within 30 days, please contact the Donations Committee on + 61 2 9875 7100.



McDonald's Australia Corporate Donation Application Form

Please complete and email back this application form if your request meets the Donations Policy Criteria listed above.

ATTENTION: *Donations Committee*

EMAIL: *aus.corporate.donations@au.mcd.com*

RE: *Corporate Donation Request*

Name of charity/organisation:

Contact name:

Title/role:

Mailing address:

City:

State:

Postcode:

Contact phone number:

Contact email:

What is the primary focus of your organisation?



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Are you looking for:

Local / regional funding

National funding

Is your request for:

Cash

Dollar amount of request: \$

In-kind (ie. food, merchandise)

Please provide details of your request and explain how it meets the evaluation criteria outlined above: