



JOIN IN THE FUN AT McDONALD'S AND HELP THOSE IN NEED

Saturday, 12th November 2011 is McHappy Day!

As a recent Winner of the YoungStar Award program, you have been invited to participate in McHappy Day at your local McDonald's restaurant as a VIP crew member.

Please come and join in the fun by donating 1 – 2 hours of your time between 10.30am and 8.30pm on Saturday, 12 November 2011.

This year the goal is to raise \$2.8 million. Last year \$2 million was raised for RMHC. It is something that simply couldn't have been done without community support.

Simply complete the enclosed RSVP form and fax it to us on 07 3352 0636. If you have any questions please don't hesitate to contact the YoungStar Administrator, Sarah Cusack on 07 3352 0676.

Kind regards

Simone-Lee Givney
Events & Partnerships Manager
Quest Community Newspapers



McHAPPY DAY 2011 VIP RSVP



Please tick the correct response and fax to **07 3352 0636** or mail to Sarah Cusack
Po Box 104 Alderley Q 4051 Please RSVP by **Friday 7th October 2011.**

Name: _____

Parents Name: _____

(if applicable – 16+ Youngstar's do not require permission of an adult to be involved)

Phone Number: _____

Emergency Contact Number: _____ Relationship _____.

Yes! I'll be there!

Time available to help: from _____ to _____

Preferred restaurant*: _____

Second restaurant choice*: _____

T-shirt size: _____ (Small, Medium, Large, XLarge)

I have read the briefing information on page 6 & 7 and agree to participate in McHappy Day

Signed: _____

(Parent or guardian – if child is under 16 yrs old)

Sorry! I'll be unable to help out on McHappy Day.

**Refer to page 6 for your instructions on being involved with
McHappy Day.**

We look forward to working with you.

RONALD McDONALD HOUSE CHARITIES

Ronald McDonald House Charities (RMHC) supports a number of programs throughout Australia that help seriously ill children live happier, healthier lives.

McHappy Day is the largest fundraising activity for RMHC, whose programs rely on the funds raised to expand services offered to families and children around the country. McDonald's Australia continues to pay all administration costs for RMHC so that 100 cents in every dollar raised goes directly to helping seriously ill children.

Ronald McDonald House Charities programs include the following:

Ronald McDonald Houses

The cornerstone program of RMHC is Ronald McDonald House. Attached to major hospitals, Ronald McDonald Houses provide a home-away-from-home for seriously ill children and their families. They give families the opportunity to stay together and parents the chance to draw hope and comfort from other families in similar situations. Each night around Australia more than 600 beds are available to families in need.

There are currently 12 Houses in Australia, which are run by House Managers and supported by a team of volunteers who help ease the load on families by washing clothes, reading to the children, talking to the parents and organising play activities. Ronald McDonald House volunteers are committed to building a brighter future for the children and making life easier for their families.

Ronald McDonald Learning Program

The Ronald McDonald Learning Program is a unique educational 'catch up' program for children whose education has been disrupted by serious illness.

Each child receives one-on-one tailored tuition which may include speech and/or occupational therapy.

In addition to improved academic performance, children experience improved self-esteem and confidence when returning back to school. From the parents' perspective, there is a great sense of relief at being offered support and real help to improve their child's education after recovering from illness.

In 2010 over 300 children will participate in the Ronald McDonald Learning Program.

Ronald McDonald Family Retreats

Families of children experiencing serious illness are often placed under immense emotional, physical as well as financial stress. It is a time when families spend long periods of time living apart. To help relieve this burden, RMHC created Ronald McDonald Family Retreats. Families with a seriously ill child can enjoy a free holiday at any one of the five Ronald McDonald Family Retreats around Australia. Ronald McDonald Family Retreats allow families to spend time together away from a hospital environment.

Ronald McDonald Family Rooms

A relaxing haven within hospitals for children and their families. Spending time with a sick child in hospital could mean not being able to return home for days. Our Family Rooms provide a homely retreat for families and help reduce stress. The rooms include a kitchen, laundry, a lounge room, dining area, sleep room and play areas.

RMHC Cord Blood Bank

RMHC Cord Blood Bank funds the collection and storage of umbilical cord blood at the time of birth, giving hope to cancer patients who do not have a suitable marrow donor. The three Blood Banks in Sydney, Melbourne and Brisbane collect cord blood for use by children throughout Australia and the Pacific region.

Funds are raised for RMHC through community events, donations from McDonald's licensees, staff, customers and annual fundraising events such as McHappy Day and the Ronald McDonald House Charities Balls.

Visit www.rmhc.org.au for further information on Ronald McDonald House Charities.

McHAPPY DAY IN AUSTRALIA

McHappy Day has become one of Australia's most important and high profile charity events, raising funds for Ronald McDonald House Charities (RMHC), whose programs support seriously ill children and their families throughout Australia.

The first Australian McHappy Day was held in 1991, with McDonald's restaurants throughout Australia joining forces with the community to raise more than \$375,000. Since that time, McHappy Day has raised in excess of \$15.5 million for RMHC.

Last year, more than \$2 million was donated to RMHC, the highest amount ever raised on McHappy Day. This fantastic result would not have been possible without the support of our team of VIPs working in-store on McHappy Day encouraging donations from the community.

This McHappy Day, we are aiming to raise \$2 million which will go towards a variety of programs to help sick kids lead healthier, happier lives.

On McHappy Day, \$1 from every Big Mac sold and the profits from every Helping-Hand and ByronBay Cookie sold will go directly to seriously ill children supported by RMHC. All costs associated with McHappy Day are funded by McDonald's, so 100 cents in every dollar is used to benefit sick kids throughout Australia.

A fun atmosphere is created in all McDonald's restaurants on McHappy Day, with hundreds of local personalities and well-known celebrities serving customers, selling Big Macs and wristbands, and working the Drive-Thru to encourage donations to RMHC.

Stores create excitement with dancers, musicians, marching bands, McDonald's characters, face painting and balloons – reminding the community that raising funds for RMHC is all about 'sharing a smile for sick kids' and having fun!

In the past 16 years, money raised on McHappy Day has gone towards the building and maintenance of 12 Ronald McDonald Houses across the country, which provide a home-away-from-home for the families of seriously ill children; the Ronald McDonald Learning Program, which eases the transition for children heading back to school after long periods of illness; and Ronald McDonald Family Retreats, which offer families a free holiday and time to spend together as a family away from a hospital environment.

The McHappy Day fundraising drive will also enable RMHC to support other initiatives, including family assistance programs and hospital research grants nationally.

Visit www.rmhc.org.au for further information on Ronald McDonald House Charities.

VIP BRIEFING SHEET

On McHappy Day \$1 from every Big Mac and profits from every \$2 Helping-Hand sold will be donated directly to RMHC.

GETTING STARTED

Before you start your shift, it is important that you have all the necessary materials to get you underway. Under recently introduced fundraising laws, it is essential that we make note of the following:

- Wear the name badge provided for you, this is so customers can identify that you are donating your time to work for McHappy Day.
- You will be assigned a Crew 'buddy' to offer help and support throughout your shift. So if you have any questions throughout the day, please don't hesitate to ask your 'buddy'.
- Please note that you will be working in a commercial cooking environment, which potentially has some workplace safety hazards. These potential hazards include electrical equipment, hot surfaces, hot oil and slippery floors. It is also important to know that McDonald's is a fast-paced working environment.

Therefore, to ensure your safety and the safety of others in this McDonald's restaurant, you must agree to follow these guidelines:

- Please wear enclosed shoes with a non-slip sole (not leather)
- Please don't touch any electrical equipment, food or containers unless you have been specifically instructed to and/or trained to
- Please stay close to your McDonald's Crew 'buddy' and follow their instructions at all times
- And remember to watch where you are walking.

WHAT YOU MAY BE ASKED TO DO WHILE ON YOUR SHIFT

You may be asked to do one or more of the following duties:

1. Greet and serve customers behind the counter

We would love you to meet and greet McDonald's customers and ask for their orders.

However, you will not be required to work the cash register or to fill orders. Your Crew 'buddy' and regular crew will assist you in this area. It would also be great if you could generally chat to our customers about McHappy Day and encourage the sale of a Big Mac and/or Helping-Hands.

****Crew Parents:** If you are a Crew Parent you may be asked to work alongside your son or daughter in the dining room, kitchen or behind the counter.

2. Talk to customers in the dining room

3. Collect donations on McHappy Day using the collection buckets.

Under new fundraising laws it is important that the collection buckets don't leave the restaurant premises. So all fundraising efforts must only take place inside the restaurant, car-park and Drive-Thru areas.

WHAT ABOUT THE MEDIA?

In the past, McHappy Day has received lots of attention from the media and we hope that this year is no exception.

The restaurant's McHappy Day Coordinator or Store Owner/Manager may ask you to take part in an interview or photograph opportunity while you are in the restaurant. This is to highlight how important buying a Big Mac and HelpingHand is on McHappy Day and your efforts in fundraising in the restaurant. We hope this will not inconvenience you and that you are able to participate in any media activity on the day.

Please speak to your Coordinator if you are uncomfortable about talking to the media.

SIGNING AUTOGRAPHS

McDonald's customers may ask for your autograph throughout McHappy Day. Your Crew 'Buddy' can supply you with traymats and pens with which to sign your name.

Having a VIP in the restaurant adds to the excitement of the day and we encourage you to sign as many autographs as you can. But, as our fundraising depends on the sale of Big Macs and wristbands on McHappy Day, we would appreciate it if you would consider prompting those 'autograph hunters' to buy a Big Mac or wristband, or make a donation in exchange for your signature. This way everybody wins!

WHEN YOUR SHIFT IS OVER

At the agreed end of your shift, please see your Crew 'Buddy', the McHappy Day Coordinator or the Store Owner/Manager to sign off.

OUR THANKS

A BIG thank you from McDonald's Australia for taking part in this year's McHappy Day. Your time and effort is greatly appreciated!

Ronald McDonald House Charities (RMHC) will benefit from the funds raised on McHappy Day, the success of which would not be possible without your generous commitment of time and energy.

Again, we would like to thank you for your time and hope that you enjoy your time with us during McHappy Day.