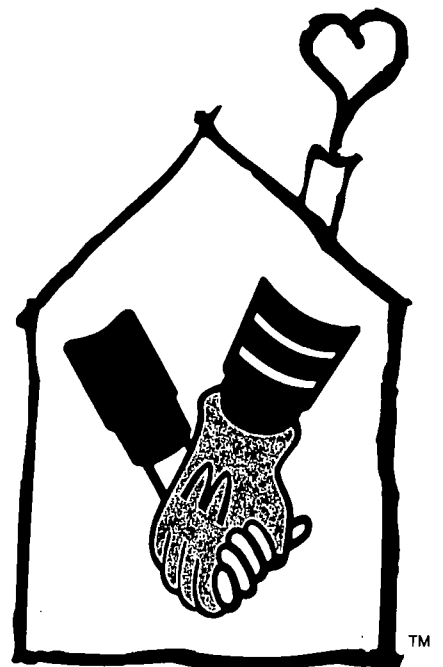


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RONALD MCDONALD
HOUSE CHARITIES

What is Ronald McDonald House Charities?

- A home-away-from-home for families of seriously ill children.
- A contributor of more than \$125 million in grants to other children's programs.
- More than 18,000 volunteers worldwide for Ronald McDonald Houses.
- A charity with global reach and local impact serving children and their families.

Get Involved!

Ronald McDonald House Charities offers a hands-on, meaningful way for you to get involved and directly help children and their families. To become part of our family, you can:

- Volunteer at your local Ronald McDonald House, or
- Participate by getting a local organization – such as your company, church, club or civic group – involved in volunteering as a group or organizing a fundraiser.

Many individuals choose to support Ronald McDonald House Charities by:

- Dropping change into collection canisters at McDonald's restaurants, or
- Joining the Ray Kroc Heritage Society, created to recognize donors who make significant commitments. Planned gifts include a variety of estate planning options that are designed to assist charities like ours in obtaining critical funding for the future, while also meeting the financial and tax needs of charitable donors and their beneficiaries.

If you would like to learn more about Ronald McDonald House Charities, please send your request for information to:

Ronald McDonald House Charities
One Kroc Drive
Oak Brook, IL 60521

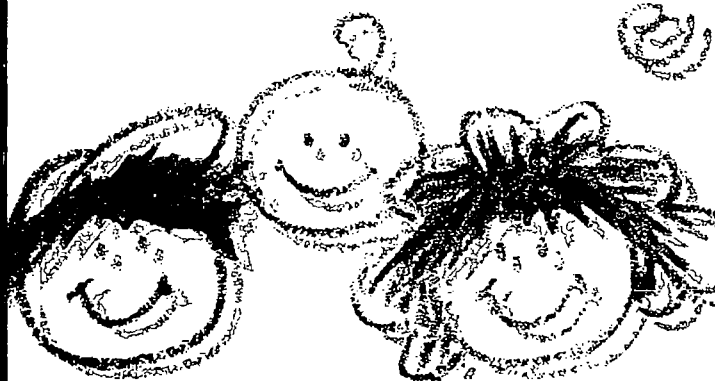
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lifting kids to a better tomorrow



**RONALD McDONALD
HOUSE CHARITIES**



Global Reach, Local Impact

Ronald McDonald House Charities is "Lifting kids to a better tomorrow" by:

- Supporting more than 170 Ronald McDonald Houses, and
- Making grants to other not-for-profit organizations that help children in neighborhoods worldwide.



Supporting Our Cornerstone Program...

Ronald McDonald House is a home-away-from-home for families who must travel hundreds, sometimes thousands, of miles outside of their own community to seek medical treatment for a child. Ronald McDonald Houses are located near hospitals that provide specialized care for children. Twenty-four hours a day, 365 days a year, each House offers parents and family members of seriously ill children a refuge from the hospital – a room of their own with a comfortable bed, kitchen and laundry facilities, and toys for the kids.

Families who stay at the House find other families with the same concerns, and staff and volunteers who listen and care. Houses are designed to encourage interaction among their guests to help them cope during an extremely difficult time.

Ronald McDonald Houses offer all of this to families for only a small contribution; if that is not possible, no one is turned away.

The first House was built in Philadelphia in 1974, inspired by a young leukemia patient whose parents decided there had to be a better way to lonely, anxious nights in hospital waiting rooms far from home. Since then, Ronald McDonald Houses have served more than 2 million family members in more than a dozen countries.

...And A Whole Lot More

After the early success and growth of the Ronald McDonald House program, Ronald McDonald House Charities began to reach out to meet even more needs in the community while continuing to support the Houses as the cornerstone program.

Ronald McDonald House Charities has contributed more than \$125 million in grants to other children's organizations. Beneficiaries of Ronald McDonald House Charities are not-for-profits which have demonstrated an ability to respond to the needs of specific groups of children and their families in a definitive, hands-on manner that yields measurable results.

We support major, national initiatives, such as research to help find a cure for a deadly childhood disease and a nationwide child abuse prevention program, while also reaching deep into communities to fund grassroots programs such as barrier-free playgrounds, shoes for homeless kids, services for victims of child abuse, and much more.

Wherever there is a need, big or small, Ronald McDonald House Charities is ready to meet it head on.

Funding

"We have an obligation to give something back to the communities that give us so much."

- McDonald's Corporation Founder Ray Kroc

Reaching our goal of "Lifting kids to a better tomorrow" is possible only with the support of individual donors, corporate partners and the McDonald's family, which carries on the heritage established by Ray Kroc, in whose memory Ronald McDonald House Charities was established.

McDonald's franchisees and suppliers are major contributors of time and money on the local level. McDonald's customers contribute millions of dollars each year by dropping change into donation canisters, supporting fundraisers and organizing other events throughout their communities.

But the need for fundraising goes well beyond McDonald's.

On national and local levels, Ronald McDonald House Charities receives strong support from many corporate partners – The Coca-Cola Company, United Airlines, AT&T, Dillard Department Stores, *USA Today*, Kimberly-Clark and many others. We also receive support from individual donors, who are the lifeblood

of the organization, providing needed contributions which are directed

toward Ronald McDonald House and other children's programs.





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FOR IMMEDIATE RELEASE

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Susan Kerr, 630/623-7070

Brian Davis, 312/836-7177

Ronald McDonald House Charities Announces \$100 Million Commitment to Children and Families

General Colin Powell Accepts Commitment on Behalf of Presidents' Summit

(Oak Brook, Illinois, April 21, 1997) -- In conjunction with the Presidents' Summit for America's Future, Ronald McDonald House Charities has made a **\$100 million** commitment to fund programs that provide comfort and care to children and families.

"This \$100 million pledge is the largest single cash commitment we have received yet," said Gen. Colin Powell, general chairman of the Summit. "I salute Ronald McDonald House Charities for taking a leading role in this drive. We hope that this commitment will inspire other organizations to join with us in our efforts to help realize the full potential of America's youth."

Ronald McDonald House Charities' commitment, to be made over a multi-year period, will continue its mission of providing grants to national and local children's programs, including Ronald McDonald Houses worldwide.

"Our \$100 million in grants will fund programs that address serious issues including the prevention of child abuse, youth suicide, substance abuse, and much more," said Ken Barun, President and CEO of Ronald McDonald House Charities.

- more -

\$100 Million Commitment
Add One

The Presidents' Summit will launch *America's Promise -- The Alliance for Youth*, which is aimed at assuring that by the end of the year 2000, at least two million of America's 15-million at-risk children receive the five fundamentals that are essential for productive, successful lives:

- An on-going relationship with a caring adult; mentor, teacher, coach;
- Safe places and structured activities during non-school hours to learn and grow;
- A healthy start;
- A marketable skill through effective education;
- An opportunity to give back through community service.

A wide range of programs that are linked to these five fundamentals will be funded as a result of the Ronald McDonald House Charities' commitment. These include:

- **Preventing Youth Suicide** -- Through major funding of suicide prevention research and training support to educators, the Charity recently distributed nearly 30,000 CD-ROMs to junior and senior high schools nationwide. The ***Team Up To Save Lives*** CD-ROM is the first comprehensive, interactive suicide prevention guide for educators. During Suicide Prevention Week, May 4-10, 1997, CD-ROMs will be distributed through the American Academy of Suicidology to thousands of crisis centers nationwide.
- **Preventing Child Abuse While Promoting Good Parenting** -- Ronald McDonald House Charities has partnered with the National Committee to Prevent Child Abuse to create an innovative program called Healthy Families America (HFA). HFA is designed to support new parents with intensive home visitor services nationwide. Through our ongoing support of Healthy Families America, our collective goal is to reduce child abuse among young children by 25 percent in the next five years nationwide.
- **Helping Find a Cure for Pediatric Cancer** -- Ronald McDonald House Charities is committed to supporting research to help find a cure for neuroblastoma, a deadly childhood cancer.
- **Supporting Ronald McDonald Houses** -- The cornerstone program of Ronald McDonald House Charities provides a "home-away-from-home" for families with seriously ill children receiving treatment at a nearby hospital. There are currently 182 Ronald McDonald Houses in 14 countries.

- more -

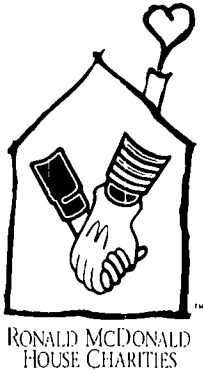
\$100 Million Commitment
Add Two

- **Studying Public Opinion About Children's Issues** -- As part of the overall commitment to the Summit, Ronald McDonald House Charities also pledged to share (with children's organizations and the public) a ground-breaking national public opinion study. This broad-scale segmentation study, to be completed in June in partnership with the Advertising Council and Public Agenda, will, in part, provide insights to help answer the questions: How does the general public define the problems facing the country's children and what solutions will they support?

The Summit, which will convene in Philadelphia on April 27, was announced by President Clinton and former President Bush at the White House in January. It will bring more than 2,000 delegates representing nearly 150 cities and all 50 states as well as corporate leaders and the heads of a wide range of volunteer, religious and educational organizations.

Presidents Clinton, Bush, Carter and Ford will attend with former First Lady Nancy Reagan representing former President Reagan. Henry Cisneros, former Secretary of Housing and Urban Development, will serve as Vice Chairman for the Summit along with Lynda B. Robb, daughter of the late Lyndon Baines Johnson.

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**Ronald McDonald House Charities To Release
Breakthrough Research On Children's Issues, Volunteerism**

(Oak Brook, Illinois, April 21, 1997) – In further support of the Presidents' Summit for America's Future, Ronald McDonald House Charities announced today it will share a ground-breaking national public opinion study which addresses Americans' attitudes about children's issues and volunteerism.

The study is being conducted for Ronald McDonald House Charities and The Advertising Council by Public Agenda. This broad segmentation study will, in part, provide insights to help answer the questions: How does the general public define the problems facing the country's children and what solutions will they support?

"Ronald McDonald House Charities will use this important research to help guide our \$100 million commitment in giving to children's programs (announced in conjunction with the Summit last week)," said Ken Barun, president and CEO of Ronald McDonald House Charities. "Plus we will share our research findings with people and organizations on the frontlines advocating for at-risk children, including Presidents' Summit attendees, national and grassroots philanthropic organizations, as well as community and church leaders."

The results of the study will be released on June 26 at a media briefing in Chicago. Additional tracking studies to assess changes in American attitudes and behavior will be repeated and released publicly annually through 2001.

-more-

Public Opinion Study
Add One

Ruth Wooden, president of The Advertising Council, said, "This unprecedented research will help all of us understand the barriers to volunteerism and allow us to formulate strategies to go around or through these obstacles to effectively reach our goal to help more children and families."

The Advertising Council will specifically use the findings to strengthen its communication efforts to mobilize more Americans to help all children. The Council, the nation's largest producer of public service advertising, has made a long-lasting commitment to improve children's lives by developing public service advertising campaigns which increase awareness and action on behalf of issues such as children's health, education and safety. The public opinion research is a crucial part of the Council's development of those communications programs.

The Advertising Council, founded in 1942, works with a select number of non-profit organizations ("sponsors") that represent socially important and advertisable issues. The Council works with volunteer advertising agencies which create public service advertising geared to the resolution of a social problem with actionable messages. The Council distributes the messages to the media, which donate time and space to run them.

Ronald McDonald House Charities recently announced a \$100 million commitment over five years to fund programs that provide comfort and care to children and families. Through its network of local charities serving in 23 countries, the Charity makes grants to not-for-profit organizations, and provides support to Ronald McDonald Houses worldwide and the Ronald McDonald Children's Hospital. To date, more than \$150 million in grants has been awarded to children's programs.

Public Agenda is a highly respected nonpartisan, nonprofit research and education organization working to help citizens better understand complex policy issues and to help the nation's leaders better understand the public's point of view. It was founded in 1975 by Daniel Yankelovich and Cyrus Vance.

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Cathy Mazur, 630/623-7211

Judi Ketcik, 312/836-7462

Crisis Centers to Receive New Tool to Combat Youth Suicide in Conjunction with 'Suicide Prevention Week', May 4-10

Suicide Rates Among Young People Rise Toward Epidemic Levels

(Oak Brook, Illinois, April 21, 1997) -- A new CD-ROM suicide prevention guide funded by Ronald McDonald House Charities will be sent to hundreds of crisis centers nationwide in conjunction with the American Association of Suicidology's (AAS) "Suicide Prevention Week," May 4-10.

The CD-ROM, titled *Team Up to Save Lives*, incorporates findings from a three-year research and prevention program funded by Ronald McDonald House Charities. The CD-ROM was developed by a team of psychiatrists, psychologists and health and education experts at the Institute for Juvenile Research in the Department of Psychiatry at the University of Illinois at Chicago (UIC).

It is designed to help educators, school caregivers and mental health professionals learn how to prevent suicide by identifying and assisting young people at-risk.

In February the CD-ROM was distributed free to nearly 30,000 junior and senior high schools nationwide to help teachers, principals, counselors and coaches deal with what suicide experts call "the silent killer of our youth."

"Our goal is to save lives," said Ken Barun, president and CEO of Ronald McDonald House Charities. "We want to reach educators and mental health professionals across the country, and help them learn more about how to reach out to at-risk kids."

Schools and mental health organizations can order additional copies by calling McDonald's Educational Resource Center at **1-800-627-7646**.

- more -

Schools Play a Vital Role

Schools have become “the social agency of first and sometimes last resort for suicidal young people, because they spend so much time there,” said Dr. Markus Kruesi, director of UIC’s Institute for Juvenile Research. “School nurses and counselors often represent the only mental health care available to kids. The problem is that most educators have no training in how to identify and counsel young people in danger of killing themselves, or how to respond to a suicide at school.”

An Adolescent Epidemic

“The rate of completed suicides among U.S. adolescents has quadrupled over the past four decades, to the point where suicide has become a serious public health problem for young people,” said Dr. Janet Grossman, a suicide expert with the Institute for Juvenile Research. “It’s also a human tragedy, because most suicidal young people desperately want to live. They just can’t see alternatives to their problems.”

Three Years in the Making

Team Up To Save Lives is the first comprehensive, interactive suicide prevention guide for educators. It delivers a curriculum developed and tested by an Institute for Juvenile Research team led by Dr. Grossman, Dr. Kruesi and Dr. Jay Hirsch, a UIC professor and renowned school psychiatric consultant, during a three-year research program conducted with thousands of school caregivers at 155 urban and suburban Chicago-area schools.

The CD-ROM provides a framework which schools can use to build an effective suicide prevention program. It includes:

- Instructional videos which show teachers how to communicate with at-risk young people and their parents.
- Detailed lessons on suicide risk factors, warning signs, intervention, means restriction and crisis response.
- Interactive evaluation, which tests users on their knowledge and returns them to lessons for review if questions are answered incorrectly.

Suicide Prevention Week
Add Two

The Institute for Juvenile Research, part of the Department of Psychiatry at the University of Illinois at Chicago, is recognized as the first child guidance clinic in the country. The institute has provided mental health services to children and families for nearly 90 years.

Ronald McDonald House Charities recently announced a \$100 million commitment over five years, in conjunction with the Presidents' Summit for America's Future, to fund programs that provide comfort and care to children and families. Through its network of local charities serving in 23 countries, the Charity makes grants to not-for-profit organizations, and provides support to Ronald McDonald Houses worldwide and the Ronald McDonald Children's Hospital. To date, more than \$150 million in grants has been awarded to children's programs.

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RONALD McDONALD HOUSE CHARITIES PROGRAM PROFILE

RONALD McDONALD HOUSE

HOT NEWS!

Ronald McDonald House Charities is celebrating the opening of several new Ronald McDonald Houses, including:

- Portland, Oregon (April 26, 1997)
 - Orlando, Florida (December 11, 1996)
 - Fort Worth, Texas (October 21, 1996)
 - Johnson City, Tennessee (September 26, 1996)
 - Shatin, Hong Kong (September 22, 1996)
 - Loma Linda, California (September 12, 1996)
-

Program Overview

Ronald McDonald Houses are "homes-away-from-home" for the families of seriously ill children receiving treatment at a nearby hospital.

The first Ronald McDonald House opened in Philadelphia in 1974. Fred and Fran Hill's daughter Kim was undergoing treatment for leukemia and they had grown tired of sleeping in the hospital waiting room and eating meals out of vending machines. Fred, who was a player for the Philadelphia Eagles at the time, rallied the support his teammates and General Manager Jim Murray, Dr. Audrey Evans from The Children's Hospital of Philadelphia, and the local McDonald's franchisees and the first Ronald McDonald House was born.

The Facts

- There are 182 Ronald McDonald Houses in 14 countries.
- More than 2,500 bedrooms are available every night in Ronald McDonald Houses around the world.
- Nearly 20,000 volunteers donate up to one million hours annually to Ronald McDonald House.
- Each House is run by an local non-profit organization comprised of members of the medical community, business and civic leaders, parent/volunteers and local McDonald's franchisees.
- The majority of the funding for each House comes from the community in which it operates.
- Families staying at a House are asked to make a donation ranging from \$5 to \$20 per night; if that is not possible, their stay is free.

For More Information

Susan Kerr, 630/623-7070
Judi Ketcik, 312/836-7462



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RONALD McDONALD HOUSE CHARITIES PROGRAM PROFILE

HEALTHY FAMILIES AMERICA

HOT NEWS!

- Ronald McDonald House Charities is in its fifth year of funding Healthy Families America (HFA), and is currently looking into helping the program expand even further.
- There are now more than 250 HFA sites in 38 states, plus Washington, D.C. Two of the newest sites are in Harrisburg, Pa., and Liberty, Mo., where local staff began their training on April 14, 1997.

Program Overview

In partnership with the National Committee to Prevent Child Abuse (NCPCA), Ronald McDonald House Charities has played a vital role in ensuring the health, safety and successful development of our nation's children through Healthy Families America (HFA).

This innovative program is designed to provide some support to all new parents nationwide with intensive home visitors service for those at greatest risk.

Through the Charity's ongoing support of Healthy Families America, the collective goal is to reduce child abuse among young children by 25 percent in the next five years nationwide.

The Facts

- There are now more than 250 HFA sites in 38 states, plus Washington, D.C.
- The program has shown amazing growth, adding an average of 72 sites per year between 1994 and 1996
- Last year, HFA served more than 15,000 at-risk families

For More Information

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Judi Ketcik, 312/836-7462



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RONALD McDONALD HOUSE CHARITIES PROGRAM PROFILE

RONALD McDONALD CHILDREN'S HOSPITAL

HOT NEWS!

- Thanks to Ronald McDonald House Charities funding, the hospital will introduce a mobile van to service Chicago-area communities later this year.
 - The van will bring medical care to families that otherwise may not have access to the hospital for life-saving medical care.
-

The Program

On October 4, 1996, Ronald McDonald House Charities announced a \$10 million grant over five years to support children's healthcare at Loyola University Medical Center.

In recognition of this gift, Loyola renamed the hospital the Ronald McDonald Children's Hospital at Loyola University Medical Center. The grant will help move forward the ongoing renovation and expansion of the children's medical facility. The first phase was completed with the opening of the pediatric intensive care unit (PICU) in October, 1996.

The PICU features an aquatic decor to make the children feel more comfortable, including large columns of bubbling water, artificial fish swimming behind glass along the sides of the nursing station, and wall tiles depicting water scenes.

The Facts

Ronald McDonald Children's Hospital includes:

- 34 general and 18 intensive-care unit beds
- A 50-bed, neo-natal intensive care unit, which serves as a national model in the care of high-risk infants
- A trauma program providing 24-hour-a-day care for the severest injuries to children
- One of the region's largest burn centers, to which injured children are transferred from throughout the Midwest
- A large pediatric clinic and a Center for Pediatric Home Care and Hospice

For More Information

Susan Kerr, 630/623-7070
Judi Ketcik, 312/836-7462



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RONALD McDONALD HOUSE CHARITIES PROGRAM PROFILE

PEDIATRIC CANCER RESEARCH

HOT NEWS!

- Ronald McDonald House Charities has committed more than \$5 million to help search for a cure for neuroblastoma, one of the most mysterious and deadly cancers afflicting children.
- In some infants, the neuroblastoma tumor can regress and disappear without treatment. Conversely, in most older children, the malignant tumor is much more aggressive, though in a few people it “matures” and becomes benign. The RMHC-supported researchers are currently studying the pathway that controls whether cells regress and die, mature and stop growing, or stay malignant. More importantly, they are investigating drugs that may force tumor cells to undergo these fates. This approach to treatment should be more specific and less toxic than any current therapy.

The Program

Ronald McDonald House Charities is deeply committed to helping finding cures for childhood diseases, including neural tumors and neuroblastoma, a form of cancer found predominantly in children less than five years old.

The Charity is working with several key researchers on these projects: Dr. David Pleasure and Dr. Garrett M. Brodeur at The Children's Hospital of Philadelphia; and Dr. Jeffrey Milbrandt at Washington University in St. Louis.

The Facts

- Neuroblastoma is a disease which arises from the abnormal development of very young nerve cells.
- This cancer usually starts in the nerve cells of the abdomen and chest and can spread quickly.
- Neuroblastoma is one of the most common malignant tumors in children, yet relatively little progress has been made to date in improving survival rates, despite more dramatic progress in curing acute leukemia and some other childhood cancers.

For More Information

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RONALD McDONALD HOUSE CHARITIES PROGRAM PROFILE

"TEAM UP TO SAVE LIVES" -- YOUTH SUICIDE PREVENTION

HOT NEWS!

- May 4-10 marks National Suicide Prevention Week, sponsored by the American Association of Suicidology (AAS).
- During this week, interactive suicide prevention CD-ROMs called ***"Team Up to Save Lives,"*** funded by Ronald McDonald House Charities, will be sent to 250 crisis centers and mental health centers nationwide.

The Program

TEAM UP TO SAVE LIVES incorporates a three-year research and prevention program funded by Ronald McDonald House Charities. The CD-ROM, the first of its kind, was developed by a team of psychiatrists, psychologists and health and education experts at the Institute for Juvenile Research at the University of Illinois at Chicago (UIC) as part of this program. It's designed to help educators and school caregivers learn how to prevent suicide by identifying and assisting young people at-risk.

Ronald McDonald House Charities distributed copies of the CD-ROM in February 1997 to nearly 30,000 junior and senior high schools nationwide.

Schools can order additional copies of the CD-ROM by calling McDonald's Education Resource Center at 1-800-627-7646.

The Facts

- Suicide has become the third leading cause of death among 15-19 year-old children.
- Suicide has increased by 120% among 10-14 year-olds over the past ten years.
- The U.S. has the highest rates of childhood homicide, suicide and fire-arm related death among industrialized nations.
- The suicide rate for children in the U.S. is two times higher than that in the other top 25 industrialized countries combined.

For More Information

Cathy Mazur, 630/623-7211
Judi Ketcik, 312/836-7462



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RONALD McDONALD HOUSE CHARITIES PROGRAM PROFILE

SCHOLARSHIPS FOR MINORITY STUDENTS

HOT NEWS!

- The Hispanic American Commitment to Education Resources (HACER) Scholarship Program has now grown to 29 cities across the country, with more than \$3 million having been awarded to nearly 3,000 deserving high school students in 21 states. Ronald McDonald House Charities has also made a \$1 million commitment to the program.
 - Every year, Ronald McDonald House Charities matches contributions up to \$25,000 from each Local Charity given to the United Negro College Fund (UNCF) until the Charity's overall \$1 million goal is achieved. To date, more than \$650,000 in scholarships have been awarded.
-

The Programs

HACER was created in 1985 through a unique partnership of Ronald McDonald House Charities, McDonald's, the National Hispanic Scholarship Fund, and local McDonald's franchisees. HACER is designed to provide a financial helping hand to promising Hispanic high school seniors pursuing a college education.

For more than 20 years, Ronald McDonald House Charities has worked with McDonald's to make significant contributions to UNCF, helping to fund scholarships for African-American students applying for healthcare and pre-medical degrees at UNCF's 40 member colleges.

The Facts

- The 1995 annual report by the American Council on Education revealed that only 60.7 percent of Hispanic students complete high school.
- Hispanic college participation rates have fallen 6.7 percent during the last two decades.
- The College Fund/UNCF is the oldest and largest education organization that supports 40 of the country's historically Black universities.
- The lack of financial support is often a major barrier for many bright African-American students to enter medical fields.

For More Information

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Judi Ketcik, 312/836-7462



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FOR MORE INFORMATION CONTACT:

Susan Kerr (630/623-7070)

Judi Ketcik (312/836-7462)

**Ronald McDonald House Charities
Fact Sheet**

PURPOSE:

Ronald McDonald House Charities provides comfort and care to children and families through its network of local charities serving in 23 countries, and provides support to Ronald McDonald Houses and the Ronald McDonald Children's Hospital. The Charity makes grants to not-for-profit organizations. Grants to date total more than **\$150 million**.

Ronald McDonald House Charities, in conjunction the Presidents' Summit for America's Future led by General Colin Powell, has committed more than \$100 million in grants over the next five years.

The Ronald McDonald House program has provided a "home-away-from-home" for nearly two million family members since its inception in 1974. There are **182 Ronald McDonald Houses in 14 countries**.

GRANTMAKING: Ronald McDonald House Charities awards grants in three areas:

- Healthcare and medical research;
- Education and arts; and
- Civic and social services.

National and international grant requests are reviewed quarterly by a 20-plus-member Board of Trustees in Oak Brook, Illinois, comprised of health professionals, business and civic leaders, and McDonald's representatives.

Local Ronald McDonald House Charities support Ronald McDonald Houses and other children's programs in their communities. They are run by boards comprised of members of the local medical community, business and civic leaders, parent/volunteers, and McDonald's representatives.

FUNDING:

Ronald McDonald House Charities receives strong support from: McDonald's Corporation, which pays 100 percent of the general and administrative costs for the national body of Ronald McDonald House Charities; McDonald's franchisees and regional staffs; individual and corporate donors; and McDonald's customers who generously support the Charity through various fundraisers.



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RONALD McDONALD HOUSE CHARITIES PERSONALITY PROFILES

PEOPLE YOU SHOULD KNOW

Dr. Craig Anderson

Chairman, Department of Pediatrics, Loyola University, Chicago

Dr. Anderson is the physician leader of the Department of Pediatrics at Loyola University Medical Center and the newly formed Ronald McDonald Children's Hospital. It was Dr. Anderson's vision to approach Ronald McDonald House Charities to fund this unique project. The facility, which is actually a "hospital within a hospital," meaning it is within the physical structure of Loyola University Medical Center, but it operates with a separate staff and board, will serve as one of the pre-eminent pediatric medical facilities in the region.

Dr. Anderson was a founding member and chairman of the board of directors from 1992-1996 for the Ronald McDonald House at Loyola, which opened in 1995.

Ken Barun

President and Chief Executive Officer, Ronald McDonald House Charities

For more than 11 years Barun has been directing the efforts of Ronald McDonald House Charities, including its fundraising and grantmaking programs. He is a member of and works closely with the Ronald McDonald House Charities Board of Trustees, comprised of McDonald's corporate officers, licensees, suppliers, health professionals and business and civic leaders.

From 1983 to 1986, Barun served at the White House as director of projects and policy for First Lady Nancy Reagan, and was responsible for planning and implementing her public activities, including serving on the board of the "Just Say No" drug abuse prevention campaign. In addition, he is the author of the book, How To Keep The Children You Love Off Drugs. In 1990, Barun was appointed by President George Bush to the President's Committee on Mental Retardation.

Anne Cohn Donnelly, D.P.H.

Executive Director, National Committee to Prevent Child Abuse

Anne Cohn Donnelly has been Executive Director of the National Committee to Prevent Child Abuse (NCPCA) since the fall of 1980. One of her main responsibilities is overseeing Healthy Families America (HFA), an innovative child abuse prevention program developed in conjunction with Ronald McDonald House Charities. Through the Charity's ongoing support of Healthy Families America, the collective goal is to reduce child abuse among young children by 25 percent in the next five years nationwide.

Among her many other responsibilities are overseeing the activities of NCPCA's 50-state network of chapters; a nationwide public service media campaign; a national center on child abuse prevention research; and various other activities including an extensive training and technical assistance program and advocacy efforts.

People You Should Know
Add One

Audrey E. Evans, M.D.
The Children's Hospital of Philadelphia

Dr. Evans, a specialist in children's oncology at The Children's Hospital of Philadelphia, dreamed of a house where families of her seriously ill young patients could stay...an inexpensive home-away-from-home within walking distance of the hospital, where families could care for one another in a supportive environment. This dream led to the creation of the first Ronald McDonald House in Philadelphia in 1974. Now there are 182 Ronald McDonald Houses in 14 countries. In addition to helping to establish the first Ronald McDonald House, Dr. Evans was a founding member of the Ronald McDonald House Charities Board of Trustees in 1984, where she served until her retirement from the Board in 1996. She now serves as a lifetime member of the Board.

Today, Dr. Evans divides her workday between the bedsides of her patients and the research lab, where she is focusing on finding a cure for neuroblastoma, a deadly childhood cancer. She and her team of researchers are zeroing in on the reasons why tumors of the nervous system will sometimes spontaneously regress.

Janet A. Grossman, DNSc
University of Illinois at Chicago

Dr. Grossman is a co-investigator of *Team Up To Save Lives*, a project funded by Ronald McDonald House Charities. As Clinical Director of the project, Dr. Grossman spearheaded the training and postvention programs. The suicide prevention project provided training and on-site consultation to crisis team members in 155 Chicago high schools. This program resulted in the development of the CD-ROM, *Team Up To Save Lives*.

A nationally-known suicidologist, Dr. Grossman brings extensive clinical and academic experience to adolescent suicide prevention. She is a child psychiatric nurse researcher, a certified advanced practice nurse, Assistant Professor of Nursing and Psychiatry at the University of Illinois at Chicago, and Director of Adolescent Suicide Prevention at the Institute for Juvenile Research.

Jim Murray
President, Jim Murray Ltd.

Jim Murray is another key person responsible for establishing the first Ronald McDonald House in Philadelphia in 1974. At the time, Murray was general manager of the Philadelphia Eagles and the daughter of one of his players, Fred Hill, was receiving treatment for leukemia. Hill and his wife had grown tired of the long nights spent sleeping in hospital waiting rooms. By enlisting the help of Murray, the team collaborated with Dr. Audrey Evans at The Children's Hospital of Philadelphia and the local McDonald's franchisees, and the first Ronald McDonald House was born.

Murray is a member of the Ronald McDonald House Charities Local Operations Advisory Council and serves as president of Jim Murray Ltd., a sports promotion and marketing firm.

People You Should Know
Add Two

Paul Schrage

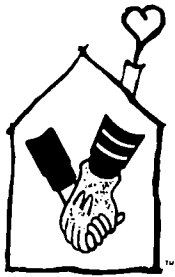
Chairman, Ronald McDonald House Charities

Senior Executive Vice President, Chief Marketing Officer, McDonald's

Paul Schrage was named chairman of Ronald McDonald House Charities in 1994 after serving as a Trustee of the Charity since 1984. He first joined McDonald's in 1967 when McDonald's founder Ray Kroc invited Schrage to join the company and start its first marketing department as national marketing director. He was elected vice president in 1968, executive vice president in 1970, and named chief marketing officer in 1980. He was named to his current position in 1984.

Schrage is responsible for McDonald's advertising, promotion, field and national marketing, market and real estate research, creative services, and meetings and conventions departments. In the past 25 years, Schrage has led the department in defining the style, look and tone of McDonald's advertising. He has been involved with all of McDonald's advertising and promotions, including the more famous ones such as the Michael Jordan/Larry Bird commercials ("Nothing But Net"), all Super Bowl commercials and McDonald's sponsorship of the Olympics.

#



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212/686-6610
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212/984-1930
Judi Ketcik, RMHC
312/836-7462 or 312/810-2252

AMERICANS DEEPLY TROUBLED ABOUT NATION'S YOUTH EVEN YOUNG CHILDREN DESCRIBED BY MAJORITY IN NEGATIVE TERMS

CHICAGO, IL -- Only 37% of Americans believe today's children, once grown, will make this country a better place, according to *Kids These Days: What Americans Really Think About The Next Generation*, a new public opinion study released today by Public Agenda. Across all demographic groups, the public is intensely concerned about the moral and ethical development of America's youngsters and see these problems as widespread, affecting families of all income levels. Americans believe parents are fundamentally responsible for ensuring their children grow up with the right values, yet only one in five say it is very common for parents to be good role models and teach their children right from wrong.

Kids These Days was conducted for Ronald McDonald House Charities and The Advertising Council -- both organizations are committed to improving the lives of children. The study also explores how people feel these problems should be addressed and what solutions they are willing to support.

"This groundbreaking research is a 'wake-up' call to many in the non-profit arena who want to make a profound impact on children's lives," said Ken Barun, President and CEO of Ronald McDonald House Charities. "While these findings are sobering, the study will help us understand and address those roadblocks to getting more people involved in finding solutions," Barun added.

Not only do the majority of Americans describe teens in negative terms, they also are surprisingly critical of children (defined for this study as being 5 to 12 year olds). When asked what first comes to mind when they think about today's teenagers, Americans use adjectives such as "rude,"

-more-

"irresponsible," and "wild," while younger children are characterized as "lacking discipline" and "spoiled." Only 12% of Americans, for example, say it is very common for kids to treat people with respect, a view shared by white (8%), Hispanic (11%) and African-American (17%) parents.

"Americans are frightened *for* and in some cases frightened *of* our children and fault parents for the problems they see," said Deborah Wadsworth, Executive Director of Public Agenda. "The public does acknowledge how difficult it is to be a parent in today's world, but is riveted by one goal -- the necessity of teaching all children the values of integrity, ethical behavior, concern for others, respect, civility, compassion, and responsibility," added Wadsworth.

Even parents themselves are critical of the job parents are doing. The majority of parents say couples break up their marriages too easily, instead of trying to stay together for their kids, and 58% of black, 50% of white, and 49% of Hispanic parents say parents who fail to discipline their children are very common. The public acknowledges the difficulties families face with four in five saying it is much harder for parents to do their job these days. Seven in ten Americans consider drug and alcohol abuse, and excessive violence and sex on television and in the movies as very serious problems. Sixty-two percent feel crime and gangs are serious threats to kids. But although the public believes these are tough times to be a parent, they ultimately feel parents are not rising to meet the challenge.

SOLUTIONS WITH PROMISE

Notwithstanding the public's bitter criticism of kids, Americans refuse to write them off as unsalvageable and are clear on what needs to be done to help them. First and foremost, people believe children thrive when their parents care for them and teach them right from wrong. Then they look to schools to supplement and reinforce the values they believe parents should provide, two-thirds say improving the public schools would be a very effective way to help young people. Support for after-school programs, volunteer organizations such as the Boy Scouts, and tougher measures to keep kids off the street, is also strong. Americans rank government funding for child and health care programs at the bottom of a list of twelve items that would be very effective in helping kids, in part because such programs do not speak to their primary concerns about children's moral development.

-more-

"What is key is Americans don't want to give up on kids and believe in programs that will develop young people's character. Our efforts will focus on mobilizing Americans to volunteer in ways that will address their concerns and meet the needs of our nation's youth," said Ruth Wooden, President of The Advertising Council.

Kids These Days also measured the views of 12 to 17 year olds. Most of America's adolescents report they themselves are doing well, and 66% say "faith in God is an important part of my life." But 49% also feel most kids their age need more guidance and attention from adults. Only 39% say parents who are good role models and teach their kids right from wrong are very common. Seven in ten also say they usually hang out with friends without anything specific to do. Few feel they are respectful toward each other or toward adults, and only one-third think they will make the country a better place.

Kids These Days, the initial phase of a multi-year research effort, is based on two telephone surveys within the continental United States. This first is a survey of 2,000 randomly selected adults aged 18 years or older, plus oversamples of 300 African-American and 300 Hispanic parents (margin of error for the 2,000 is plus or minus 2%). The second is a survey of 600 randomly selected young people aged 12 to 17 years old (margin of error is plus or minus 4%). Both surveys were conducted in December of 1996. In addition, Public Agenda conducted six focus groups in sites across the country, as well as dozens of in-depth, follow-up telephone interviews with adults who had completed the survey.

AMERICANS' VIEWS TOWARD KIDS

- ◆ Sixty-one percent of Americans think youngsters' failure to learn such values as honesty, respect, and responsibility is a very serious problem.
- ◆ Nine in ten Americans say the failure to learn values is widespread; only 8% say it mostly affects kids from disadvantaged backgrounds.
- ◆ Sixty-five percent of Americans who say they have a lot of contact with teenagers describe teens disapprovingly.
- ◆ Sixty-three percent of black, 61% of Hispanic, and 49% of white parents say teens getting into trouble because they have too much free time is very common.

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- ◆ Only 12% think it's very common for teens to be friendly or helpful toward neighbors.

AMERICANS' VIEWS TOWARD PARENTS

- ◆ Sixty-three percent of Americans say it is very common for parents to have children before they are ready to take responsibility for them.
- ◆ Fifty percent of the general public, and 51% of parents, say it is very common for parents to equate buying things for children to caring for them.
- ◆ Only 19% of parents think it's very common for parents to be good role models and teach their kids right from wrong.
- ◆ Four in ten parents, the same as for the general public, say parents who resent advice about their kids are very common.
- ◆ But 51% of Americans say parents who sacrifice and work hard for their kids are very common; and 3 in 4 believe mothers who have to give up time with their kids to work and make ends meet is very common.

KIDS' VIEWS TOWARD KIDS

- ◆ Forty-one percent of adolescents say they see people their age using drugs or alcohol every or almost every day.
- ◆ Thirty-three percent of adolescents say there is no adult at home when they return from school.
- ◆ Six in ten believe most or all people their age pay too much attention to their appearance.
- ◆ Sixty-five percent say they get a compliment or encouraging word from adults every or almost every day.
- ◆ Seven in ten believe people should help others because it's the right thing to do; 69% say someone who gets help should express their gratitude.

AMERICANS' ATTITUDES TOWARD HELPING

- ◆ Three in four Americans strongly believe helping others is the right thing to do.
- ◆ Sixty percent say people who receive help should show appreciation.
- ◆ Fifty-one percent feel those who benefit from help should return the favor if they can.
- ◆ Nearly half say they would be very comfortable volunteering to be a mentor.

The principal researcher and author of *Kids These Days* was Steve Farkas, Public Agenda Vice President and Director of Research. For information on how to obtain a copy of *Kids These Days*, contact Public Agenda by phone (212/686-6610), fax (212/889-3461) or E-mail (paresearch@aol.com).

Public Agenda is a nonpartisan, nonprofit public opinion research and education organization working to help citizens better understand complex policy issues and to help the nation's leaders better understand the public's point of view. It was founded in 1975 by Daniel Yankelovich and Cyrus Vance.

The Advertising Council, founded in 1942 and the largest source of public service advertising in the nation, has made a 10-year commitment to focus the majority of its resources on developing campaigns which improve the circumstances of children in this country. As part of Commitment 2000: Raising a Better Tomorrow, the Council will develop hundreds of ads on a variety of different topics which will benefit children.

Ronald McDonald House Charities (RMHC) has made a \$100 million commitment over the next five years to fund programs that provide comfort and care to children and families. RMHC will use this important research to help guide its giving, and it will be shared with people and organizations on the frontlines advocating for at-risk children, including national and grassroots philanthropic organizations, as well as community and church leaders.

TABLE 1: VIEWS ON TEENAGERS

"Now I'm going to describe different types of teenagers and ask if you think they are common or not. How about teenagers who [INSERT ITEM]? Are they very common, somewhat common, not too common, or not common at all?"¹

% saying "very common"	General public	Parents	Parents of teens	African American parents	Hispanic parents	White parents
Face social problems like drugs, gangs, or crime	62%	66%	62%	71%	72%	64%
Get into trouble because they have too much free time	50	51	45	63	61	49
Have poor work habits and lack self-discipline	41	40	43	49	46	38
Lack good role models	36	36	35	43	34	36
Are wild and disorderly in public	30	33	30	49	43	31
Are lively and fun to be around	29	25	24	35	25	25
Are friendly and helpful toward their neighbors	12	10	12	16	14	10
Treat people with respect	12	9	9	17	11	8

1. "Teenagers" were defined for respondents as 13 to 17 years old.

Sample Sizes:

General public = 2,000; Parents = 763; Parents of Teens = 162; Parents of Children = 293; African American Parents = 367; Hispanic Parents = 348 White Parents = 596; Youth = 600.

TABLE 2: VIEWS ON CHILDREN

"Now I'm going to describe different types of children and ask if you think they are common or not. How about children who are [INSERT ITEM]? Are they very common, somewhat common, not too common, or not common at all?"¹

% saying "very common"	General public	Parents	Parents of children	African American parents	Hispanic parents	White parents
Face social problems like drugs, gangs, or crime	54%	56%	52%	63%	58%	53%
Are spoiled and do not appreciate what they have	48	49	44	54	51	48
Don't get enough attention and support from adults	46	45	42	45	47	45
Are bright and eager to learn	32	32	37	40	37	32
Are out of control in public areas such as restaurants and movies	31	30	28	39	34	29
Are lazy and do not apply themselves	30	30	30	38	28	28
Are physically or sexually abused	21	23	21	31	29	21
Are friendly and helpful toward their neighbors	17	17	22	25	19	16
Treat people with respect	12	11	14	20	14	9

1. "Children" were defined for respondents as older than 5 but not yet teenagers.

TABLE 3: VIEWS ON PARENTS

"Now I'm going to describe different types of parents and ask if you think they are common or not. How about parents who [INSERT ITEM]? Are they very common, somewhat common, not too common, or not common at all?"

% saying "very common"	General public	Parents	African American parents	Hispanic parents	White parents	Youth (12-17 years old)
Mothers who have to give up time with their kids to work so their families can make ends meet	75%	78%	83%	76%	79%	NA
People who have children before they are ready to take responsibility for them	63	65	72	69	63	41
Parents who break up too easily instead of trying to stay together for the sake of their kids	55	57	56	57	58	31
Parents who sacrifice and work hard so that their kids can have a better life	51	54	65	58	52	50
Parents who do not know how to communicate with their kids	51	52	54	56	51	32
Parents who think buying things for their kids means the same thing as caring for them	50	51	53	52	51	29
Parents who fail to discipline their children	50	50	58	49	50	33
Parents who spoil their kids	49	50	56	46	50	43
Parents who resent advice about their kids even when it comes from people who mean well	43	42	48	44	40	NA
Fathers who act like their careers are more important than their kids	35	35	47	39	33	NA
Parents who care more about their jobs than their kids	NA	NA	NA	NA	NA	11
Parents who abuse welfare and teach their kids to depend on handouts	32	31	41	43	29	NA
Mothers who give up time with their kids and go to work to gain personal satisfaction	27	29	32	33	26	NA
People who are failures as parents and should never have had kids to begin with	22	21	31	29	17	12
Fathers who are affectionate and loving toward their kids ¹	22	20	24	20	20	35
Parents who are good role models and teach their kids right from wrong	22	19	32	25	18	39

1. Wording for Youth: "Fathers who are warm and loving toward their kids"

TABLE 4: PROBLEMS FACING TODAY'S KIDS

"I'm going to describe different problems and ask if you think each is a serious problem facing today's kids. How about [INSERT ITEM]? Is that problem very serious, somewhat serious, not too serious, or not serious at all for today's kids?"

[If "very" or "somewhat serious":] "Do you think this problem mostly affects kids from lower income families, or is it widespread?"

% saying problem is "very serious"	General public	Parents	African American parents	Hispanic parents	White parents
% saying problem is "widespread" ¹					
Kids abusing drugs or alcohol	71%	69%	79%	83%	67%
Kids abusing drugs or alcohol is widespread	95	95	93	93	95
Kids seeing too much violence or sex on television and in the movies	69	71	76	75	71
Kids seeing too much violence/sex in the media is widespread	96	97	95	95	98
Kids threatened by crime or gangs	62	64	77	77	60
Kids threatened by crime/gangs is widespread	67	70	75	73	71
Kids failing to learn such values as honesty, respect and responsibility	61	63	67	66	62
Kids failing to learn values is widespread	91	91	88	90	92
Welfare programs that encourage single-parent families and teen pregnancy	58	57	66	62	55
Welfare programs encouraging single-parent families/teen pregnancies is widespread	46	47	55	50	46
Public schools that fail to give kids a good education	49	52	60	53	49
Public schools failing to give kids a good education is widespread	76	77	61	71	80
Fewer families teaching their kids religious faith and values	49	50	58	55	48
Fewer families teaching religion/values is widespread	95	95	91	92	95
Kids suffering because of economic pressure on their parents	44	44	60	53	42
Kids suffering from economic pressure on parents is widespread	64	67	64	61	69
Kids lacking the support of strong communities where neighbors care about them	40	44	58	45	41
Kids lacking support from communities is widespread	80	82	74	72	84
Families facing a shortage of government programs that support kids	27	30	47	36	27
Shortage of government programs that support kids is widespread	50	51	43	54	51

1. Percentages saying problems are widespread are based on respondents who identified the problems as either very or somewhat serious

TABLE 5: WAYS TO HELP YOUNG PEOPLE

Now I'll read different ways to help kids and ask how effective you think each would be. Do you think that [INSERT ITEM] would be a very effective way to help kids, somewhat effective, not too effective, or not effective at all?¹

% saying "very effective"	General public	Parents	African American parents	Hispanic parents	White parents	Youth (12-17 years old)
Improving the quality of the public schools ²	67%	71%	76%	67%	70%	51%
More programs and activities for kids to do after school in places like community centers	60	60	75	67	57	46
Employers giving parents more flexible work schedules so they can spend more time with their kids	55	57	66	59	58	NA
Nighttime curfews after which kids could not be on the streets without their parents	53	55	63	66	54	30
More involvement by volunteer organizations dedicated to kids, like the Boy Scouts and the YMCA	53	51	61	55	50	NA
Pressuring the entertainment industry to produce movies and music with less violence and sex	49	50	54	58	49	26
Tougher punishment for kids who commit crime	48	51	50	48	52	49
Neighbors spending more time with kids and watching out for them	47	49	59	46	48	33
Increasing the wages and job security of parents	44	46	60	51	44	NA
Holding parents legally responsible when their kids get into trouble	37	35	32	37	37	15
More government funding for child care and health care programs	34	37	56	45	36	NA
Increasing government funding for such welfare programs as AFDC and food stamps	10	8	16	13	8	NA

1. Wording for youth: "Now I'll read different ways to help kids and ask how effective you think each would be"

2. Wording for youth: "Making the public schools better"



KIDS THESE DAYS: WHAT AMERICANS REALLY THINK ABOUT THE NEXT GENERATION

Summary of Findings

FINDING ONE: The Moral Meltdown

Americans are convinced that today's youth face a crisis -- not in their economic or physical well-being but in their values and morals. Most Americans look at today's teenagers with misgiving and trepidation, viewing them as undisciplined, disrespectful, and unfriendly.

FINDING TWO: It's Not Just Teens

Public dissatisfaction and disapproval extend beyond the nation's teenagers. Even young children are viewed in a negative light. Many Americans think children are spoiled and out of control, not friendly, helpful, or engaging. And people apply these criticisms to children across a broad economic spectrum, to children from disadvantaged backgrounds as well as children from the middle and affluent classes.

FINDING THREE: Careless Parents

Americans believe that parents are fundamentally responsible for the disappointing state of today's youth. People say parents fail to teach youngsters right from wrong and pass on the values children need to learn in order to become productive members of society. Too often, people say, today's parents have children before they're ready; give them presents instead of guidance and attention; and fail to provide necessary discipline. Even parents themselves from all income, ethnic, and racial backgrounds agree.

FINDING FOUR: Mitigating Circumstances

Americans acknowledge it is tougher to be a parent or a child in today's world. They recognize that more than ever, parents -- and especially mothers -- must work hard and sacrifice for their children. Americans also believe today's youngsters face threats from society that can undermine their parents' best efforts. People are extremely concerned about ubiquitous threats endangering all kids: drugs and crime; sex and violence in the media; and public schools that often fail to deliver education in a safe and orderly environment.

FINDING FIVE: Never Give Up

Notwithstanding their extensive criticisms of young people, Americans refuse to give up on kids. They care deeply about their well-being and believe that tackling the issue is of paramount importance to our society. Most encouraging, they are stubbornly optimistic about the chances of reclaiming the lives of even the most troubled teens.

FINDING SIX: Solutions That Miss the Mark

Government programs aimed at improving the health and economic circumstances of young people miss the mark in three important ways as far as the public is concerned. First, Americans define the children's issue as predominantly moral in nature, not one of money or health. Second, people believe the crux of the problem is parents, not a lack of government programs. And third, welfare has left a legacy of skepticism about government intervention on behalf of the family. Even when it comes to low-income, at-risk kids, Americans doubt that such programs could help. They suspect that parents who need such programs will fail to take advantage of them.

FINDING SEVEN: Solutions That Show Promise

Because they define the problem as one of values, Americans gravitate toward solutions that help develop young people's character. People believe the schools should help teach kids discipline, honesty, and respectfulness toward themselves and others. They believe community centers and volunteer organizations like the Boy Scouts could be effective because they lend moral structure to youngsters' lives.

FINDING EIGHT: Will Individual Americans Help?

Americans are convinced that young people need adults in their lives who will help guide them to responsible adulthood. But will Americans -- as individuals -- help in the task? People say all the right things about helping, but they also have concerns. Many are not sure that their efforts will be well received. They fear embarrassing those they are trying to help. They want to make sure that they themselves are not taken advantage of. Finally, many Americans believe that those who receive help should show their appreciation, return the favor when they can, and take responsibility for helping themselves. As it is, only about a third of Americans volunteer regularly, although most say they could find extra time to do so.

SPECIAL FOCUS: The Views of African American, Hispanic, and White Parents

In order to compare the views of African American and Hispanic parents to those of white parents, supplementary interviews were conducted with 300 black and 300 Hispanic parents. The results: regardless of race and ethnicity, all three groups of parents are critical of how teens and children are turning out, of the job parents are doing, and for the most part, all are concerned about the same social problems threatening youngsters. Where there are differences, these are usually differences in degree, not in kind. African American and Hispanic parents are sometimes more critical of today's youth than are white parents, for example, and black parents are more attracted to government child and health care programs.

SPECIAL FOCUS: What Kids Have to Say

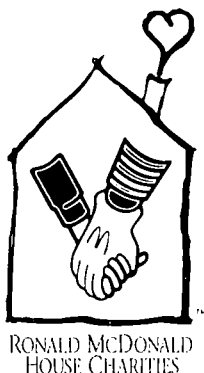
Teenagers surveyed as part of this study generally describe themselves as happy and say they have warm relations with their parents and other adults in their lives. But large numbers also say they have plenty of time on their hands and describe an environment filled with hazards and potential trouble. A third say there is no adult in the house when they come home and about a quarter admit they have engaged in risky behavior such as smoking cigarettes or drinking alcohol.

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Public Agenda is a non-profit, non-partisan organization that seeks to raise the level of public discussion about critical policy choices facing the nation.

Kids These Days was made possible by a grant from Ronald McDonald House Charities and was conducted in partnership with The Advertising Council, both organizations are committed to efforts to improve the lives of children.

Copies of *Kids These Days* are available from Public Agenda, 6 East 39th Street, New York, NY 10016. Tel: 212/686-6610; Fax: 212/889-3461; e-mail: paresearch@aol.com. Copies are \$10.00 each, or \$5.00 for 10 or more copies. (For all orders, please add \$2.50 shipping and handling on one book; \$5.00 for 2-5 books; or \$10.00 for 6-25 books.)



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**Ronald McDonald House Charities
Fact Sheet**

PURPOSE:

Ronald McDonald House Charities provides comfort and care to children and families through its network of local charities serving in 23 countries, and provides support to Ronald McDonald Houses and the Ronald McDonald Children's Hospital. The Charity makes grants to not-for-profit organizations. Grants to date total more than **\$150 million**.

Ronald McDonald House Charities, in conjunction the Presidents' Summit for America's Future led by General Colin Powell, has committed more than **\$100 million in grants** over the next five years.

The Ronald McDonald House program has provided a "home-away-from-home" for nearly two million family members since its inception in 1974. There are **182 Ronald McDonald Houses in 14 countries**.

GRANTMAKING: Ronald McDonald House Charities awards grants in three areas:

- Healthcare and medical research;
- Education and arts; and
- Civic and social services.

National and international grant requests are reviewed quarterly by a 20-plus-member Board of Trustees in Oak Brook, Illinois, comprised of health professionals, business and civic leaders, and McDonald's representatives.

Local Ronald McDonald House Charities support Ronald McDonald Houses and other children's programs in their communities. They are run by boards comprised of members of the local medical community, business and civic leaders, parent/volunteers, and McDonald's representatives.

FUNDING:

Ronald McDonald House Charities receives strong support from: McDonald's Corporation, which pays 100 percent of the general and administrative costs for the national body of Ronald McDonald House Charities; McDonald's franchisees and regional staffs; individual and corporate donors; and McDonald's customers who generously support the Charity through various fundraisers.

The Advertising Council inc

Who We Are

Since 1942, the Ad Council has been the leading producer of public service advertising in the United States. You may not know us by name, but you do know our messages. We help *Take a Bite Out of Crime*. We remind you that *Friends Don't Let Friends Drive Drunk* and that *A Mind is a Terrible Thing to Waste*. We are a private nonprofit organization of volunteers who conduct advertising campaigns for the public good.

How We Operate

Several hundred requests for campaign support are received annually. To be selected, a campaign must be proposed by an accredited organization and its goals cannot be commercial, political or denominational. The issue to be addressed must be significant and national in scope, yet of concern to all Americans. Finally, the sponsor organization must be an expert on the issue, with a formal or informal network of local chapters.

If a proposal is accepted by the Board of Directors and major committees, a volunteer advertising agency and a volunteer campaign director (a corporate communications executive) develop the campaign. The sponsor and an Ad Council campaign manager oversee the work to ensure that the advertising is geared toward the solution of the problem. The ads are prepared by the Ad Council and distributed to the media, which donate time and space to run them. The Council is financed through contributions from more than 350 corporations.

In May 1995, the Council announced a 10-year commitment to focus a majority of its resources to improving the circumstances of American children. As part of *Commitment 2000: Raising a Better Tomorrow*, the Council will develop hundreds of ads on many different topics that will focus on benefiting children in some way. However, a portion of the Council's docket will be reserved for campaigns that are not specifically focused on children, but represent other critical issues facing society.

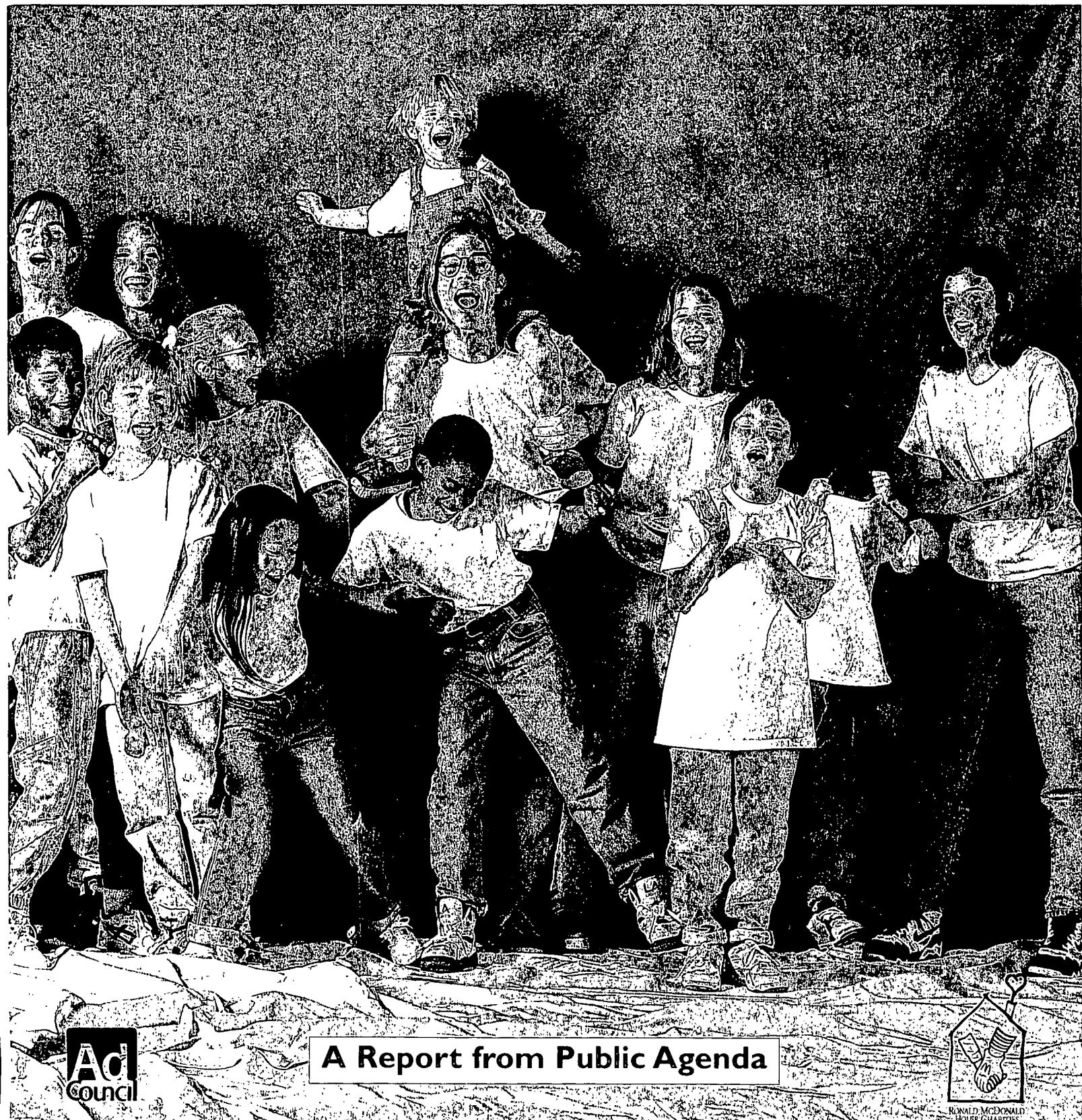
What We Accomplish

The Advertising Council generated more than \$700 million worth of media time and space last year from 29,000 different media outlets, making it the equivalent of one of the top ten advertisers in the U.S. The average Ad Council campaign receives about \$26 million in donated media each year.

This performance has generated strong, measurable results for the causes we serve. Ad Council campaigns have helped to save lives and resources, to educate the American public about issues and concerns of the day, and to make America a smarter and healthier country to live in.

KIDS THESE DAYS:

WHAT AMERICANS REALLY THINK ABOUT THE NEXT GENERATION



A Report from Public Agenda



RONALD McDONALD
HOUSE CHARITIES

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