



# 2008 McDonald's® Educates Scholarship Application

Endorsed by:



## Program Highlights

- McDonald's® franchisees have always placed a high value on education and are committed to helping further education within the communities they do business. For this reason, McDonald's Family Restaurants of Greater Washington, D.C., has decided to honor youth who are leaders in school and within their communities.
- Qualified applicants are high school seniors residing in the Greater Washington, D.C., and outlying areas (counties included are listed below). These students will have participated in a variety of extracurricular community activities, demonstrated outstanding leadership skills and achieved academic excellence.
- Each winner will be awarded a \$1,500 scholarship that will go directly to the college or university where the recipient plans to attend college. Winners will be recognized in the spring of 2008 at a McDonald's reception.

## You're eligible if...

The program is open to students who are currently **high school seniors** who demonstrate:

**Leadership**, by serving in leadership positions in school, church or community organizations.

**Community Service**, by volunteering their spare time to help those in need and providing support to local groups, business and neighborhood organizations.

**Scholarship**, by maintaining at least a "B" average (3.0 grade point average on a 4.0 scale), and by having applied or planning to apply to an accredited college or university.

**Character**, by setting a good example for their peers, maintaining a positive attitude, and exhibiting qualities of good citizenship, high moral character and ethical behavior.

**Geographic Eligibility**, by attending high school in one of the counties or independent cities served by the McDonald's Family Restaurants of Greater Washington, D.C. Those counties and independent cities are:

- **In Maryland** – Alleghany, Calvert, Carroll, Charles, Cumberland, Frederick, Garrett, Montgomery, Prince George's, St. Mary's and Washington.
- **In Virginia** – City of Alexandria, Arlington, Clarke, Culpeper, City of Fairfax, Fairfax, City of Falls Church, Fauquier, City of Fredericksburg, Frederick, King George, Loudoun, City of Manassas, City of Manassas Park, Page, Prince William, Rappahannock, Shenandoah, Spotsylvania, Stafford, Warren, Westmoreland and City of Winchester.
- **In West Virginia** – Berkeley, Hampshire, Grant, Hardy, Jefferson, Mineral and Morgan.
- **District of Columbia**

The goal of this program is to honor diversity and award scholarships across ethnic groups.

**Descendants of McDonald's Owner/Operators or members of the selection committee are ineligible to apply for this scholarship.**

**McDonald's crew members and their families are eligible to apply.**

## What you need to submit

- A completed **McDonald's Educates Scholarship** application signed by the student and his or her parent or guardian.
- **Two typed or legibly handwritten short answers - a maximum of 200 words each.** Applicants should follow the guidelines below to prepare the short answers.
- An official high school **transcript**.
- A **letter of recommendation** from a teacher, guidance counselor, or someone with or for whom you have worked in your community service efforts. If you are a McDonald's crew member, you can ask your manager or Owner/Operator for a recommendation.

## Tell us in your own words

One of the criteria for selecting a McDonald's Educates Scholarship winner is the applicant's ability to impact the selection **committee with his/her thoughts on how education is important in developing an appreciation for cultural diversity, and secondly, the important lessons learned from community service.**

The following **guidelines** are provided to assist applicants in their development of the short answer questions:

- The maximum length of each short answer is **200 typed or legibly handwritten words.** The short answers will not be returned to the applicant.
- **Short Answers will be judged on:**
  - **Creative Content** – ability to communicate a unique perspective and point-of-view.
  - **Idea Development** – ability to fully develop and explain the rationale presented.
  - **Writing Style** – correct grammar, spelling, punctuation and absence of typographical errors.

## Your 15 minutes in the spotlight

McDonald's Educates Scholarship recipients will receive scholarship monies that will be sent directly to his or her college of choice.

All honorees will be recognized at a special awards reception in the spring of 2008 and might be featured in a publicity campaign. **Winning the scholarship entails a commitment to attend the awards reception.**

## When is this due?

All materials must be postmarked by **March 1, 2008.**

## Any Questions?

For more information, please contact Katie Blixt at 703/741-7500.

## **Submit your application to...**

**Mail all materials to:**

Katie Blixt  
c/o GolinHarris  
2200 Clarendon Blvd, Suite 1100  
Arlington, VA 22201

An electronic version of this application is available as an Adobe PDF file, and you may request this by sending an E-mail to [kblixt@golinharris.com](mailto:kblixt@golinharris.com) or by visiting [www.mcdonaldseducates.com](http://www.mcdonaldseducates.com). The completed application can be E-mailed back to Katie Blixt at the same e-mail address, or it can be printed out and mailed to the address listed above.

**All decisions made by the selection committee are final and binding and can not be appealed.**

# Application part 1 – Tell us about yourself

Please print or type. All questions must be filled out for the application to be considered.

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Name

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Address

County

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City

State

Zip Code

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Phone

Email Address

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Age

Birth date

Social Security Number

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Name of Parent(s) or Guardian(s)

---

Name of High School

Name of Guidance Counselor

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School Address

---

City

State

Zip Code

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School Phone Number

GPA (Include Scale)

Is your school ...  Public     Private     Parochial

**Are you currently a high school senior?**     Yes     No

**Address of McDonald's located closest to your high school:**

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**How did you learn about this program?**

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**Are you or a family member currently employed at a McDonald's Restaurant?**

Yes     No

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*If yes, please indicate restaurant address and how long you or your family member has worked there. If the employee is a family member, please provide his/her name and relationship to you.*



## Application part 3 – How else do you spend your time?

Below, please list all school and community-related activities you are a part of, making note of all leadership positions as well as awards and honors received. Use a separate piece of paper if necessary.

*Grade Level During Involvement*

*Hours Per Week*

*Leadership Positions*

### School Extra-Curricular Activities

*Activity*

### Community Related Extra-Curricular Activities

*Activity*

### Honors and Awards

*Activity*

### Work Experience

*Activity*

What other cool things have you done?

## **Application part 4 – Tell us in your own words**

**Please provide short answers to the following questions. Answers should not exceed 200 words per question. Use a separate piece of paper if necessary.**

**1. How is education important in developing an appreciation for cultural diversity?**

**2. What are the best lessons you have learned from your community service experiences?**

# Publicity Release

Student and parent approval for publicity on behalf of the McDonald's Educates Scholarship Program is required.

The undersigned hereby grants to McDonald's Corporation, its subsidiaries, affiliates and licensees, or anyone authorized by them (hereinafter "McDonald's") the irrevocable right, license and privilege to use, record, dub, reproduce, perform, represent, exhibit, televise, transmit and simulate the undersigned's name, likeness, photograph and voice throughout the world in any manner and form and by any method and process and through any media now or hereafter known devised.

## Student Approval

I hereby waive all rights to compensation in return for publicity and exposure afforded me during and after the participation in the McDonald's Educates Scholarship Program.

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<b>Name (please print)</b>	<b>Student Signature</b>
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**Student Address**

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<b>City</b>	<b>State</b>	<b>Zip Code</b>
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## Parent or Guardian Approval

I am (We are) the parent(s) or guardian(s) of the student named above and have the right to execute this document in his/her name.

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<b>Name (please print)</b>	<b>Parent/Guardian Signature</b>
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<b>Parent/Guardian Address</b>	<b>Date</b>
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<b>City</b>	<b>State</b>	<b>Zip Code</b>
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### Did you remember to:

- ◇ Fill out and sign all sections of the application and release?
- ◇ Have your parent or guardian sign the application and release if under the age of 18?
- ◇ Did you include your short answers?
- ◇ Did you include your transcript (or ask your school to send it)?
- ◇ Did you include your letter of recommendation (or have it sent)?
- ◇ Did you make sure you are eligible by going through the eligibility requirements?
- ◇ Are you meeting the March 1, 2008 deadline?