



2011 McDonald's[®] Educates Scholarship Application

Program Highlights

- McDonald's® franchisees have always placed a high value on education and are committed to helping further education within the communities in which they do business. For this reason, the 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.
- This year, scholarship recipients will be eligible to receive one of three scholarships in the amount of \$5,000, \$2,500 or \$1,500 which will go directly to the college or university the recipient plans to attend. There will be a minimum of 53 honorees. Winners will be recognized in the spring of 2011 and will also be featured in a publicity campaign.

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, businesses, 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 are 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 the applicant has worked for community service efforts. If the applicant is a McDonald's crew member, he or she can ask his or her manager or Owner/Operator for a recommendation.
- A signed **publicity release** form.

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 the selected issue or topic.

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 and will also be featured in a publicity campaign.

When is this due?

All materials must be postmarked by **April 1, 2011**.

Any Questions?

For more information, please contact Rachel Cooke at 703-741-7500.

Submit your application to...

Mail all materials to:

2011 McDonald's Educates Scholarships
c/o Rachel Cooke
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 rcooke@golinharris.com or by visiting www.McDonaldsEducates.com. The completed application can be e-mailed back to Rachel Cooke 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.

Name

Address

County

City

State

Zip Code

Phone

Email Address

Age

Birth date

Name of Parent(s) or Guardian(s)

Name of High School

Name of Guidance Counselor

School Address

City

State

Zip Code

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:

How did you learn about this program?

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

Yes No

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.

| ACT Composite | SAT Math | SAT Critical Reading | SAT Writing |
|---------------|----------|----------------------|-------------|
| | | | |

 Name of College or University you plan to attend

 Planned Major

Gender: Male Female

Race/Ethnic Group Information:

Asian or Pacific Islander: Persons having origin in any of the original peoples of the Far East, Southeast Asia, the Indian Subcontinent, or the Pacific Islands. This area includes, for example, China, Japan, Korea, the Philippine Islands, Samoa, India, Sri Lanka, Pakistan, the Middle East, Iran, Iraq, etc.

Asian or Pacific Islander Country of Origin: _____ [Optional]

Black, African-American, not of Hispanic Origin: Persons having origins in any of the Black racial groups of Africa.

Hispanic or Latino: Persons of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish Culture or origin, regardless of race.

Hispanic or Latino Country of Origin: _____ [Optional]

Native-American (American Indian) or Alaskan Native: Persons having origin in any of the original peoples of North America and who maintain cultural identification through tribal affiliation or community recognition.

White, not Hispanic Origin: Persons having origin in any of the original peoples of Europe.

Other _____

Will you be seeking financial aid? Yes No

Total income, as reported on parent's federal income tax return. (Copies of recent W2 forms will be required if selected for scholarship.) \$ _____

Total income reported reflects income from (check all that apply):

1 parent/guardian 2 parents/guardians Child Support Payments

Total number in the household. (This number should only include the number of parents or legal guardians and the number of dependent children living in the household.) _____

Estimated annual college costs (tuition, room and board, etc.) _____

Number of dependent children who will attend college in the fall _____

Application part 2 – Signatures

I do hereby certify that all information provided is correct and to the best of my knowledge.

 Student's Signature

 Date

 Parent/Guardian's Signature

 Date

(if under the age of 18)

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 interesting things have you done?

Application part 4 – Tell us in your own words

For each of the following, please provide a short response that does not exceed 200 words. Use a separate piece of paper if necessary.

1. The founder of McDonald's, Ray Kroc, once said "None of us, is as good as all of us". In your own words, tell us what this quote means to you and how it applies to your community.

2. Tell us how you plan to give back to your local community in the future.

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.

| | |
|----------------------------|--------------------------|
| Name (please print) | Student Signature |
|----------------------------|--------------------------|

Student Address

| | | |
|-------------|--------------|-----------------|
| City | State | Zip Code |
|-------------|--------------|-----------------|

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.

| | |
|----------------------------|----------------------------------|
| Name (please print) | Parent/Guardian Signature |
|----------------------------|----------------------------------|

| | |
|--------------------------------|-------------|
| Parent/Guardian Address | Date |
|--------------------------------|-------------|

| | | |
|-------------|--------------|-----------------|
| City | State | Zip Code |
|-------------|--------------|-----------------|

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?
- Include your short answers?
- Include your transcript (or ask your school to send it)?
- Include your letter of recommendation (or have it sent)?
- Make sure you are eligible by going through the eligibility requirements?
- Meet the April 1, 2011 deadline?