

Why McDonald's is Not as Bad as You Think.

Many people think of business as a greedy venture marked only by profit. Many large companies suffer this stereotype; McDonald's often receives a bad wrap for being a company that only cares about profits and exploitation. What actually can be seen is that McDonald's, and in particular Courtesy Corporation of western Wisconsin, actually do great things for the youth and low-income members of the community. Through their Scholarship programs, Ronald McDonald House Charities, and employment opportunities, they lead, inspire, and help the members of Wisconsin Communities.

First and foremost as a restaurant they offer employment and food. Starting with employment the wages they offer will depend on the company, however, in most cases they will have competitive wages according to the age demographic of that individual. In the Tomah store that is \$8/hour for a 14/15 year old, \$10 for a 16/17 year old, and adults make around \$12-15/hour depending on the shift they work. Speaking of shifts they offer flexible hours so that employees can work what they want to work instead of what they have to work. This allows for community members to be able to enjoy working a job that they want to work. While making enough money to provide for themselves. As well as this they offer high-paying jobs to enrich the community. Low-level management positions can make as much as \$40,000/year and higher levels can make \$60,000 to even 6 figures for some supervisory positions. The corporate office of Courtesy Corporation offers high paying jobs for college graduates in the La Crosse area which also attracts further business to that community.

A program of McDonald's that particularly benefits youth is their Scholarship Opportunities. Scholarships through McDonald's can exceed \$32,000 in tuition benefits. The McScholars and Archways to Opportunities programs are the names of the 2 opportunities

offered to McDonald's employees. Providing students with such large tuition benefits allows them to pursue a higher education without worry of falling into debt. This encourages higher education in the community and more businesses seeking these educated youth in Wisconsin communities. This also serves to lessen the public debt in Wisconsin.

Attraction of business to a growing community is exemplified by the town of Tomah Wisconsin. The very first fast food restaurant in Tomah was Hardee's, second was McDonald's which opened in the early 1980s. The inclusion of a McDonald's in the local economy attracted a significant amount of business due to the amount of money coming in from the interstate that the McDonald's was built next to. This has helped the local community and economy. Because of McDonald's investment in the community they also sometimes sponsor local groups or organizations and even partially funded the building of the Sparta Hockey Rink which is used by several organizations in the Tomah-Sparta area. In addition to this it created the opportunity for members of that community to attend college, many of whom could otherwise have not afforded it. Although \$32,000 may not seem like a lot if you think of expensive universities where the bill can run up to \$150,000 in just tuition. In reality this can easily pay for all of the money required to obtain an Associate's Degree from Western Technical College and most other Technical Colleges, the cost of which can often be around or less than \$10,000.

McDonald's also helps the community by providing cheaper food than its competitors. This allows members of the community to save money and increase their disposable income which is better for all businesses in their community. Low-income families in particular benefit from not needing to spend all their money to take their children out for dinner, they even get toys included in their meals.

Perhaps the most staggering example of charitable acts from McDonald's is the Ronald McDonald House Charities. This organization helps communities the world over. Recently they have served in-need communities in Ukraine by helping families get medical care for their injured loved ones. Locally they have helped countless impoverished families in the Wisconsin area. Ronald McDonald Houses can be found in most major cities in Wisconsin including La Crosse, Madison, Milwaukee, and Marshfield. McDonald's raises funds for these houses actively and significantly. Courtesy Corporation does this through sales of cookies that offer a high-profit margin, 100% of which goes directly to the charity. Of course they also have the round-up program. By asking people to round to the nearest dollar, Courtesy Corporation is able to raise hundreds of thousands of dollars per year which goes directly back into the community and helping those in need. It is also McDonald's policy that 2 cents are to be donated for every sale of a happy meal. 270,000 nightly stays were provided for families in 2019 alone, that number was higher in later years. Many other fast food restaurants have tried to do similar charities for other organizations. KFC asks for donations for military kids, Taco Bell raises money for scholarships, but neither can compare to the juggernaut of charitable acts that McDonald's has done. Thousands of families have been able to stay together thanks solely to McDonald's LLC and their franchisees. By far McDonald's has popularized their own charity better than any other fast food restaurant has been able to advertise their own charities.

To conclude, McDonald's, which often has one of the worst reputations of most fast food restaurants, should not be bashed in this way. Out of all fast food restaurants in Wisconsin they do as much as or more than any other. Through their charitable organizations, scholarship opportunities, and their attraction of further business, they bring up any community they are a part of.

Bibliography:

<https://www.mcdonalds.com/us/en-us/community/giving-back-with-ronald-mcdonald-house.html>

<https://corporate.mcdonalds.com/corpmcd/our-purpose-and-impact/community-connection/food-waste-and-donations.html>

<https://www.spartayouthhockey.com/>

<https://www.mccourtesy.com/content/careers/benefits-pay/education-first>