



SPECIALTY CONSTRUCTION-RONALD MCDONALD HOUSE OF CHARITY

McDonald's—Success Story

Ronald McDonald House Charity implemented a program to upgrade their existing donation canisters attached below the drive-thru windows. A new canister was manufactured which would allow for an integral installation into the building. This would reduce and hopefully prevent the theft that took place with the old canisters.

MENEMSHA'S SOLUTION

- Menemsha was assigned 20 locations within Southern California as a test market for the canister installations.
- Menemsha put forth a field team to visit each site, identify the structure type, troubleshoot potential issues, and communicate back to the McDonald's team.
- Menemsha successfully installed canisters at the 20 locations. Ronald McDonald House Charity then proceeded to roll out the Canister Installation Program nationwide.

RESULTS

- Ronald McDonald House Charity successfully rolled out a nationwide program and new canisters were installed throughout their stores.
- This allowed the charity to secure more of the contributions from their customers instead of losing significant amounts to theft. The new canisters also allowed for an increased amount of funds to be held.
- Menemsha is still called on to assist and troubleshoot the installation of these canisters when a new store is being built or an existing store has a remodel or an issue with their canister.