



RONALD McDONALD
HOUSE CHARITIES
TAMPA BAY

Legacy of Love

Giving back is a way of life

Frost Family Supports Their Community

By Jeff Haring



If you were a high school kid in Antigo, Wisconsin in the early 1980's, there was one guy you wanted to know...Chris Frost. His dad owned the only McDonald's in town, as well as one in a neighboring town. For 10-year old Chris, the novelty of being part of the most popular restaurant chain in America also came with the responsibility of being involved with and working in the family restaurants.

Thirty-three years after his father Jack started those first two restaurants, the Frosts McDonald's journey led them from the cooler climate of Wisconsin to the balmy breezes of Florida. The family now owns and operates six McDonald's restaurants in northern Pinellas and New Tampa.

Chris is now co-owner of three North Pinellas stores with his father, while serving as Chief Administrative Officer for all six stores. His brother John co-owns the other three stores in New Tampa with their father, and serves as Chief Operations Officer for all six stores.

Chris, like many McDonald's owner-operators, is also involved in several layers of the McDonald's organization. Locally, he serves as the Vice President of the advertising co-op, which covers the marketing for nearly 200 stores, from Englewood to Crystal River and eastward to Lakeland. If you see an advertisement in the paper, on TV or radio, Chris had a say in its development.

At the state level, Chris is on the prestigious McDonald's Leadership Council which covers more than 800 stores. He is chairman of the operations committee which is charged with measuring and improving all aspects of the McDonald's service process.

Finally, he serves on a super-regional operations team that covers one third of the United States, focusing on making the McDonald's experience the best that it can be.

When asked why he participates on so many levels of the management process he says, "I believe continuous improvement is the best way to serve our customers. These committees help me share what we've learned at our restaurants with others, as well as giving me a chance to learn from some of the best operators in the country."

Chris's focus is not just on business,

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Chris Frost continued

because he also devotes his time and resources to his community. For the last fourteen years he has served on the Board of Trustees for Ronald McDonald House Charities of Tampa Bay. His role on the Board is to share the owner-operator's perspective. Chris serves as a liaison between the McDonald's owners and the Ronald McDonald House, helping each side understand how to deepen and enhance the relationship.

In many cases, the stores coordinate fundraising efforts with Ronald McDonald House, such as the annual McHappy Day® "Give A Hand®" fundraiser in November, or the ongoing promotion that provides Ronald McDonald House with one penny for every Happy Meal sold. These efforts raise thousands of dollars each year to support the House and its mission.

Chris's role as liaison is vital for the owner-operators since the Ronald McDonald House represents a major part of their charitable efforts. This charity goes beyond the walls of the House, with the Ronald McDonald Care Mobile® and academic scholarships.

While the McDonald's stores help raise valuable operating dollars for the House, they also typically serve as a local resource for worthy causes around the neighborhood. The Frost's restaurants work with the Boys and Girls Club along with nearly 50 local schools to support them with fundraising events. One of their most popular fundraisers is "Teacher's Night" where school teachers become McDonald's employees for a night, and serve the students their favorite McDonald's foods. The schools get a percentage of the sales, and the kids get a chance to order a burger and fries from their teachers.

Chris and his wife Trish are excited about their future with McDonald's, already

thinking about the possibility of a third generation of Frosts in the "family business." While their daughters Emma, age 12 and Avery, age 10, are too young to be "officially" employed, the children certainly know about their family's passion for the restaurant business. Chris says, "Gosh, when I think about it, my girls are about the same age I was when I started my McDonald's journey. It's been a great road for me, and we hope they will continue the tradition."

Another tradition Chris wants to maintain is his family's close ties to the Ronald McDonald House. He comments, "It really hit home for me when I attended a holiday party at the St. Pete East House. For the first time, I saw kids up close who were really sick or hurt. I remember one little girl who was obviously undergoing chemotherapy, but instead of being sad, she was so elated to see both Santa Claus and Ronald McDonald...giving out presents! Her smile lit up the room." He adds, "It really hit me...the difference the House makes to these kids and families who are going through such a tough time. Our family is so fortunate; it's a pleasure to share some time and resources to help others."

The generous and ongoing support of McDonald's owner-operators is crucial to the continued operation of Ronald McDonald House. The Frost family is building a family legacy that is making a difference in our community. We hope you will follow their example by giving a lasting gift that will promote your own family legacy, making a difference in the lives of thousands of pediatric families.



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Frost Family Matriarch - DeDe Frost

DeDe Frost greets families at the Tampa House with warmth and a friendly smile that immediately makes you feel comfortable. Since 1992 she has served as a shift volunteer at the Tampa House, giving 1,282 hours of her own time to help pediatric families.

When asked why she makes volunteering a priority in her busy schedule, she responds, "I love children and being with people." When she and husband Jack first moved their family here in 1985, they watched with keen interest as the Tampa House moved from concept to reality, finally opening in 1992. Later that year, DeDe signed on to become a house volunteer, working shifts every Monday for the first few years. She loved every aspect of working at the House, even serving on the House Operations Committee for several years.

Family has always been a big part of DeDe's life. She is one of seven children, has three children of her own (including son Chris profiled on previous page) along with three grandchildren. When DeDe's children were very young, her sister (a mother of three) died of an aneurism. Only six months later, the husband was killed while serving in the military, leaving DeDe and Jack with the responsibility of caring for an additional three children. As DeDe puts it, "Jack and I love a challenge, and this was one of the greatest challenges we ever faced." They faced this test as they have all others, with grace, perseverance and a lot of heart.

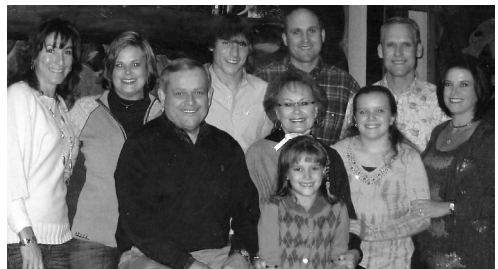
DeDe looks forward to her volunteer shifts, which have evolved into every other Monday. She has made some good friends

over the years with other volunteers and treasures those friendships. She fondly recalls numerous families from the House, some who stayed a short time and others who stayed longer. Coming home and sharing the beautiful and sometimes sad stories with her family has helped her appreciate her own life. DeDe is able to relate to so many of those families, having raised six children herself. Jack's brother has a special needs child, and this helps her understand what so many of our families go through. As part of the McDonald's family, DeDe understands the importance of financial support to sustain our programs.

The entire Frost family- DeDe, Jack, and their children Chris, John & Jennie are committed to supporting RMH, now and in the future. We rely on the support of families like the Frosts to continue operations of Ronald McDonald House of Tampa Bay.

DeDe stays busy with interior decorating projects, reading, travelling, yoga, Pilates, keeping in touch with her friends all over the country, and helping us spread the word about Ronald McDonald House.

Please join the Frost family in giving back. It is simple to build your own family legacy. When talking to your financial planner, consider adding RMH in your planned giving.



Frost family clan, Thanksgiving 2010



RONALD McDONALD HOUSE®

The Ronald McDonald House program began in 1980 based on a simple idea: Provide a “home-away-from-home” for families of seriously ill children receiving treatment at nearby hospitals. Since first opening our doors, more than 39,000 families have benefited from the comfort provided by our Tampa Bay Ronald McDonald Houses.

As we enter our 31st year of providing a haven for pediatric families, we are challenged to continue finding new ways to sustain our programs. Planned gifts, wills and trusts are critical to ensuring the financial well-being of our organization, so we can be there for thousands of pediatric families who need us now and in the future.

Please contact us for information on how you can care for the needs of those most important to you, while also leaving a lasting legacy to Ronald McDonald House.

The following guides are available for your reference:

- ❖ USE YOUR IRA The Smart Way
- ❖ MODERNIZE YOUR WILL To Reflect Life’s Changes
- ❖ YOUR WILL
- ❖ MAKING A DIFFERENCE with Year End Giving
- ❖ ESTATE PLANNING STRATEGIES That Meet Your Needs
- ❖ INCREASE THE VALUE OF YOUR ESTATE with an Up-To-Date Will

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