



McDonald's Annual Charity Campaign to Raise 2.2 Million Riyals in Support for Down Syndrome Children

28 March 2021

The annual McDonald's charity campaign has been launched in the Central, Eastern, and Northern regions, under the name "Buy a book... Give them hope", where 4 options of children's story books were sold for 10 SAR per book, and all their sales went towards supporting Down Syndrome children.

The target number of stories to be sold is 220,000 books, in order to raise 2.2 Million SAR to support 250 Down Syndrome children in collaboration with 3 associations, divided as follows:

144 children within DSCA's linguistic and functional efficiency program to be supported with a total of 1,193,000 SAR. These programs aim to develop the children's communication, pronunciation, and interaction skills with their surroundings, in addition to teaching them self-care and how to correctly use their hands and tools to express themselves.

47 children within McDonald's Self-Help program that's done in collaboration with Saut Down Syndrome Association in Riyadh, to be supported with a total of 606,754 SAR to achieve the program's goal of helping the children manage their daily tasks and become independent.

50 children within Eradah's linguistic efficiency program in the Eastern region, to be supported with a total of 364,800 SAR to help develop their language skills.

This campaign is part of McDonald's KSA's strategy to support humanitarian causes in our beloved country, under the social responsibility platform Ajyalona.

For more information about McDonald's social responsibility initiatives, please visit Ajyalona.com

