Franchise:
The Golden Arches in Black America

Marcia Chatelain
Bill Clinton,
President of the United States
On December 21, 1968, this location was franchised to the first McDonald’s African American Owner Operator

Source: Hoops for the House

First Black Franchised McDonald’s, Chicago, Illinois
Franchise, USA

247,191 Fast Food Restaurants in the U.S.
759,236 Franchise Businesses in the U.S.
Fast Food Civil Rights
Herman Petty [center], who in 1968 became the first black to acquire a McDonald’s franchise, works with two of his helpers: Leonard Bennett [left] and Willie Wilson.

Source: Chicago Defender

From Sit-In to Drive-Thru
First African American Franchisees,
Kansas City, MO

Cloris Dale
(NBMOA Founder)

Andrew Murrell
(NBMOA Founder)

First African American Franchisees,
Kansas City, MO
The Burger Boycott and the Ballot Box
Bending the Golden Arches
A Fair Share of the Pie
The Miracle of the Golden Arches
Fast Food Futures

Source: Fight for Fifteen

Source: Associated Press
Franchise:
The Golden Arches
in Black America
Franchise: The Golden Arches in Black America
Franchise: The Golden Arches in Black America
Franchise: The Golden Arches in Black America
Franchise:
The Golden Arches in Black America
Franchise: The Golden Arches in Black America
Franchise: The Golden Arches in Black America

Who's one of the largest contributors to the United Negro College Fund?

It's all of the McDonald's restaurants across the country that participate in the annual UNCF fund-raising drive. Various events are held to raise funds including concerts, radiothons, Ronald McDonald balloon sales and special promotions where the proceeds from McDonald's food sales are donated. Together, you and the participating McDonald's restaurants help provide scholarships to needy students who attend the 46 colleges and universities supported by UNCF.

Source: Black Enterprise

Who's the largest employer of Black youth in America?

The almost 6,000 McDonald's restaurants in neighborhoods across the country employ thousands of young Black men and women. Everyone is encouraged to work to their fullest potential. The opportunities for growth are unlimited for those who give their all. Many have gone on to become supervisors, managers and even owners within the system of McDonald's restaurants. Since most of the employees live in the neighborhoods where they work, their wages have a very positive impact on businesses in their community.

Source: Black Enterprise