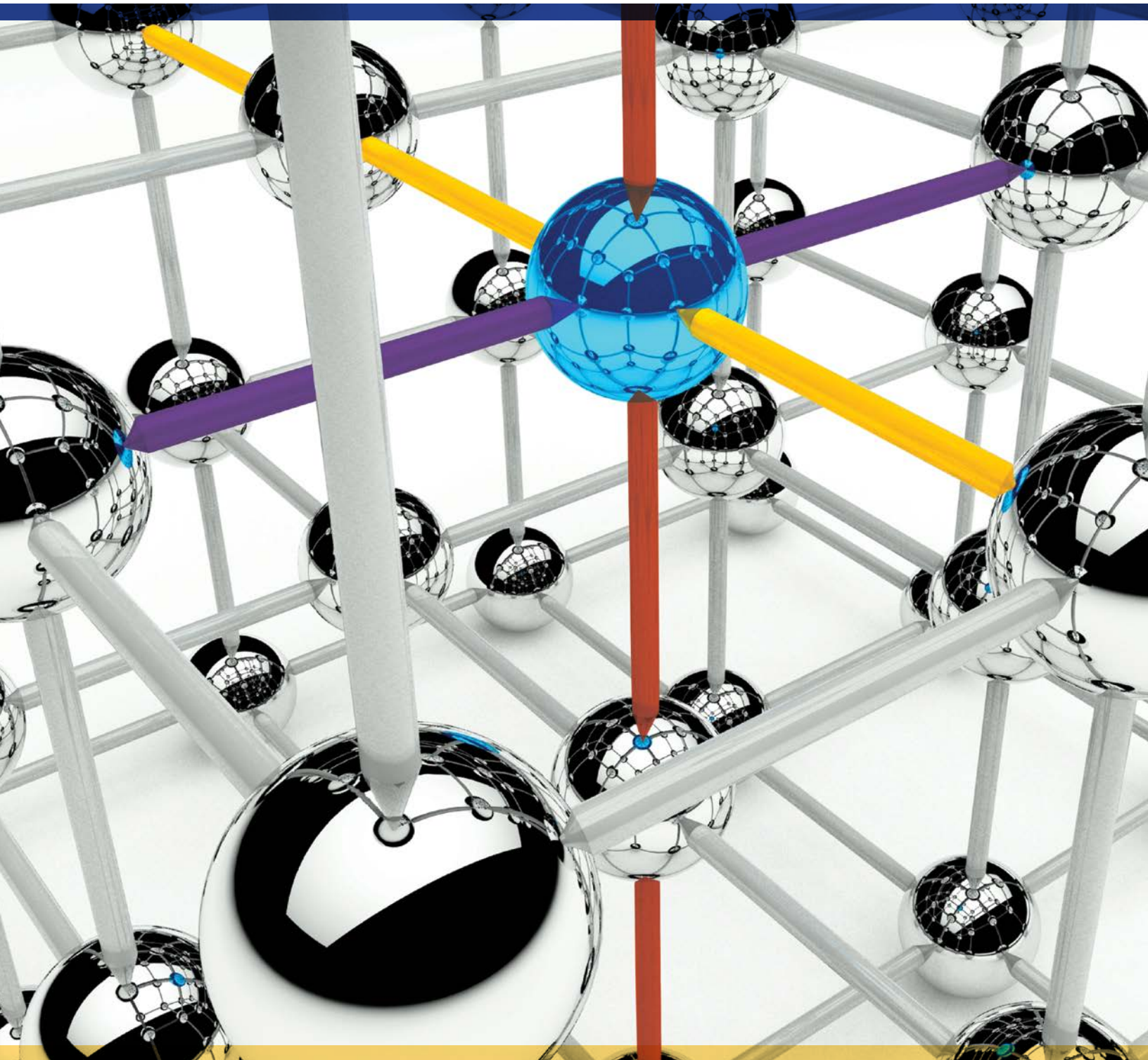


# CONNECTING COMMUNITIES



Go Further



2017 ANNUAL REPORT

**FORD MOTOR COMPANY FUND**

# A MESSAGE FROM THE PRESIDENT, FORD MOTOR COMPANY FUND

Detroit residents in an underserved neighborhood on the city's east side are experiencing a renewed sense of optimism. An innovative new Ford Resource and Engagement Center housed in a local school is now up and running to bring essential services closer to them. On the city's near west side, a similar story of promise is unfolding as a new community of tiny homes goes up and new owners move in – providing a path out of homelessness and breathing new life into a distressed section of town.

Both projects illustrate how Ford Fund worked to deliver on its key mission in 2017 – to improve people's lives and advance social mobility through innovation and access to programs that address basic needs, economic growth and quality of life.

The Ford Resource and Engagement Center is a unique, collaborative concept we are replicating not just in Detroit, but around the world. Our center in South Africa focuses on job training, and we are finalizing plans to open a fourth Ford Resource and Engagement Center in Europe to help young people with job skills and education. Late in 2017, we launched a pop-up version of our Ford Resource and Engagement Center to assist the people of Puerto Rico in hurricane recovery and rebuilding efforts.



*Jim Vella served as special guest host for the 30th Annual Salvation Army Bed & Bread Club Radiothon Presented by Ford Motor Company Fund.*

*Opening the second Ford Resource and Engagement Center in Detroit.*







This remains a hallmark of our strategy at Ford Fund – creating transformational programs that are sustainable and scalable, and replicating these proven models around the world to serve local needs or address special situations.

In 2018, we're looking at new ways to improve our effectiveness as we continue to diversify from traditional grant making, develop strategic initiatives and explore new areas of service. We are examining social impact investing – a double-barreled approach to solving pressing community problems while generating financial returns that can be redeployed for additional impact.

These and several other new initiatives reflect our support of Ford's mission to become the world's most trusted mobility company, and our dedication to being a driving force for human progress. In the following pages, you will see how Ford Fund and Ford Motor Company are using innovation, replication and smart mobility to provide access to life-changing opportunities – person by person and community by community all around the world.

## 2017 CONTRIBUTIONS



**\$36.8M**

COMMUNITY  
LIFE



**\$18.4M**

EDUCATION



**\$7.8M**

DRIVING SAFELY



TOTAL

**\$63M**

\*TOTAL OF \$63 MILLION REFLECTS CONTRIBUTIONS FROM FORD MOTOR COMPANY FUND PLUS FORD MOTOR COMPANY CONTRIBUTIONS ADMINISTERED THROUGH FORD FUND.

# DRIVING COMMUNITY

Ford Motor Company Fund, the philanthropic arm of Ford Motor Company, was established in 1949 to invest in transformational programs that empower people, promote social mobility, advance innovation and elevate community prosperity. Ford Fund works with hundreds of local and global partners to create opportunities that improve the quality of life for people in our communities. Ford Fund initiatives working to transform people's lives include:

Ford is lead investor in Detroit's **tiny homes** project, an innovative neighborhood revitalization plan designed to provide affordable housing for low-income residents and people who were once homeless. The first seven houses are now occupied, with more on the way. And year-round, Ford Fund's hunger relief activities cover a lot of ground. A nationwide fleet of 60 **Ford Mobile Food Pantries** makes it easier for food banks to deliver meals to more people in hard-to-reach places, while **Ford Focus on Child Hunger** collected more than 75,000 pounds of peanut butter in its annual five-state campaign in the Pacific Northwest. Last summer in New England, the **Drive Against Hunger** helped food pantries stock up to feed kids.

*"Ford is advancing social mobility by empowering people through better access to skill development and entrepreneurial opportunities," said Pamela Alexander, director for community outreach, Ford Fund. "These are the essentials that can help people move their lives forward."*

Over the past 21 years, Ford has donated 215 vehicles to **DAV Transportation Network** to take disabled veterans to medical appointments. Ford also sponsors the **National Disabled Veterans Winter Sports Clinic** and DAV's **Jesse Brown Memorial Youth Scholarship**. Ford's support for the nonprofit **Workshops for Warriors** helps train veterans in skilled trades for careers in manufacturing.

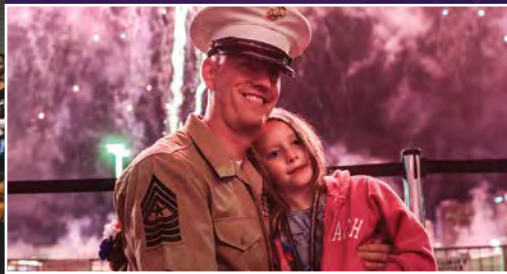




Ford supports the STEMinista Project, encouraging girls to pursue technical careers.



**2017 BY THE NUMBERS**



Ford Focus on Freedom salutes military veterans and their families at Ford Fireworks.



Ford Fund purchased four Chariot Transit vans to support hurricane relief efforts.

Ford Fund continues to sharpen its focus on women and girls through programs such as **Ford EmpowerHER**, a new initiative to support the innovative business ideas of women social entrepreneurs. **Ford Focus on Girls' Safety** concentrates on safe mobility, basic vehicle maintenance and cyber safety, while the **STEMinista Project** is designed to increase the confidence and technical skills of schoolgirls in grades four through eight.

**Ford Freedom Award** honors distinguished individuals who have dedicated their lives to improving the African American community and the world. **Men of Courage** encourages African American men to tell their stories and challenge stereotypes, while helping to improve their economic and social status.

As a member of the **Red Cross Annual Disaster Giving** program, Ford pledges support in advance of major disasters, such as the powerful hurricanes that blew into the southern United States and the Caribbean, and wildfires that scorched large areas out west. Ford employees and dealers contributed more than \$500,000 to aid people impacted by the disasters. And Ford works to build community throughout the nation by supporting cultural activities that enrich people's lives.

Ford is official vehicle and the driving force behind **America's Thanksgiving Parade®** in downtown Detroit and sponsors the annual **Ford Fireworks**. The company is a major contributor to the Motown Museum, Smithsonian Museums and League of American Orchestras. **Ford Community Day at the Country Music Hall of Fame, Ford Family Day at Gettysburg National Military Park and Illinois Resident Free Days at Shedd Aquarium** in Chicago all offer free admission with Ford's support.

Former NFL star Jerome Bettis greets students at Detroit's new Ford Resource and Engagement Center.





# DRIVING EDUCATION

Because education is the engine that drives individual success and community prosperity, Ford Fund invests more than \$18 million a year in innovative programs that excite and empower students and advance social mobility. Learning by doing was the approach favored by company founder Henry Ford. Generations later, it's a modern blueprint for Ford Fund and signature programs such as these:

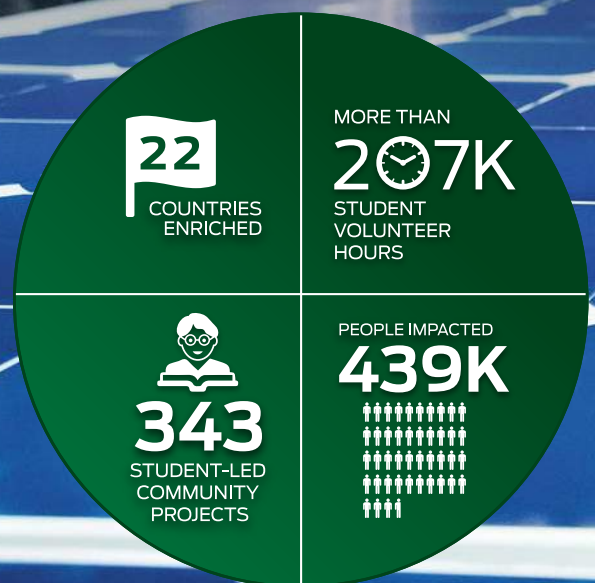
**Ford Driving Dreams Tour** promotes on-time high school graduation and college enrollment. The multicultural program has reached more than 100,000 students in Arizona, California, Florida, Illinois, Indiana, Texas, Panama and Puerto Rico. Ford Driving Dreams donates thousands of books to elementary school students and hosts community reading parties to engage children. And **Ford Next Generation Learning** is transforming high schools in the U.S. and U.K. with a network of communities creating career-themed academies to connect students with local professionals who help them learn by doing in fields such as engineering, information technology and healthcare.



More than 50 high school students in Detroit incorporate STEAM-related lessons as they build a 1965 Ford Daytona Coupe for a class project.

In India, Ford's **Happy Schools** program is moving forward with Ford volunteers identifying infrastructure needs and advancing the work with new classrooms, playgrounds and improved sanitation facilities. **Powered by Ford STEAM Academies** focus on science, technology, engineering, arts and math to help prepare U.S. students for high-tech jobs of the future. And **Ford STEAM Lab** is an online curriculum that empowers schools to incorporate design thinking to foster creativity and innovation, allowing students to learn the skills needed to develop apps that address local issues and needs. Ford and Primary Engineer have launched a STEAM initiative for primary schoolchildren in the U.K., hoping to inspire the next generation of engineers.

Students at Brigham Young University in Utah are accessing a Ford College Community Challenge grant to boost the use of solar energy in public places.



2017 BY THE NUMBERS

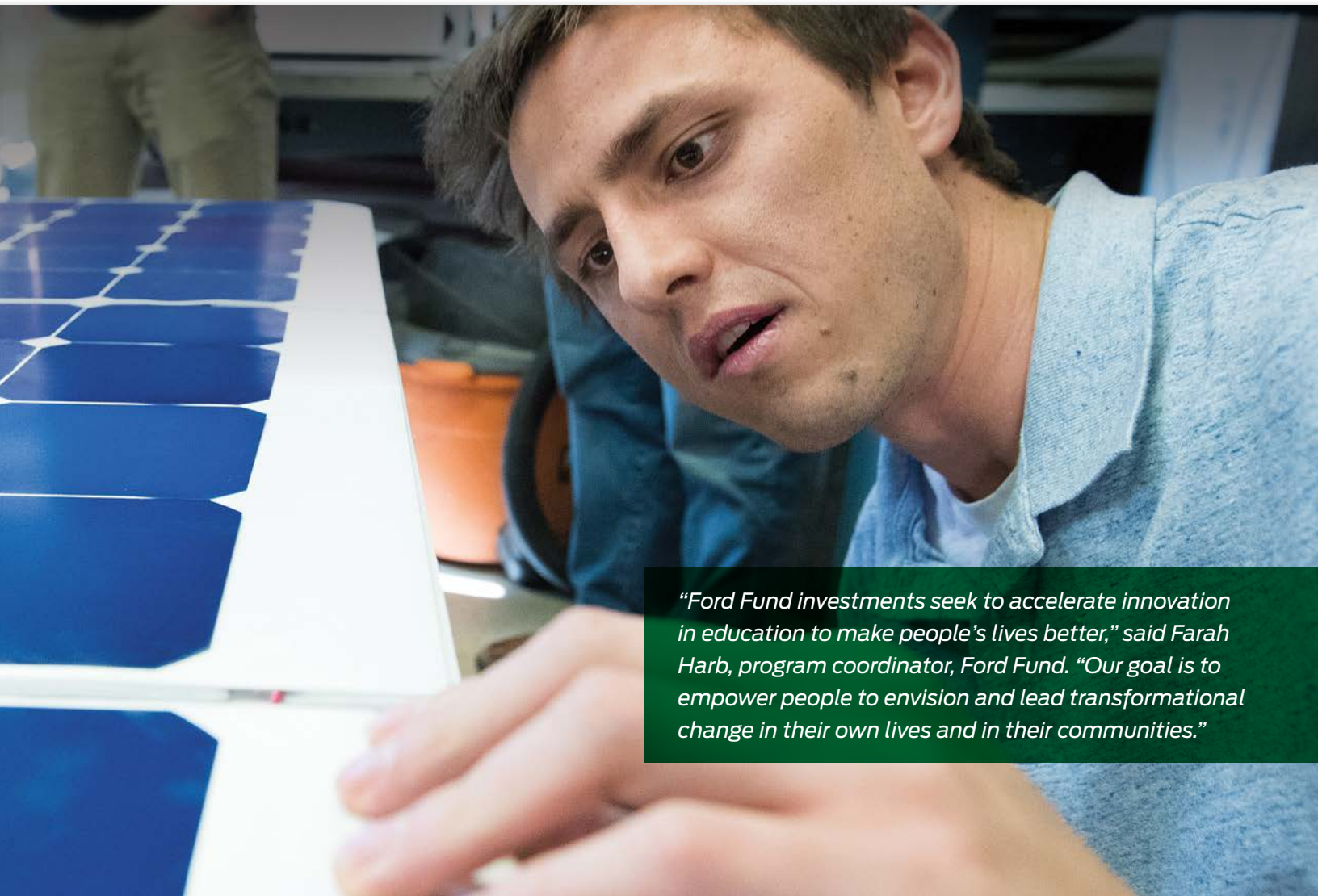


Ford Fund supports education workshops at Children's University in Cologne, Germany, where more than 4,000 young people participated in STEAM-related learning sessions. **Ford College Community Challenge** is a global initiative that awards grants for student-led community projects. Its success engaging students has inspired the **Ford Historically Black Colleges and Universities Community Challenge**, **Ford STEAM Community Challenge** and **Ford Disaster Relief Community Challenge**.

Learn more at [www.fordblueovalnetwork.org](http://www.fordblueovalnetwork.org).



*Ford Fund supports music education in Argentina, Mexico and the United States with musical instrument donations through Latin Grammy® in the Schools.*

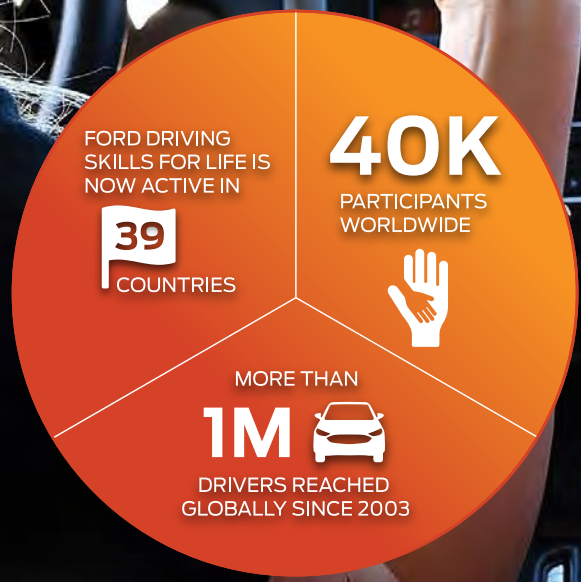


*"Ford Fund investments seek to accelerate innovation in education to make people's lives better," said Farah Harb, program coordinator, Ford Fund. "Our goal is to empower people to envision and lead transformational change in their own lives and in their communities."*



# DRIVING SAFELY

Ford Driving Skills for Life helps drivers steer clear of distractions, such as cellphones.



2017 BY THE NUMBERS



With vehicle crashes being the leading cause of death for teens in the United States and much of the world, **Ford Driving Skills for Life** works to provide education and innovation to address the many safety issues faced by all new drivers. Ford Driving Skills for Life works with leading safety organizations to offer free, hands-on driver training, a web-based curriculum, and state-of-the-art equipment to bridge the experience gap and help new drivers develop essential safety skills to make better decisions behind the wheel.

*"Because young drivers enjoy and are comfortable with technology, Ford Driving Skills for Life incorporates innovative tools, such as virtual reality and impaired driving suits to supplement advanced hands-on training," said Jim Graham, manager, Ford Driving Skills for Life. "The combination of the two makes learning both fun and effective."*

Now in its 15th year, Driving Skills for Life keeps a watchful eye on emerging trends in safe driving, placing greater emphasis on the dangers of drugged driving, maneuvering safely around bicyclists and pedestrians, and reminders about safety at railroad crossings. A recent study showing U.S. drivers ages 18-20 face a greater risk than those ages 15-17 means the program now puts an increased focus on advanced hands-on training for older teens.

Please visit [drivingskillsforlife.com](http://drivingskillsforlife.com) for more information.



*Hands-on training plus impaired driving suits make an effective safety combination.*



*Ford volunteers build a community water facility in the Philippines.*



*"Ford employees have always taken special pride in serving their communities," said Todd Nissen, director, Ford Volunteer Corps. "By finding new ways to bring our employees and nonprofit groups together, the Ford Volunteer Corps can have a positive impact on the lives of more people."*

*Ford volunteers pack and distribute backpacks filled with school supplies for Detroit students.*





# FORD VOLUNTEER CORPS

The **Ford Volunteer Corps** is building on more than a decade of community outreach as it enters a new era of employee and nonprofit engagement. In addition to supporting signature programs such as **Ford Global Caring Month**, Ford Volunteer Corps is leveraging the ideas and energy of Ford employees in innovative ways to make a lasting impact in the communities Ford serves.

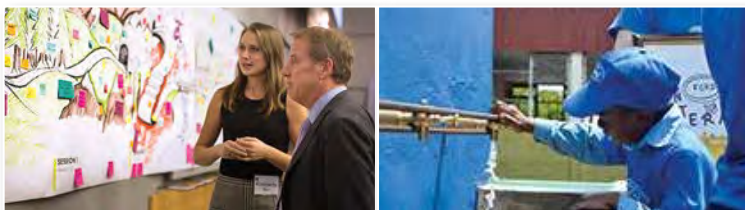
In 2017, graduates of Ford's **Thirty Under 30** philanthropic leadership program used their newfound expertise to help other Ford employees develop projects that received funding through the **Bill Ford Better World Challenge**, which inspires Ford employees around the world to brainstorm ideas that transform daily life.

The results are three innovative projects that will have an ongoing impact on the lives of more than 1,000 people:

- In India, funds and employee volunteers are working with a nonprofit to improve sanitary conditions in an underserved village with the installation of hundreds of SMART toilets, while also helping local residents improve hygiene habits
- In Mexico, a new community center is being built to offer residents in a remote location access to clean drinking water, along with bathrooms equipped with flush toilets and hand-washing facilities
- In Detroit, a Thirty Under 30 idea is being developed into mobile food farms, an innovation that will generate healthy food, jobs and educational outreach for local residents

In the meantime, two previous Bill Ford Better World Challenge award recipients continue to make headway. The Thailand Clean Water Community Project is expected to benefit more than 3,000 people, while the GoodTurn app is being used by nonprofits in the United States to identify volunteer drivers who can deliver supplies to families in regions impacted by recent hurricanes.

Ford employees in Europe initiated their first **Vibrant Volunteer Week** in 2017, with hundreds of volunteers taking part in springtime community service activities from Spain and the United Kingdom to Germany, Hungary and Russia. This surge of volunteering in Europe contributed to a strong global effort in which Ford employees filled more than 36,000 opportunities in 1,700-plus community service projects last year – an increase of more than 3,000 participants and 200-plus projects from 2016.



Executive Chairman Bill Ford reviews Thirty Under 30 projects.

A young student in Mozambique tries out a water system installed by Ford volunteers.

## 2017 BY THE NUMBERS



# GLOBAL OUTREACH

Worldwide, Ford Motor Company's roots run deep, and Ford Fund's **Operation Better World** is digging in to make life better for people in cities, towns and villages across six continents. Working with the nonprofit **Global Giving Foundation**, Ford Fund is building stronger communities in 56 countries with innovative programs such as these:

The first **Ford Fund Mobility Innovation Lab** launched in Brazil to provide training and guidance to startup businesses developing social mobility programs to assist low-income people. Ford launched a **Mechatronics Laboratory** in Romania that helps students better understand the technical workings and flexibility of modern manufacturing. In Pretoria in South Africa, a new **Ford Resource and Engagement Center** offers job training, entrepreneurial development, and services for families and orphans impacted by HIV and AIDS. And in Port Elizabeth, Ford's **Blue Village** initiative is a growing neighborhood of one-time shipping containers that now serve as cherished new homes for residents.



*Backpacks created from recycled Ford uniforms are filled with school supplies and distributed to children in Brazil.*

The **Henry Ford Entrepreneurship Academy** has expanded its reach from Morocco to Saudi Arabia and United Arab Emirates, focusing on helping future business owners and social entrepreneurs develop the skills to create and sustain new ventures.



*"Through Operation Better World, Ford Fund seeks to have a positive, transformational impact on individuals and communities around the world," said Benna Logan, manager, Ford Operation Better World. "Our goal is to make people's lives better by catalyzing nontraditional partnerships and initiatives that empower individuals and communities to innovate, create and prosper."*







## 2017 BY THE NUMBERS



Children bring home water from the Thailand Clean Water Community Project.



A mobile dental visit in Brazil.

Ford added two mobile dental offices to the **Odontomóvel** fleet in Brazil for a total of four units. The specially equipped trucks carry teams

of professionals into communities to provide children with cleanings, fillings and other dental procedures. In Nigeria, Ford supports **Riders for Health**, which strengthens healthcare access by delivering medical professionals and supplies to remote areas.

Ford also supports the **Society for Poor People Development**, which is empowering women in India to start their own tailoring businesses, build local enterprise hubs that create profit centers and take control of their financial lives. **Ford Level Up** has provided capacity-building projects for more than 560 environmental NGOs from at least 18 provinces in China. The program gives green NGOs the tools, skills and resources they need to grow their organizations through workshops, training, coaching and mentoring. In Venezuela, **Leading Your Future** is an award-winning community-based training program for automotive technicians.

**Ford Smart Benches** are pieces of high-tech street furniture equipped with free Wi-Fi and charging stations powered by solar energy. A pilot project in London offered pedestrians a glance at Ford's City of Tomorrow, where smart mobility can make people feel safe and connected.



Taking a break on a Ford Smart Bench.

Explore Operation Better World initiatives further at [www.fordbetterworld.org](http://www.fordbetterworld.org).



## 10 YEARS OF FORD COLLEGE COMMUNITY CHALLENGE

Ford Fund is celebrating 10 years of building sustainable communities through one of its signature educational programs – the highly competitive **Ford College Community Challenge**, a global initiative that empowers college students to envision and lead transformational change in their communities. The program awards challenge grants to advance innovative student-led projects and social enterprises that meet a community need. After starting in the United States, the Ford College Community Challenge is now operating throughout Africa, Europe, South America and the Middle East.



Winners include a team at Northeastern University that worked with a disabled military veteran who is using 3D printing to develop prosthetic limbs for other injured service members. A Syrian refugee is heading up an effort at Technical University in Munich to raise bees and harvest honey – creating a profitable community enterprise. SEED Wayne is developing sustainable food systems on the Wayne State campus and across Detroit – creating innovative new urban food production and distribution systems. The Aquaponics Project at the University of Pittsburgh is a portable farm in a shipping container that helps feed the community. And a mobile education project led by students from Olin College of Engineering in Massachusetts connects students in rural Mississippi with technology, arts and entrepreneurship by making electric guitars.



*“Students can be a powerful force for good, and if we give them the right support, they can change the world,” said Mike Schmidt, director, education and global community development, Ford Fund. “Our goal is to create a movement that gives students more opportunities to make people’s lives better.”*







## 10 YEARS BY THE NUMBERS



Center top: Bees making honey for Ford College Community Challenge project at Technical University in Munich.

Center bottom: University of Cologne students developed the pop-up Café without Words, run by deaf waiters and waitresses with customers placing orders using sign language from the menu.

From left to right: A prosthetic skate developed at Northeastern University.

A Ford College Community Challenge team from the University of Sheffield won the 2017 Ford U.K. Innovation Challenge with a project called Motion that designs and delivers chair-based exercises for seniors.

A project at the University of Georgia uses goats that eat invasive plant species to clear land.

PURIFLUME, from Carnegie Mellon University, is a sustainable water filtration system that doubles as a mobile spray park for kids.

A Ford College Community Challenge project in Brazil trained unemployed and homeless people to produce eyeglasses for low-income families.

Students at the Faculty of Technology of Mohammedia in Morocco developed a way to recycle plant-based waste into fire briquettes for low-income families.



# GETTING INVOLVED

## WHAT THE FUND SUPPORTS

Ford Motor Company Fund supports initiatives and nonprofit organizations in three areas: education, community life and driving safely.

We seek to build partnerships with organizations that have a well-defined sense of purpose, a demonstrated commitment to maximizing available resources, and a reputation for meeting objectives and delivering quality programs and services. We place priority on the support and development of organizations that promote diversity and inclusion.

Ford Motor Company Fund evaluates grants on an annual basis. We reserve the right to cease support if the goals and objectives under which the grant was made have been changed by the grantee; if the grantee no longer meets its goals and objectives; and/or if its goals and objectives have become inconsistent with the vision, mission and values of Ford Motor Company Fund.

Ford Motor Company Fund recognizes there are many organizations worthy of support. Unfortunately, budget and policy limitations prevent us from honoring all requests.

## WHAT THE FUND DOES NOT SUPPORT

- Advocacy-directed programs, animal rights organizations, species-specific organizations
- Beauty or talent contests, sports teams, golf outings
- Day-to-day business operations, debt reduction, donation of vehicles, labor groups, loans for small businesses, loans for program-related investments, profit-making enterprises
- Efforts to influence legislation, or the outcome of any elections, or any specific election of candidates to public office, or to carry on any voter registration drive, political contributions
- Endowments, fraternal organizations, organizations that do not have 501(c)(3) status, private K-12 schools, religious programs or sectarian programs for religious purposes
- General operating support to hospitals and healthcare institutions, individual sponsorship related to fundraising activities, individuals
- Organizations that unlawfully discriminate in their provision of goods and services based on race, color, religion, gender, gender identity or expression, ethnicity, sexual orientation, national origin, physical challenge, age or status as a protected veteran

## HOW TO APPLY

Requests for support are accepted and reviewed throughout the year. There are no application deadlines. See the website for a complete description of contribution guidelines and directions for submission. To apply for support, an organization must complete the grant application available online at [www.community.ford.com](http://www.community.ford.com) (click on "Apply for Funding"). Please note: Paper applications are no longer accepted.



## CONTACT INFORMATION

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To view the Ford Motor Company Annual Report or Ford Motor Company Sustainability Report, visit [corporate.ford.com](http://corporate.ford.com).

For more information on the activities of Ford Fund please visit [www.fordbetterworld.org](http://www.fordbetterworld.org).



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