

"Everything can always be done better than it is being done."

"There is always **Something** to be done in this world and only **Ourselves** to do it."

### A WELCOME AND THANKS FROM THE CHAIRMAN AND THE PRESIDENT

The Henry Ford enjoyed a solid year in 2007, ending with a balanced budget and increased overall attendance. In other times and under different circumstances, that might not constitute a particularly noteworthy achievement. But given Michigan's stagnant economy, getting through such a year in such shape was, indeed, a notable accomplishment.

You, the stakeholders in **The Henry Ford**, made last year's success possible through your steadfast patronage, financial generosity and contributions of time and talent to this institution. We thank you, one and all, and are privileged to recognize you in this Annual Report.

As you will see in the pages that follow, your investments in **The Henry Ford** enabled us to maintain and enhance many of our signature programs, from Old Car Festival to our summer series of historic baseball. Your support also allowed us to develop and present engaging new public programming, such as the very well-received Ragtime Street Fair, and to present a series of compelling temporary exhibits, from Rock Stars' Cars & Guitars to an exploration of the friendship and creative interaction between R. Buckminster Fuller and Isamu Noguchi.

Importantly, 2007 was also a year of significant and comprehensive planning for the transformation of *Henry Ford Museum*. From concept development for new exhibits like American Automobile Racing and a complete reinstallation of our transportation exhibition, to an extensive redesign to improve visitor flow, ambiance and amenities, 2007 was the year we set the stage for the physical, intellectual and emotional renewal of this remarkable cultural environment.

We are so glad you were with us during this lively and stimulating year. And we hope that you will continue to strengthen your relationship with our organization in the years to come. With your ongoing involvement and generous support, we will continue to strengthen America's premier history destination. **Thank you so very much.** 

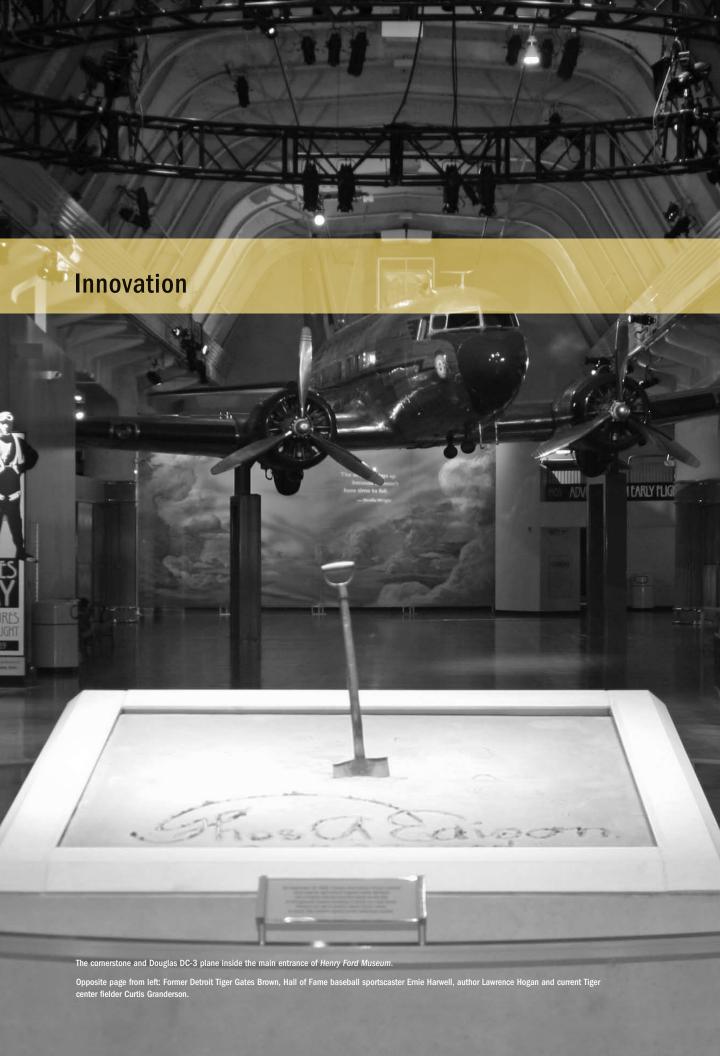
William Clay Ford, Jr. CHAIRMAN



Patricia E. Mooradian PRESIDENT



On the cover: Ragtime Street Fair, our newest signature event, debuted in 2007 as a weekend-long celebration of a time when America's love affair with music was at an all-time high.



### **MUSEUM MASTER PLAN**

In 2007, The Henry Ford unveiled a new master plan detailing the most significant changes in *Henry Ford Museum's* 80-year history. The master plan, devised in part to underscore the relevance of the stories of American history to today's audiences, includes several new interactive exhibits as well as enhanced access to some existing ones. Phase one will begin by inviting visitors into a place they have never been able to visit — the cab of the Allegheny locomotive. Also included are renovations to the Made in America exhibition, expanded programming for the Ford Model T Centennial Celebration, upgrades to the décor of the Wienermobile™ Café, and a Welcome and Orientation Plaza renovation to make it a more integral part of the Museum experience. In the course of the next decade, these changes will lead *Henry Ford Museum* from its position as a revered 20th-century institution into one as a forward-thinking, 21st-century hub of historical information, consistently developing new and more effective ways to tell the stories of America's traditions of ingenuity, resourcefulness and innovation.

### **JACKIE ROBINSON**

The Henry Ford doesn't just highlight America's technological pioneers. It explores the accomplishments of America's social innovators as well. In 2007 we celebrated the 60th anniversary of Jackie Robinson's integration of Major League Baseball. Together with the Detroit Tigers, we presented "Breaking the Color Barrier," a free, two-hour symposium that examined Robinson's career and the impact this courageous man had on America's national pastime. Attended by more than 200 people, it featured Hall of Fame announcer Ernie Harwell, former Tiger Gates Brown and current Tiger star Curtis Granderson. At the conclusion of the program, The Henry Ford debuted a short film featuring Harwell, Brown and Granderson. It is now a permanent part of the With Liberty and Justice for All exhibition.



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### **NEW AGRICULTURE GALLERY IN GREENFIELD VILLAGE**

When we opened *Greenfield Village* for the season in April, we introduced the renovated Soybean Laboratory as our new Agriculture Gallery. The tall, woodframe building is a testament to Henry Ford's prescient exploration of how the abundance of American agriculture could serve the growing resource demands of America's emerging industrial base. It now showcases 176 pieces from **The Henry Ford's** nationally renowned agriculture collection. In addition, it details some of Ford's innovative soybean research, work that resulted in dozens of new uses, from fabrics to plastics, from car bodies to creative food-related products. The building will now serve as a cornerstone to the Village's Working Farms district. Exhibitions will help visitors make connections between the agricultural tools displayed inside the gallery and those being used on the 1880s Firestone Farm adjacent to it.

### **RAGTIME**

In July 2007, we introduced a new signature event called Ragtime Street Fair at *Greenfield Village*. The weekend-long event celebrated the heady blend of musical styles that, in time, would give birth to that most American of all music forms, jazz. *Greenfield Village's* Main Street was filled with live and recorded music. Dozens of staff and volunteers wore period dress and led visitors through spirited cakewalks near the Village Green, while several nationally noted ragtime performers participated in this new visitor experience. The weekend culminated with a Saturday evening concert by the River Raisin Ragtime Revue and a New Orleans-style jazz parade, giving our guests a jubilant farewell as it led them to the Village gates.

**PERFORMER COMMENT:** "I don't think I've ever been so 'jazzed' over a ragtime event as I was this weekend. Plain and simple, it was true Americana. We're all incredibly pleased with the turnout. Everyone was so interested in the music, as well as the history. Wow, what a weekend."

### **EAMES DESIGN EXHIBITION**

Fifty years ago, pioneering artists Charles and Ray Eames unveiled their ground-breaking lounge chair. Sleek, highly functional and unabashedly modern, their innovative design set a new standard for contemporary elegance. The Eames Lounge Chair: An Icon of Modern Design exhibit explored the lasting social and industrial impact of their designs through unpublished drawings and other rare Eames artifacts. Our partnerships with Cranbrook Museum of Art, the Detroit Institute of Arts' Friends of Modern Art, and the College for Creative Studies helped attract a record crowd for the exhibition preview reception.

### **FULLER AND NOGUCHI**

Best of Friends: Buckminster Fuller and Isamu Noguchi celebrated two of the 20th century's most innovative minds. Fuller was a visionary inventor, known for his geodesic domes and eco-friendly Dymaxion House. Noguchi was a visionary modernist sculptor whose works brought together east and west, culture and nature, past and future. Despite their seeming differences, they shared an idealistic fervor about how the world could and should be. Their works, as displayed in our exhibit, demonstrated their ideas on how those changes might be accomplished.

Two of our wonderful donors and friends, Jane Schulak and Julie Taubman, hosted a stimulating preview reception, attracting both new audiences and design aficionados from our own membership. The exhibit was presented in the *Henry Ford Museum* gallery and featured Fuller's 1934 three-wheeled Dymaxion Car, sculptures by Noguchi and dozens of rare documents, models and artifacts.

The presentation of both the Eames and Fuller and Noguchi exhibits evidences the institution's continuing commitment to address the compelling and inspiring story of design in America, and both served as exceptional complements to the permanent design collections of **The Henry Ford**. Stay tuned; there's more to come from this intriguing and robust content field.



### **MOTOR MUSTER**

Motor Muster is one of *Greenfield Village's* most cherished annual signature events. As always, the 2007 Motor Muster focused on vehicles manufactured between 1933 and 1976. It is an opportunity for participants to share their vehicles' stories with the thousands of people who attend the event. It is especially significant because the cars in the show represent a particularly fertile period of innovation in automotive technology. In addition to the usual rich mix of cars, trucks, motorcycles and bicycles, the 2007 Motor Muster included a sizable contingent of vehicles produced for use in World War II. Men and women in uniform brought Jeeps, trucks and motorcycles, as well as a "duck" and a "half-track." They were displayed around the Cotswold Cottage compound, which was transformed into a circa 1944 motor depot. The Village stayed open until 9pm for the weekend's culminating cruise. More than 750 people participated with their vehicles, setting a record for this perennial visitor favorite.

### **OLD CAR FESTIVAL**

The Old Car Festival, focusing on the earliest years of the automotive industry, is the nation's oldest continuing antique auto show. It is the unofficial finale to *Greenfield Village's* summer season. Historically speaking, the Old Car Festival illustrates what a radical impact the automobile had on everyday Americans' lives. As in other years, this year's festival — it was the 57th — was limited to vehicles built before 1933. Of special note was the 75th anniversary of Ford's Flathead V-8 engine. The engine had been developed in secrecy in Thomas Edison's Fort Myers Laboratory in *Greenfield Village*. Indeed, until very recently, experimental engine blocks remained in the building's cellar. A special display at the Fort Myers Lab featured one of these blocks, along with a working version of the engine. In addition, dozens of 1932 Fords with the Flathead V-8 gathered on the Village Green for the weekend.



Old Car Festival Saturday evening gaslight parade in Greenfield Village.

### **CIVIL WAR REMEMBRANCE WEEKEND**

Civil War Remembrance Weekend — held annually on Memorial Day weekend — is both an opportunity to learn about the War Between the States and an occasion to challenge the stereotypes we have about it. Several hundred re-enactors, well-schooled in their small piece of Civil War history, spend the weekend at *Greenfield Village* interacting with the visitors who come for this very special event. New elements of the 2007 program included "Enlist in the Army," a program where visitors could sign up with a period army recruiter, and "Off to Prison and Soldiers' Aid," a presentation where food and medical supplies could be sent to troops in the field. To add a touch of war's harsher side, the program is interrupted by Union soldiers bringing Confederate prisoners to be transported to prison.

Local historian Dale Nieson was on hand to help scores of visitors make computer-assisted inquiries about their Civil War ancestors. Additionally, Jack Barnhart and Kraig Lawson displayed a massive collection of Army and Navy artifacts. Despite bad weather, attendance remained high, with a record 13,000-plus visitors on Memorial Day alone.

### **SIGNIFICANT ACQUISITIONS**

In 1927, Albert L. Luce, Sr. solved the problem of flimsy and short-lived wooden school bus bodies by developing the first all-steel school bus. He called it "Blue Bird School Bus Number 1." Acquired by **The Henry Ford** in 2007, it is believed to be one of the oldest surviving school buses in the country. Working in a small shop 100 miles south of Atlanta, Luce built a steel framework over the top of a 1927 Ford Model TT truck chassis. His design altered the very nature of school bus design. As a result, the company he founded remains one of the nation's largest manufacturers of school buses.



Blue Bird School Bus Number 1 arrives at Henry Ford Museum.



### COMMEMORATIVE MODEL T COIN INITIATIVE

In 2007, we launched a fundraising effort revolving around the centennial celebration of one of America's greatest innovations — the Model T Ford. The modest car that began life in the Piquette Plant in downtown Detroit was the first step in a transportation revolution that would sweep the world.

By giving people unprecedented personal mobility, the Model T shaped the transformation of nearly every aspect of American economic and social life. The auto industry was the heart of the U.S. economy. The abundance of affordable cars powered the rapid growth of suburbs, the building of the interstate highway system and the proliferation of shopping malls. Family road trips flourished, and even the nature of courtship was altered. All of this spurred the growth of the American middle class. Without the transformations sparked by the Model T, the world would be a very different place.

The Henry Ford, in partnership with MotorCities National Heritage Area, has initiated federal legislative action to mint and issue a commemorative coin recognizing the 100th anniversary of the Model T Ford and the moving assembly line that made its mass production possible. A surcharge placed on the sale of the coins, sold largely to collectors, will be divided between the two organizations to establish endowments to support their respective Model T programs. This important new revenue stream will not cost the U.S. government or taxpayers a single penny!

But this is not yet a done deal. We still must secure the required number of cosponsors for both the House and Senate versions of the bill before they can move to and through committee for final action. While we have the support of the entire Michigan congressional delegation and our two senators, we are now aggressively seeking cosponsorships from U.S. senators and representatives from among the other states. There is a lot of work left to do and it must be completed before the end of 2008, but the potential benefit is well worth our dedicated efforts.



### **ROCK STARS' CARS & GUITARS**

A large and enthusiastic crowd partied like rock stars to inaugurate Rock Stars' Cars & Guitars, the 2007 blockbuster exhibit curated and organized by The Henry Ford. The exhibit featured an extraordinary collection of cars, including John Lennon's psychedelic Rolls, ZZ Top's sculpted 1948 Cadillac — "Cadzzilla" — Elvis Presley's Pantera, and the "Silver Sapphire" featured on the cover of The Beach Boys' "Little Deuce Coupe" album. In addition, it displayed a stunning collection of guitars customized for rock 'n' roll legends. This hugely popular exhibit offered visitors a well-documented story of post-World War II economic prosperity and its role in creating a new subculture among adolescents.

The honorary chairs of the exhibit preview event — Jennifer and David Fischer, Lisa and Bill Ford, and Kelle and Chris Ilitch — brought together a stellar committee to host one of the year's most entertaining parties. Food stations with rock 'n' roll themes, specialty drinks and live music combined to provide the perfect backdrop for viewing the 20 iconic rock 'n' roll autos.

Importantly, Rock Stars' Cars & Guitars drew new and different audiences to The Henry Ford. To leverage that success, The Henry Ford built a MySpace page for the exhibit and partnered with WRIF-FM, which created rock-themed ads narrated by Detroit radio legend Arthur Penhallow. A Verizon Wireless-sponsored cell phone tour accompanied the exhibit, another first for The Henry Ford. Even that was a record-breaker, accumulating the highest number of calls of any cell phone tour operated by Guide by Cell.



Legendary guitarist Rick Nielsen of Cheap Trick performs at the Rock Stars' Cars & Guitars Preview Party.

### **FOODWAYS INITIATIVES**

An especially important aspect of American history deals with our relationship with the land and agriculture and, by extension, with food. The Henry Ford's Foodways Initiatives tells the stories of food's journey from the farm to our dinner tables, as well as its social, commercial and environmental impacts. Foodways Initiatives support local farms and farmers, as well as educating the public about the importance of farmland preservation, buying local and making sustainable food choices.

The Henry Ford now purchases a sizable percentage of the food it serves from local and regional sources. Similarly, the vast majority of our signature food products — *Greenfield Village* Bantam Boy Cherry Chicken Sausage, Walnut-Raisin Hobo Bread, organic hard cider and micro-brewed beers — are made with locally produced ingredients.

For the past four years, **The Henry Ford** has sponsored a Fall Farmers' Market at *Greenfield Village*. Thousands of visitors purchase fresh, locally grown foods on weekends in September and October. Every week, 15–20 local farmers and vendors sell a wide range of products, from flour, produce and cheese to chicken and pork.

The Henry Ford also has initiated a student garden and farm stand for its onsite high school, Henry Ford Academy (HFA). HFA students, primarily from the city of Detroit, acquire valuable entrepreneurial skills as they run their own market while simultaneously learning about an array of our other Foodways Initiatives.



A sweet but simple bread with a scrumptious taste — Greenfield Village Walnut-Raisin Hobo Bread.



### **GRAND PRIXMIERE**

The Grand Prixmiere, the official kickoff party for the 2007 Detroit Belle Isle Grand Prix, was hosted by The Henry Ford in partnership with the Belle Isle Conservancy. Henry Ford Museum was honored to present the event, which heralded the return of world-class auto racing to the Motor City. Top drivers from both Indy Racing and AMLS mingled with guests amidst the Museum's extraordinary race car collection. Among them were Dario Franchitti, Danica Patrick, Sam Hornish and Ryan Briscoe. Several shared their strategies for making the best of the spectacular Belle Isle course. Helio Castroneves even demonstrated the dance technique he would later use to win "Dancing with the Stars". He performed with Sarah Earley who, along with Tony Earley, Cynthia and Edsel Ford, Kathy and Roger Penske, and the mayors of Dearborn, Detroit and Windsor, served as honorary chairperson of the party. Proceeds from the gala were shared equally between The Henry Ford and the Belle Isle Conservancy, providing the initial resources needed for a new permanent racing exhibit in Henry Ford Museum and restoration and island preservation programs on Belle Isle.



### HISTORIC BASEBALL

"One hears little else on the streets" is how the *Detroit Free Press* described the excitement of the first-ever World's Tournament of Base Ball\*, held in Detroit in August, 1867. The same mood prevailed on August 5, 2007, when *Greenfield Village's* Lah-De-Dahs Base Ball Club won the 5th Annual World Tournament of Historic Baseball®, hosted by **The Henry Ford** in historic *Greenfield Village*.

The 5th Annual World Tournament brought together 12 vintage ballclubs in a two-day round robin contest. The winning team would take home the coveted Greenfield Village Base Ball trophy, made by our own skilled artisans in the Liberty Craftworks Pottery Shop. With a 42-man roster, *Greenfield Village* was able to field four clubs: the Lah-De-Dahs BBC, the Nationals BBC, the Unknowns and the new Detroit Base Ball Club. It was the perfect culmination to an exciting summer season for this extremely popular Village program, highlighting what has been and remains America's favorite pastime.

\*In its earliest days, the game was consistently referenced in this two-word form.



Greenfield Village's Lah-De-Dahs and Nationals ballclubs play America's game the old-fashioned way.

### SUBSIDIZED SCHOOL FIELD TRIPS

One priority of The Henry Ford is to provide equal access to the unique educational experiences found here to people of all demographics — especially children. The Henry Ford has actively sought and secured funding from foundations that enables us to offer transportation and admission subsidies. Schools with more than 30 percent of their students receiving federally funded free or reduced-cost lunches are eligible to receive these scholarships and subsidies. In 2007, we served more than 10,000 children through this program. Special thanks to MASCO Corporation Foundation, Colina Foundation and Pfizer Global Research and Development, which generously funded this program.

**TEACHER COMMENT:** "The children had been learning about how homes, people, schools, transportation and technology have changed over the years. This trip has provided students with a 'real world' connection to the historical events they have been learning about. We appreciate you giving us that opportunity."

■ The 1st Grade Classes of Taylor Elementary, Trenton, MI

**STUDENT** COMMENT: "My favorite thing there was, well, everything!!! If it wasn't for you guys, we would have never have had so much fun and learned so much, too."

■ Julianna, 4th grade

### **CAMP SCHOLARSHIPS**

In 2007, The Henry Ford launched a Discovery Camp pilot program offering scholarships to economically disadvantaged youth. The program awarded scholarships to 60 local students, grades 2-8, giving them the opportunity to attend our summer Discovery Camp program free of charge. Through partnerships with three local organizations serving Detroit-area low-income families, we were able to offer our hands-on educational programs to children who otherwise would not be able to afford it. Our thanks to ACCESS, Cornerstone Schools and Southwest Solutions for their participation and support.

### YOUTH MENTORSHIP PROGRAM

Our national award-winning Youth Mentorship Program (YMP) completed its 17th year in June 2007 and continues to serve as a superb example of how cultural organizations can change young lives. YMP is a partnership with the Wayne/Westland School District and pairs at-risk students from the district's three high schools with adult mentors on the staff of The Henry Ford. In turn, the high school students mentor first-graders from Vandenberg Elementary School. In the fall of 2007, that program was expanded to include Patchin Elementary. As a result of their volunteerism, four young people received Presidential Service Awards for 100-plus hours of service, a first for YMP. This achievement is particularly rewarding as many of the high school students enter the program with extremely low self-esteem, believing they have nothing to offer to others.

Four senior participants of the YMP graduated in May 2007 in a special ceremony held in *Greenfield Village*. YMP students are often the first and only members of their families to achieve this education milestone. Representatives of both **The Henry Ford** and the Wayne/Westland School District were in attendance in cap and gown, and all four graduating seniors spoke about the personal impact YMP had on their lives.

### **VISITS BY DIGNITARIES**

The Henry Ford's one-of-a-kind collection has always attracted distinguished guests from around the globe. But so do our ground-breaking community leadership activities. In 2007, dignitaries, both foreign and domestic, traveled thousands of miles to tour our campus and learn about the educational innovations at Henry Ford Academy, as well as our environmental efforts to reclaim the Rouge River as a natural, cultural and educational resource. Among them were the Italian and Chinese ambassadors to the United States, the French and Mexican consuls, a delegation from the Slovak Republic, South Korean government hydrologists, legislators from Michigan, El Salvador and Nicaragua and numerous other federal, state and local officials from throughout the United States.

### HENRY FORD ACADEMY: POWER HOUSE HIGH

In 2007, Henry Ford Academy celebrated 10 years of educational accomplishment. The Academy was the nation's first charter school developed jointly by a global corporation, public education and a world-renowned cultural institution. With a decade of proven success behind it, **The Henry Ford**, Ford Motor Company, and Henry Ford Learning Institute are preparing to open the first in what will be a national network of small schools modeled after Henry Ford Academy. Called Henry Ford Academy: Power House High, the school will open in August 2008 as part of Chicago Public Schools' Renaissance 2010 initiative. Chicago's goal is to develop or transform 100 schools in the city by 2010. Henry Ford Academy: Power House High eventually will serve 460 students.

Henry Ford Academy: Power House High will be located in the historic structure that housed the power plant of the original Sears, Roebuck and Co. world headquarters. It will be the first iteration of The Henry Ford's effort to replicate the success of the original Henry Ford Academy as an example of its "public schools in public places" reform philosophy. The curriculum will use the renovated building's "green" features to enhance lessons on the environment, clean technologies and sustainability. The adjacent Homan Square Community Center will give students access to primary health care, health education, a technology resource center, a YMCA, gymnasium and swimming pool, and family support services. Partnerships with local employers, including Ford Motor Company, will provide students exposure to future work opportunities through internships and other important workplace and learning experiences.

**MAYOR** COMMENT: "This new community school is a model of what can happen when the public and private sectors work together to benefit our city. In Chicago, we lead by example and this school is going to be a model for the whole country — it's a community anchor that will prepare our students for college and for success in their careers and in life."

■ Chicago Mayor Richard M. Daley

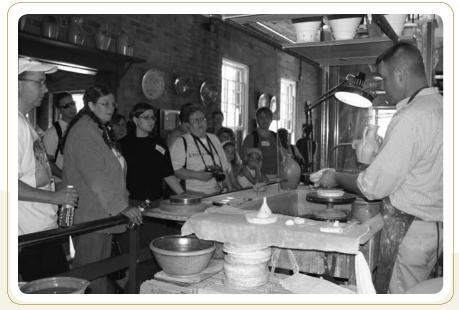
### **TEACHER WORKSHOPS**

Summer teacher workshops at The Henry Ford are designed to ignite teachers' curiosity and deepen their knowledge of the human dimensions of industrial change. In partnership with the National Endowment for the Humanities (NEH), The Henry Ford conducted a pair of weeklong teacher workshops in 2007. They were structured around five themes: the early 19th-century transformation of home and craft production; the mechanization of agriculture; the impact of steam on transportation; the increasing impact of science and invention; and the assembly line method of mass production. As part of the program, teachers met with scholars, visited the Ford Rouge plant and historic buildings in *Greenfield Village*, studied primary documents at *Benson Ford Research Center*, and experimented with innovative lesson plans. More than 65 teachers from 27 states attended the workshops.

**TEACHER COMMENT: The Henry Ford's** program "America's Industrial Revolution" has been a once-in-a-lifetime, unforgettable, life-changing experience. I have so much more than one great lesson plan brewing inside me waiting to be put on paper and presented. I will never go over a railroad track, turn on a light, drive by a com field, or drive a Ford in quite the same way. Thank you.

**TEACHER COMMENT:** *Greenfield Village* and its various exhibits brought the Industrial Revolution to life, from the early agrarian existence to the high-tech world of modern-day mass production. I truly lived 150 years of technology evolution in a week.

**TEACHER COMMENT:** It was like I had died and gone to history geek heaven! The after-hours and unlimited access to the Museum and Village were wonderful ... I felt like a rock star; our little NEH badge was like a backstage pass to 300 years of history.



Artisan, Ryan Forrey (right) in Greenfield Village's Liberty Craftworks Pottery Shop.

### **INSTITUTIONAL ADVANCEMENT**

The 2007 President's Dinner was a "slow foods" celebration of **The Henry Ford's** Foodways Initiatives. It featured extraordinary examples of locally grown foods made into delightful and delicious dishes by our gifted culinary team. President Patricia Mooradian shared an overview of the year with the sell-out crowd of donors, members and other stakeholders.

The 2007 Annual Fund campaign was a prime example of the generosity and dedication of **The Henry Ford's** supporters. Every member of the Board of Trustees and a record number of staff joined members and donors to support the daily operations, programs and activities that make this institution one of the world's finest cultural resources.

The Henry Ford also continued its community leadership through participation in such organizations and initiatives as Detroit's One D regional branding; Michigan's Defining Moment, a public engagement effort of the Center for Michigan; the Cultural Alliance for Southeastern Michigan; the Ann Arbor to Detroit Rail Demonstration Project; Concert of Colors Forum on Community, Culture and Race; YouthCAN, a coalition of youth development organizations; Michigan Travel Commission; Tourism Industry Coalition of Michigan; Michigan Food System Economic Partnership; Rouge River Gateway Partnership; U.S. Forest Service Partnership; Michigan Farmers Market Association; and the Michigan Non-Profit Association's Southeast Michigan Regional Public Policy Council. The Henry Ford also regularly presents testimony at various hearings conducted by committees and task forces of the Michigan Legislature.



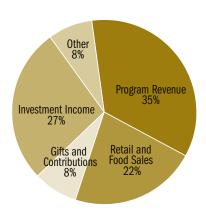
This hands-on activity includes building a Model T, one part at a time.

### **FINANCIAL REPORT**

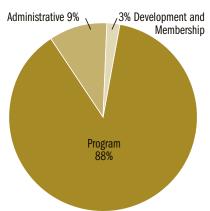
Revenue (in thousands)	<b>2007</b> (unaudited)	2006
Admissions	\$13,913	\$13,948
Membership	4,100	4,243
Restaurants and Catering	9,725	9,945
Retail*	1,221	4,419
Other Earned Income	2,559	2,548
Gifts and Contributions	3,917	4,238
Investment Income	13,851	12,701
Other	1,573	1,558
	\$50,859	\$53,600
Expenses		
Program	\$42,131	\$44,582
Administrative	4,546	4,761
Development and Membership	1,446	1,226
	\$48,123	\$50,569
Capital Investments	\$659	\$544
Surplus (Deficit)**	\$2,077	\$2,487
Fundraising expenses as a percentage of total revenue:		2.84%

Fundraising and administration expenses as a percentage of total revenue: 11.78%

### **2007 Operating Support and Revenue**



### **2007 Operating Expenditures**



<sup>\*</sup>Note: Began outsourcing retail operations in 2007

<sup>\*\*</sup>Note: Excludes depreciation

### **BOARD OF TRUSTEES**

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### **VISION STATEMENT**

The Henry Ford will be the benchmark history attraction in America, setting the standards in our field for educational value, hospitality and meaningful, memorable and mission-satisfying visitor experiences.

### MISSION STATEMENT

The Henry Ford provides unique educational experiences based on authentic objects, stories and lives from America's traditions of ingenuity, resourcefulness and innovation. Our purpose is to inspire people to learn from these traditions to help shape a better future.

**DONOR** HIGHLIGHT: Longtime volunteer and donor Amy LaBarge is a fan of many things at **The Henry Ford**. Our Discovery Camp is one of them, so it wasn't surprising that she would bring her then-7-year-old niece Meredith from Georgia to participate. From the start, Meredith was so enthralled that Amy and her husband, Ron Beeber, hosted her every summer for nearly a decade. Inspired by Meredith's experience, LeBarge knew that if other children — including children without the necessary financial resources — would benefit from this unique experience, too. After recruiting friends to help, she came to the Institutional Advancement office and suggested a mini-campaign to

raise money to "send a kid to camp." The result: 60 children with a chance to enjoy unparalleled adventure, meet new friends and learn from **The Henry Ford's** amazing resources. While her niece is now too old to attend, LeBarge continues to develop a scholarship program in Meredith's honor.



This photo is from 2007, Meredith's (second from left) final summer as a camper.



# **Donor Recognition**



### **Donors to The Inspiration Project: The Campaign to Transform The Henry Ford**

We thank the donors whose generous gifts support our efforts to transform The **Henry Ford** into America's Greatest History Attraction.

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Alan T. Ackerman

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