

DRIVING A BRIGHTER



Ford Motor Company Fund
and Community Services

FUTURE

Education-American Heritage

New Ford Fund Education Center Shares Story of Gettysburg

The stories behind the Battle of Gettysburg are helping students learn important life lessons about leadership, character and integrity thanks to the new Ford Fund Education Center within the Gettysburg National Military Park.

The national park celebrated the grand opening of its new museum and visitor center in September, which includes the Education Center, made possible with a \$3 million grant from Ford Motor Company Fund. The center incorporates indoor and outdoor educational program spaces designed to bring the battlefield of Gettysburg to life so students can better understand the realities of war and draw connections between the past and what is happening in their lives today.



© Bill Dowling for the Gettysburg Foundation

“The Gettysburg battlefield is one of the greatest classrooms in the nation. The lessons of Gettysburg – of sacrifice, visionary leadership and reconciliation – have educational value that resonates around the world.”

Gettysburg Foundation President Robert C. Wilburn

“The Gettysburg Foundation is enormously grateful for this gift, which will help ensure that the lessons Gettysburg teaches reach the widest possible audience,” said Wilburn of Ford Fund’s contribution.

Marty Mulloy, vice president Labor Affairs, Ford Motor Company and a Ford Fund Board member, says the center will ultimately serve as a gateway to the Gettysburg experience for teachers and students across the country. Close to 2 million people visit the Gettysburg National Military Park each year and an additional 12 million students have logged on for a virtual visit to Gettysburg through its distance-learning programs. “At Ford, we understand the value of preserving our American heritage, and we believe it is vitally important to share the historical impact of Gettysburg with generations to come,” said Mulloy, who represented the company at the museum’s grand opening ceremony in September.

A Message from **Jim Vella**

Ford employees never cease to amaze me. We may be facing hard economic times in our communities – even difficult times within Ford Motor Company – yet the volunteer spirit, the desire to help others, never falters.

The last quarter was especially challenging for many of our employees as our company had to make necessary staff reductions in order for our business to become more viable and competitive in a changing marketplace.

Yet, in the midst of these difficult times, the

number of Ford employees and retirees ready to volunteer for initiatives such as our Global Week of Caring and our third Accelerated Action Day was nothing short of amazing (see Page 3). The numbers speak for themselves: More than 1,900 employees and retirees participated in our Accelerated Action Day in September; more than 8,000 worldwide during the Global Week of Caring.

I commend each and every one of our dedicated employees and retirees for their commitment to this company and to the communities in which they live. Their generosity is unmatched and appreciated beyond mere words.

Latino Exhibit Has Great Run

Our *Journeys/Our Stories: Portraits of Latino Achievements* is making its final tour stop at the Michigan State University Museum in East Lansing. Ford Fund sponsored the bilingual exhibit, which has been travelling the country since 2004.

The exhibition, which wraps up in early January 2009, celebrates Latino successes in America through narratives and biographical portraits of 24 individuals and one extended family. Those showcased range from celebrated academics, athletes and activists to public officials and civil rights leaders.

The successful and inspirational exhibit has served as a static role model, according to Rocky Egusquiza, director of Community Development and International Strategy for Ford Fund. “As people experience it, particularly young Latinos, they have an opportunity to see others like themselves who have accomplished phenomenal things, inspiring them to continue on their course and achieve their dreams.”



OJOS has been travelling the country since 2004.



**FORD FUND WOULD LIKE
TO HEAR FROM YOU!**

HAVE A COMMENT OR THOUGHT?
You can contact us at **888-313-0102**
e-mail us at fordfund@ford.com
or learn more about us at
www.community.ford.com

Auto-Related Safety

Driving Skills for Life Day at the Races

Ford Fund's Driving Skills for Life (DSFL) helped build awareness for teen safe driving at the Detroit Belle Isle Grand Prix. DSFL was a contributing sponsor of the premier race, which featured the IndyCar and American Le Mans series.



During the Labor Day weekend festivities, DSFL displayed signage and broadcast audible public service announcements promoting the teen driver education program.

"High speed plays a major role in many teen automobile crashes," said Jim Graham, community relations manager for Ford Fund. "By bringing Ford Driving Skills for Life to the race, we reinforced the message that high speed is only for controlled environments and trained drivers."

DSFL Reaches Out to Safety Leaders

The Ford Driving Skills for Life team addressed the 50 Governors Highway Safety Association (GHSA) representatives at their 2008 annual meeting in Scottsdale, Arizona, in September.

The conference, themed Turning Knowledge into Action, focused on how to translate research into effective state highway safety programs.

DSFL was the only teen driving program given access to present to all the GHSA representatives at their business meeting. The DSFL team talked about the successes of 2008 and what the program is aiming to achieve in 2009.

To generate additional buzz for Ford's teen safe driving program, the DSFL team brought teen pop star and actress Kate Voegele to the meeting to sign autographs and perform a private acoustic set for 300 special guests during the conference's State Night Dinner.

Voegele has been acting as a DSFL spokesperson since earlier this year.



GHSA Chairman Vernon Betkey, Kate Voegele, and NHTSA's Jim Ports at the GHSA conference in Scottsdale.

Michigan Teens and Parents Learn Safe Driving Skills

Michigan successfully completed a Driving Skills for Life program for teens in Lansing in July. The event was part of a joint project between the Office of Highway Safety Planning (OHSP), the Michigan Department of State Police Precision Driving Unit, Ford Motor Company Fund, and the Governors Highway Safety Association.

In partnership with OHSP, the Precision Driving Program staff created a half-day DSFL training program at their drive training facility. Nearly 100 teen drivers participated in the event that was staffed with driving instructors from the Michigan State Police (MSP) as well as employees and volunteers from OHSP.

The program included stations for skid control, evasive maneuvering, controlled braking, and off-road recovery. Other activities included a vehicle maintenance station and a drunk-driving simulator. Parents received presentations on defensive driving and winter driving skills and were provided a tour of the MSP Training Academy while their teens were taking part in the program.



Hispanic Entertainers Honored

Actor Mario Lopez, director Patricia Riggen and Broadway star Lin-Manuel Miranda took their bows at the National Hispanic Foundation for the Arts' 2008 Noche de Gala celebration in September.

The grand evening, sponsored by Ford Fund, was a night to remember.

Riggen, director of *La Misma Luna*, received the 2008 Raul Julia Award for Excellence for her compelling depiction of the unbreakable bond between mother and son. Miranda captured the Horizon Award for *In the Heights*, the Latino-themed Tony Award-winning Broadway show. And Lopez gathered up the newly created Entertainer

of the Year Award for his versatility as actor, dancer and, most recently, author of *Knockout Fitness*.

The National Hispanic Foundation for the Arts was founded in 1997 to increase participation of Hispanics in the entertainment industry, offering graduate scholarships and an outreach program at prominent colleges and universities for young Latinos.

"Ford is excited to renew its support of the National Hispanic Foundation for the Arts' Noche de Gala," said Rocky Egusquiza, director of Community Development and International Strategy for Ford Fund. "Through this partnership we are proud to play a role in providing opportunities for the next generation of Hispanic artists and professionals, as well as supporting the overall contributions of the Latino community in the arts."



L to R: Felix Sanchez, president and co-founder of NHFA; Rocky Egusquiza, director of Community Development and International Strategy, Ford Motor Company Fund; Esai Morales, co-founder of NHFA; Patricia Riggen, director of *La Misma Luna*; Merel Juliá, co-founder of NHFA; and Jimmy Smits, co-founder of NHFA.

Community Relations



Global Week of Caring Benefits Thousands

More than 8,000 Ford employees and retirees across six continents gave it their all during Ford's annual Global Week of Caring in September, building homes, delivering medical supplies, organizing beach clean-ups, and coordinating food collections, among many other philanthropic efforts.

In total, volunteers donated 24,000 hours to 177 separate projects that took place during the special week to help communities from the Americas to Asia and Africa.

The week kicked off with a Habitat for Humanity build on Detroit's east side. Throughout the week, groups of volunteers also repaired an orphanage in Mexico, constructed homes in the Philippines, and performed maintenance needs on a school in South Africa.

In Lima, Ohio, Ford volunteers installed laminate flooring, repainted walls, replaced carpet and installed a swing set at Lima's Samaritan House, a women and children's shelter.

Meanwhile, thousands of miles away in New Zealand, Ford New Zealand employees conducted their annual Variety – The Children's Charity event, which raises and distributes funds to disadvantaged children. Grants were distributed to qualifying schools and community groups in the Auckland and Northland areas.

"Our employees are the true face of Ford in all the communities where we live and work," said Executive Chairman Bill Ford. "There is not another corporation with the generosity and community spirit that Ford employees have."



Accelerated Action Day Expands Its Outreach

More than 1900 active employees and retirees contributed more than 10,000 volunteer hours when they joined forces to show a united Ford front and help out communities in 18 states across the country for Ford's third Acceleration Action Day in September.

"These are difficult times and our employees and retirees are stepping up to improve the lives of people who need our help the most," said Janet Lawson, director of the Ford Volunteer Corps, commenting on the impressive number of people who signed up for the daylong event. "Our volunteers also benefit from the teamwork and morale boost that comes from reaching out and helping others."

The September event marked two important firsts for the initiative, including:

- It was the first time an Accelerated Action Day was expanded to include communities outside southeastern Michigan, such as Atlanta, Chicago, Cleveland, Louisville, the Twin Cities and Dallas.
- It was the first time Ford retirees, agency and supplemental employees were invited to participate arm-in-arm with active Ford employees in projects ranging from rehabilitating homes, building wheelchair-accessible swings on playgrounds and updating vocational training centers for the disabled.

September's Accelerated Action Day was a part of Ford's annual Global Week of Caring, the worldwide volunteer effort supported by Ford Fund.

Operation Goodwill Hits San Diego

San Diego is the latest city to benefit from Operation Goodwill. In July, Ford Fund announced it would invest more than \$1 million over the next year to support county-area community initiatives and charitable organizations. The money will primarily go to programs that positively impact the environment, including a beach clean-up project, American Lung Association Healthy Air Walk, and a Green Skills for Life Program.

Driving Skills for Life is also on board, and will take San Diego teen drivers through an intensive course in November.

Ford has been a major contributor to San Diego-area organizations for decades, contributing more than \$5.1 million to charitable causes in the last eight years alone. San Diego joins other Operation Goodwill beneficiaries, including Nashville, Chicago and Phoenix.



Operation Goodwill advertising on a San Diego transit bus.

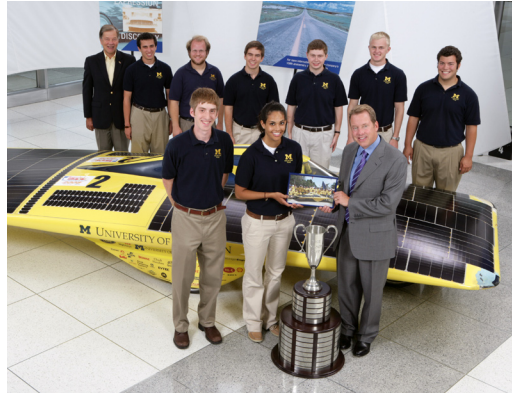
Disabled American Veterans



Ford Fund donated seven Ford Taurus X crossover vehicles to the Disabled American Veterans Transportation Network. The vehicles will be used to transport disabled veterans to medical appointments in cities across the U.S.

Solar Car Champs Talk Technology with Bill Ford

The University of Michigan Solar Car Team brought back its fifth national championship this year when it took the top spot in the 2008 North American Solar Challenge. As an added treat, the team was invited to bring its winning wheels to Ford World Headquarters in August and talk shop with Ford leadership, including Executive Chairman Bill Ford.

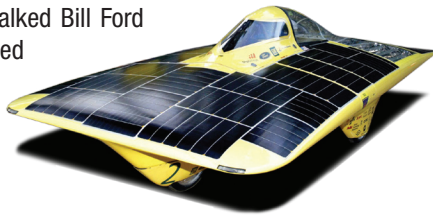


Bill Ford with the U of M Solar Car Team

Ford and Ford Fund are corporate sponsors of the U of M team, a nonprofit and entirely student-run organization whose purpose is to design, finance, build and race a solar-powered vehicle in competitions around North America and the world. Students who volunteer for the solar car team are typically undergraduates, and they come from a wide range of academic disciplines.

During the visit, team member Steve Hechtman walked Bill Ford through the solar car's operating systems and discussed how many of the technologies are applicable to the automotive industry.

The students also presented the Ford chairman with a framed photo of the solar car team.



Professional Women's Group Has Candid Discussion with Ford CEO

Ford Motor Company President and CEO Alan Mulally shared his thoughts about Ford's future, the auto industry and the economy with more than 600 business professionals at a luncheon hosted by Inforum, a professional women's alliance, in September.

Ford Fund is a corporate sponsor of Inforum, which is considered one of the largest and most prestigious business forums with more than 2,000 members in its southeast, west and mid-Michigan affiliates alone. Inforum serves as a network for women decision makers to share fresh insights and cultivate effective business and leadership skills.

During the luncheon, which was held at the Ford Conference and Event Center in Dearborn, Mulally outlined his One Ford four-point plan to achieve business success globally. During the ensuing Q&A, he discussed Ford's transition to more small-car production, the upcoming launch of Ford's EcoBoost engine technology and how the company is working more cohesively as a global team.

"EcoBoost is really cool," said Mulally in response to a question about the new leading-edge engine technology. "We can actually produce more horsepower with smaller engines. I am proud of Ford for making this the foundation of our plan going forward."

He also praised the Ford team and touted the importance of employee technical skills in Ford's success going forward. "We are competing on a global stage and now we have a deeper understanding of what it means to work together as a global team."

American Heritage

Memorial Honors Victims of 9/11



Pentagon Memorial

© 2008 ImageLinkPhoto.com

A new Pentagon Memorial was dedicated in September to the 184 victims who died when American Airlines Flight 77 crashed into the Pentagon more than seven years ago. Ford Fund helped finance the memorial's construction.

"Ford Motor Company is proud to partner with the Pentagon in honoring the men and women whose lives were taken in the attack on 9/11," said Ziad Ojaki, group vice president, Government and Community Relations, Ford Motor Company. "This memorial will stand as a testament to them and a reminder to us all that we should not forget that historic date."



Ziad Ojaki

The memorial includes 184 cantilevered benches that represent each victim of that event, organized as a timeline of their ages, from the youngest – a three-year-old – to the oldest – a 71-year-old. A reflection pool and maple trees complement the 1.9-acre area which is adjacent to the Pentagon.

For more information about the Pentagon Memorial, visit www.pentagonmemorial.org.

Jazz on the Grass



Pictured are Jackie Robinson Foundation scholars, along with Pamela Alexander (center), manager, Community Outreach, Ford Fund.

Ford Fund was a major sponsor of the Jackie Robinson Foundation's annual Jazz on the Grass event, which raises money to help minority youth. This year's event was held Sept. 20 in Los Angeles.