

FUTURE

Community

Ford Fund on Film

Ford Fund is making a bold statement about its unfaltering commitment to community outreach through a unique opportunity with National CineMedia. In March, members of the Ford Fund team visited the Penrickton Center for Blind Children in Taylor, Michigan, a longtime beneficiary of Ford Fund support and volunteer efforts, to film a two-minute movie-like trailer about the scope of Ford's cross-country work with communities, charitable organizations, educational programs and more through initiatives such as Operation Goodwill. National CineMedia will run the spot this spring before selected G- and PG-rated films in some 500 theaters around the country.



Ford Fund's Jim Vella on camera at Penrickton Center.

“The pre-movie piece is designed to showcase Ford’s long-term community involvement and demonstrate why the company remains involved even in challenging times.”

Jim Graham, manager with Ford Fund



Penrickton staff and children had starring roles in the trailer.

“The pre-movie piece is designed to showcase Ford’s long-term community involvement and demonstrate why the company remains involved even in challenging times,” said Jim Graham, a manager with Ford Fund who participated in the filming at the Penrickton Center. “It features real people from Ford, not actors, who actually have done the work, put in the volunteer hours and supported these communities and organizations.”

The trailer will be seen by thousands of moviegoers prior to popular films such as *Monsters vs. Aliens* and *Hannah Montana: The Movie*. Ford Fund will be privy to survey results taken pre- and post-show time to gauge the effectiveness of the trailer and if it increased awareness of Ford Motor Company and the communities it serves.

Volunteer Corps

Families and Children Benefit from Volunteer Effort

More than 375 Ford employees and retirees painted, built and cleaned up shelters, schools and children’s homes through Southeast Michigan as part of the first 2009 Ford Accelerated Action Day in March.

“These are difficult times and the need is great, whether it’s renovating a building, distributing food or aiding a family,” said Janet Lawson, director, Ford Volunteer Corps.

Many of the organizations that benefited from the volunteer effort also received Ford mini-grants of up to \$5,000 to buy the tools and supplies needed to complete their projects. Beneficiaries included Focus: HOPE, Penrickton Center for Blind Children, the Salvation Army and Vista Maria, among others.

First Step, a center for victims of domestic violence and sexual abuse, used its mini-grant to ready a new building for use. Furniture was assembled, windows were washed and kitchens cleaned. “It sends a message to our families that people care about them,” said Theresa Bizoe, associate director at First Step, of the Ford volunteer effort. “It tells the kids that they deserve a safe and beautiful facility that makes them feel warm and welcome. We’re thankful Ford is here.”

The next Ford Accelerated Action Day takes place in May and will focus on outdoor projects and the environment. Visit www.volunteer.ford.com for more information.



A Ford volunteer hosts story time.

Volume 2, Issue 1 First Quarter 2009

www.community.ford.com

A Message from

Jim Vella

Strong challenges, maybe the toughest the auto industry has ever faced, are quickly defining 2009. For Ford, the first quarter of this year demonstrated why good leadership and a commitment to consistently deliver exciting products that people value are the primary building blocks of any successful business.

As strong as our commitment is to deliver quality cars and trucks to our customers, our commitment to the communities in which we do business is just as strong – even when times are tough. In March, the Ford Fund team visited an organization it has long supported, the Penrickton Center for Blind Children, to film a two-minute trailer that reaffirms why Ford Motor Company has always given back and why it will continue to do so through the efforts of Ford Fund.

The time we spent at the center with the children and staff was unforgettable. Penrickton is an amazing place that provides a stable, nurturing environment for blind children as well as young kids with other multiple disabilities.

The resulting trailer we filmed that day will be seen by thousands of moviegoers this spring before a variety of rated G and PG films.

We will continue to look for other unique ways to share Ford’s legacy, generate excitement for our products and maintain our community presence. As you can see from the pages of this newsletter, we remain diligent and judicious with the resources that we have so the programs, organizations and communities that depend on us can continue to do so.

In turn, we appreciate your loyalty and support during this pivotal year for Ford Motor Company and the auto industry as a whole.



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

Education

More Communities Embrace Ford PAS Model

The Ford Partnership for Advanced Studies – Next Generation Learning Community (Ford PAS NGLC) program continues to build momentum across the U.S., helping communities harness their resources around preparing students for high-skill, high-wage jobs in their own backyards.

Earlier this year, Pensacola, Florida, and St. John's County, Florida, became part of the Ford PAS NGLC network at the Leadership Level. Using the Ford PAS NGLC philosophy, these communities have mobilized all sectors of their community to transform high schools and the work force pipeline by engaging students in real-world learning that prepares them for college and careers in a global economy. Pensacola and St. John's County will act as models for other communities as they share their best practices and train teachers in the Ford PAS teaching and learning philosophy.

"Ford PAS is a perfect vehicle to get our students learning at the highest level because it engages them in real-world projects," said Jay Steele, director for Career Education in Florida's St. Johns County School District. "Our educators are employing the Ford PAS curriculum and appreciate the meaningful involvement of the local business community in bringing the real world into the classroom."

Developed by Ford Fund, Ford PAS brings academic learning to life by teaching it through the lens of a career. "Ford PAS is an incredible model of how a community can come together to embrace real-world learning in the classroom and prepare high school students with the skills they need for careers in their own communities," said Cheryl Carrier, Ford PAS program director. "Much of this program's continued success is built on the longstanding relationships Ford Fund has developed in these communities and their desire to share their success and mentor others in the Ford PAS model."

Auto-Related Safety

Tucson Teens, Parents Learn Safe Driving Skills

Thanks to the Ford Driving Skills for Life teen driver training program more than 400 newly licensed Arizona teens and their parents have a fresh perspective on what it means to be a safer driver.

The two-day training session, held in March at the Tucson Police Academy, featured classroom-like learning and hands-on instruction.

Eduardo Martinez participated in the event. "It's not just sitting down and reading a book or taking a test," said the 16-year-old. "You get to go out there and do it."

Driving Skills for Life is designed to provide teens with the skills and experience they need to become safer drivers. The Tucson event was made possible by Ford Driving Skills for Life, in cooperation with Ford Fund, the Governors Highway Safety Association and, for this event, the Arizona Ford Dealers and Tucson Police Department.

"We couldn't have asked for better cooperation from all involved," said Jim Graham, manager of the Ford Driving Skills for Life program, about the Tucson two-day training camp. "The city of Tucson, the state of Arizona and the Arizona Ford dealers all showed how dedicated they are to auto safety and creating more educated, safer teen drivers."



Local dealer Jim Click of the Jim Click Automotive Team attended the training and seconds that sentiment: "The program was fantastic and to have the Tucson police force involved was over the top," said Click. "I am most grateful for what the Ford Driving Skills team has done for the young people of our community to become much safer drivers."

Thousands Enjoy Free Day at Hall of Fame

Some 5,000 people were able to forgo the admission charge at the Country Music Hall of Fame and Museum in Nashville one day in January thanks to Ford Community Day.

The popular Nashville landmark partnered with Ford Fund for the second consecutive year to host the special day to say thanks to the Middle Tennessee community – and all the lucky out-of-town visitors – for its support.

In addition to touring the exhibit galleries for free, visitors could check out dealer-sponsored Ford truck displays, and were treated to two free Songwriter Sessions in the museum's Ford Theater. Featured artists were John Ford Coley and Wynn Varble.

The Songwriter Sessions, which are offered every Saturday, are sponsored by Ford Fund. Other Ford-supported Hall of Fame offerings include the *Family Tradition: The Williams Family Legacy* exhibit, which runs through December of this year. Ford Truck is also a founding partner of the Country Music Hall of Fame and Museum.



Visitors line up outside the museum.

Photo by Donn Jones

Operation Goodwill

Auto Show Outreach

Ford Fund and Operation Goodwill hit the auto show circuit in the first quarter. Visitors to the North American International Auto Show in Detroit, the Chicago Auto Show, the New York Auto Show as well as the 2009 National Automobile Dealers Association annual convention held in New Orleans in February, were given free Operation Goodwill postcards featuring several images of Ford volunteers at work along with high-profile Ford Fund initiatives such as Driving Skills for Life and the See Me Safe child safety seat campaign.

The extra outreach is part of a larger collaboration between Ford Fund and Ford Motor Company's Sales and Marketing teams to spread good news about Ford's community initiatives.

For more information on Operation Goodwill and the communities involved, visit www.fordbrighterfuture.com.

American Heritage

Luminaria Arts Festival Lights up San Antonio

San Antonio celebrated its local artists, musicians, performers and cultural organizations in style at its second annual Luminaria festival in March. The all-day and evening-long arts extravaganza provides visitors and residents with a unique opportunity to revel in the city's wealth of traditional and innovative cultural expression presented on stages, in theaters, galleries, and on the streets of downtown San Antonio.

Ford helped support the event, partly by bringing the famed "Dirty Car Artist," also known as Scott Wade, to the event. Wade, whose craft consists of creating unique mural-style art on dirty car windows, etched San Antonio landmarks, including the tower of the Alameda Theater, onto the windows of a Ford Flex. Ford also sponsored one of the event's main stages.



Artist Scott Wade dusts off his handiwork on a Ford Flex.

"Luminaria brings together diverse audiences for an engaging and educational experience that showcases talent and creativity on a larger scale than any other city in the United States," said Lynn Quigley, Ford Community Relations manager.

Ford Fund has long supported the arts in San Antonio, including the revitalization of the Alameda Theater and the Museo Alameda.



Luminaria festivities

Education

New Exhibition Celebrates Vice Presidency

The National Portrait Gallery in Washington, D.C. helped mark the 2009 presidential inauguration with the grand opening of the Ford-supported *Presidents in Waiting* exhibition in January.

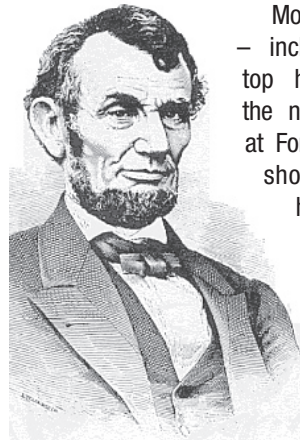
A tribute to the vice presidency, the exhibition focuses on the 14 vice presidents who succeeded to the presidency either upon the death of a sitting president, election in their own right, or the resignation of a president. Visitors are offered an in-depth look at the early careers of these vice presidents, emphasizing the considerable achievements that placed each individual in the position of being nominated for office.

The *Presidents in Waiting* exhibition runs through early January 2010 and is one of the latest art exhibition and/or educational programs supported by Ford. In partnership with the Smithsonian, for example, Ford Fund has given thousands of people across the country the opportunity to enjoy premier exhibits such as *Retratos: 2,000 Years of Latin American Portraits*, and *Our Journeys/Our Stories: Portraits of Latino Achievement*.

An Inside Look at Abraham Lincoln

The *Abraham Lincoln: An Extraordinary Life* exhibition opened at the Smithsonian National Museum of American History in Washington, D.C. in January. Ford Fund partnered with the museum to make the ongoing exhibit possible.

Part of the Smithsonian-wide celebration of the 200th anniversary of Abraham Lincoln's birth, *Abraham Lincoln: An Extraordinary Life* features a unique and unparalleled collection of artifacts associated with the life of the 16th U.S. president.



More than 60 items – including the iconic top hat Lincoln wore the night he was shot at Ford's Theatre – are showcased. Each highlighted object is augmented with personal stories that help tell a more intimate story of Lincoln's life and legacy.

BizFest Offers Local Students Competitive Edge

Carla Lopez of Western International High School in Detroit was one of 35 students who learned starting-your-own business basics during the Fifth Youth Entrepreneurship BizFest held in the Motor City.



BizFest winner Carla Lopez (second from right) joins the other event finalists.

BizFest is part of a unique series of automotive-specific training camps created by the U.S. Hispanic Chamber of Commerce (USHCC) Foundation in partnership with Ford Fund to boost the number of Hispanics employed in the automotive industry. The innovative program provides Hispanic youth with insight on the auto industry and paves the way for future entrepreneurs.

During the intensive four-day workshop, the 35 Detroit-area high school students received entrepreneurial education from expert BizFest trainers and experienced hands-on training on how to launch their own business, create plans for business and life, and make public presentations.

Lopez won first prize for her business plan, which outlined the creation of *Beastly Books*, a currently fictitious bookstore for young adults featuring youth-oriented literature and a café.

Through their participation in BizFest, Lopez and the other participating students also competed for scholarships, prizes, long-term business support, and the opportunity to participate in the National BizFest Competition at the USHCC's 30th Annual National Convention & Business Expo in Denver, Colorado, later this year.

