

FUTURE

Education

New Ford PAS Curriculum Used in California “Green” Academies

Ford PAS recently announced its cooperation with the California Department of Education to launch the Ford PAS Working Toward Sustainability curriculum. Made available to 66 new “green” career academies, this curriculum engages high school students to learn more about energy consumption and related issues associated with fossil fuels, as well as the potential alternative energy sources.

Working Toward Sustainability is a rigorous project-based Ford PAS curriculum launched by Ford Fund in 2009. It investigates key green themes, incorporates a math- and science-based approach and integrates critical thinking, problem solving, interaction with businesses and industry and career exploration. Modules include:

- We All Run on Energy
- Energy From the Sun: Biomass
- Is Hydrogen a Solution?
- The Nuclear Revolution
- Closing the Environmental Loop



Educators become familiar with aspects of the Working Toward Sustainability program.

“What makes our approach unique is that we are stepping beyond making just our manufacturing processes and products greener. We are also trying to create a future workforce that cares about the environment and has the skill set to make a difference.”

Cheryl Carrier, program director for Ford PAS, Ford Motor Company Fund

The California Department of Education’s Partnership Academy Model encompasses a three-year program for 10-12 graders, integrating academic and career technical education with viable business partnerships to promote real-life work learning experiences such as internships, job shadowing and mentoring. The Ford PAS Working Toward Sustainability curriculum is a perfect complement to this model.

“Alternative energy sources and protecting the environment have been and continue to be important to Ford Motor Company. What makes our approach unique is that we are stepping beyond making just our manufacturing processes and products greener. We are also trying to create a future workforce that cares about the environment and has the skill set to make a difference,” said Cheryl Carrier, program director for Ford PAS, Ford Motor Company Fund. “By introducing this innovative curriculum to California’s green academies, we can hopefully generate interest among students to pursue jobs in these important fields.”

Professional development for teachers on the Ford PAS curriculum began in August, and additional professional development will take place in the fall for academies choosing to implement the Working Toward Sustainability module.

Volume 2, Issue 2 Second Quarter 2009
www.community.ford.com

A Message from **Jim Vella**

This space has often provided me with an extra opportunity to thank Ford employees and retirees for their commitment to giving back and helping those in need, as well as recognizing the continued support and loyalty of the organizations and groups that Ford Fund supports.

In this struggling economy and these uncertain times, I feel compelled to extend another round of gratitude to all the employees, retirees and organizations that have donated time and resources on behalf of Ford Motor Company and Ford Fund to help others.

News headlines in the past months are saying that “Ford is different,” or “Ford is in a different position,” emerging as the strongest domestic player in the auto industry. They cite great leadership, a clear strategy and great products as reasons why we are in a better place.

I totally agree with these assumptions, but I also know the talented, spirited people that work for this company and the loyal communities in which we do business are core to our recent successes as well as our bright future.

Thank you for your unwavering commitment.



**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
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www.community.ford.com

American Heritage

Sojourner Truth Memorial Fund

Ford Fund is the lead sponsor of the Sojourner Truth Memorial Fund, which is establishing the first memorial in the U.S. Capitol honoring an African-American woman. Truth's bust was unveiled in April at the Capitol for more than 600 guests.

Sojourner Truth (1797-1883) is a recognized abolitionist and women's rights activist. Her most famous speech "*Ain't I a Woman?*" was delivered in 1851.

"Ford is proud to be a major sponsor of the Sojourner Truth Memorial Fund and to be participating in the unveiling of its memorial," said Ziad Ojakli, group vice president of Government and Community Relations, Ford Motor Company. "Despite her hardships, Sojourner Truth paved the way for equality for all women, which is why she is being honored in the U.S. Capitol alongside others who have been recognized for their work in the women's suffrage movement."

The Sojourner Truth Memorial Fund was organized by the National Congress of Black Women. Ford Fund's involvement was inspired by the *Freedom's Sisters* travelling exhibition, which Ford Fund launched in 2008.



First Lady Michelle Obama is among those present at the unveiling of the Sojourner Truth memorial.

Ford Volunteer Corps

Accelerated Action Day

More than 600 Ford employees and retiree volunteers did a little digging, planting and building in Southeast Michigan in May on Accelerated Action Day. The day was dedicated to environmental projects and creating a better world for people in their local communities.

Volunteers prepared urban gardens designed to help ease hunger among area residents as well plant beautiful flower beds and trees around shelters and care centers to help brighten the landscape.

The green theme of this Accelerated Action Day complements other sustainable endeavors from Ford. "For years, Ford volunteers have provided a valuable service each spring by helping clean up rivers, parks and forging new bonds with our local communities," said Janet Lawson, director, Ford Volunteer Corps.

Many of the organizations that benefited from the May volunteer effort also received Ford mini-grants of up to \$5,000 to buy tools, supplies and plants needed to complete the projects. Agencies included the Detroit Rescue Mission Ministries in Highland Park; the Detroit Zoological Society in Royal Oak; and the Liberty Hill Housing Corporation in Romulus.



Volunteers spruce up the Penrickton Center for Blind Children.

Community

New Coalition Feeds Hungry

Ford Fund teamed up with two Detroit-area Ford dealers and three food agencies to deliver 575,000 meals this summer to the hungry in southeastern Michigan.

Ford Fund formed the coalition with Suburban Ford of Sterling Heights, Suburban Ford of Waterford, Gleaners Community Food Bank, Forgotten Harvest and United Way.

Ford Motor Company and Ford Fund contributed \$150,000 to the project for food purchases as well as short-term leases of refrigerated trucks.



Volunteers help create a public educational enrichment garden for the Detroit Zoological Society.



Getting ready to build an urban garden for the Coalition on Temporary Shelter (COTS).

Education

Students Reflect on Latin Influence

Nineteen high school seniors travelled to Washington D.C. in the spring as part of the 2009 Young Ambassadors Program.

The leadership development program, made possible by Ford Fund, aims to cultivate the next generation of Latino leaders in the arts and culture fields through one-on-one interaction with artists, curators, historians and other museum and arts professionals.

This year's group kicked off with a weeklong arts enrichment and leadership seminar at the Smithsonian Institution, where they were encouraged to look for Latino influences and reflections in the Smithsonian's vast Latino art collection and participate in lectures and other activities.



Gladys Manzur

"Participating in the 2009 Young Amabassadors Program enabled me to expand my participation within the often underrepresented Latino arts and culture field. Additionally, I developed a higher sense of pride for my Latina heritage through the various 'Washington Week' cultural activities that showcased the remarkable work of young Latino artists," said Gladys Manzur.

Following the seminar, the students returned home to begin a four-week summer internship at their hometown museums and other cultural institutions.

Students Study on The Hill

Eight college students participating in the Ford Fund-supported Congressional Hispanic Leadership Institute (CHLI) Leadership Program hit the Hill this spring for some hands-on experience before they began a six-week summer internship.

The CHLI program offers invaluable insight to Hispanic students who want to gain firsthand experience on how the federal government works and public policy is shaped. The interns have the opportunity to interact and meet appointed and elected officials from all levels of government and then complete their internship with members of Congress.

"CHLI brings students from diverse Hispanic backgrounds to Capitol Hill and other agencies and allows them to spend six weeks in Washington D.C.," said Jennifer Safstrom, a CHLI intern at the office of Congresswoman Ros-Lehtinen. "Everything I have been involved in is extremely interesting and relevant, from the Sotomayer hearings to the crisis in Honduras."



Jennifer Safstrom

Detroit Students Hear the Music

Students at the Detroit School of Arts enjoyed a special appearance by Grammy Award-winning artist Chrisette Michele in April.

Michele, the 2009 Grammy winner for Best Urban/Alternative Performance, visited the school as part of GRAMMY Career Day, a program supported by Ford Fund that helps high school students gain career insights into the music industry.



Grammy Winner Chrisette Michele

As part of its support of GRAMMY Foundation programs, Ford Fund awarded grants to the foundation to support the expansion of school-related initiatives in Miami, Detroit and Phoenix. The grants went toward GRAMMY Career Day and two other GRAMMY in the Schools programs:

- GRAMMY Signature Schools, which helps financially challenged schools offer music programs for students
- GRAMMY Camp Scholarships, a residential summer program that offers high school students an interactive music experience focusing on all aspects of commercial music.

"Ford Fund and the GRAMMY Foundation share a common belief in the positive effect of music programs on academic achievement," said Pamela Alexander, director, community development, Ford Fund. "Our support of the GRAMMY Career Day program reflects the importance Ford places on supporting education programs."



Ford's Pamela Alexander

Gracie Awards Celebrate Women's Programming

Jim Vella, president of Ford Fund and Community Services, was on hand at the 34th annual Gracie Awards gala in early June in New York to help celebrate the year's best in women's programming on radio and television.

Ford Fund is a sponsor of the gala produced by the American Women in Radio and Television (AWRT) Foundation. Vella presented two awards for exceptional public service announcements at this year's event.

Ford Fund and the AWRT have been working together since 2008 on the *Empowering America* public service campaign, which profiles inspiring women who have pioneered in fields such as science, literature, social reform, public service, sports, broadcasting, music and aviation.

Thanks to Ford Fund's support, the AWRT has teamed up with the National Middle School Association to put *Empowering America* materials in the hands of teachers at underprivileged middle schools across the country.

"AWRT's *Empowering America* program is entirely consistent with Ford Motor Company Fund's focus on innovative education," said Vella. "We're proud to continue to support a program that will inspire young women across this country through stories of female pioneers."



Auto-Related Safety

Minnesota Teens Go to Drive Camp

Tom Goodell may have heard a little opposition from his girls when he told them he was taking them to a Ford Driving Skills for Life drive camp one morning in June, but once he got them to the Minnesota State Fairgrounds in St. Paul, and the day began, they quickly changed their tune.

“Fifteen minutes into the program they were engaged, and stayed enthusiastic and engaged the entire morning,” said Goodell. “My younger daughter came away asking how she could get more experience like this.”



Students arrive at the Ford DSFL drive camp.

The free camp, hosted by Ford Fund, the Governors Highway Safety Association, Westfield Insurance and the Minnesota Department of Public Safety, was coordinated in an effort to reduce teen crashes and fatalities in Minnesota. From 2005 through 2007, 169 Minnesota teens died in collisions, according to the most recent data from the Governors Highway Safety Association.

More than 400 students and their parents participated in the summer event, which included hands-on driver’s training with top professional driving instructors. The drive course was set up to take teens through the dangers associated with reckless driving, speeding, maneuvering around obstacles, skid control, recovery and in-car hazards.

Illinois Students Win Big Ford DSFL Opportunity

Some 800 students and parents representing 20 Illinois high schools learned critical safe-driving skills – along with having a little fun – during Ford Driving Skills for Life Ride and Drives in April.

The ride-and-drives were the big prize in the statewide Ford Fund-supported 2008 Operation Teen Safe Driving program, which gave 96 Illinois high schools \$1,000 grants to create innovative and unique teen-led safe driving campaigns.



Ford Driving Skills For Life puts teens behind the wheel to become safer, more experienced drivers.

The top 20 programs won their authoring school the opportunity to participate in the April events, which included hands-on driving instruction with professional drivers, demonstrations of new Ford safety technologies such as MyKey, and a photo opportunity with a new 2010 Ford Mustang. The MyKey feature allows owners to program a key that can limit a vehicle’s top speed and audio volume. The feature also encourages safety belt usage, provides low-fuel warnings, and can sound chimes at 45, 55 and 65 miles per hour.

Teacher Linda Yeakel of winning school Hillside Bethel Christian School in Decatur, said the event was a positive experience. “All of my students left the event excited about their experience, and anxious to return next year,” said Yeakel. “My students feel so much better equipped to handle an emergency. I’m certain we have better drivers.”

Operation Teen Safe Driving was implemented in 2006 by Ford Fund, the Governors Highway Safety Association, IDOT and the Illinois State Police, along with local community partners to address the state’s epidemic of teen fatalities that occurred in Tazewell County in 2005 and 2006.

Fresh Faces of Ford DSFL

Pop sensation Kate Voegele and NASCAR star Colin Braun have taken on new roles as official Ford Driving Skills for Life spokespeople.

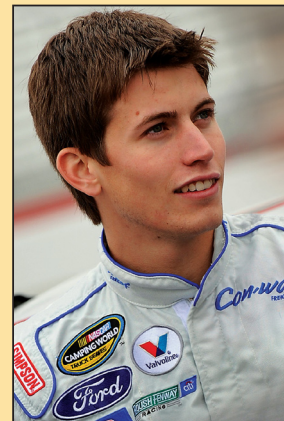
Voegele, known as a singer and songwriter for Interscope Records and a star on the popular show *One Tree Hill*, is helping spread the road safety message of the Ford DSFL program to teens through public service announcements (PSA), guest appearances and social networking. She even touts her relationship with Ford DSFL on the home page of her official Web site at www.katevoegele.com, and actively discusses Ford DSFL on Facebook (<http://www.facebook.com/pages/Ford-Driving-Skills-for-Life/87733201583>) and Twitter (<http://twitter.com/FordDSFL>).



Kate Voegele

Voegele was in Dearborn at Ford World Headquarters in May for a photo shoot and recording session - for her PSAs - to further ramp up her involvement. She will also start monthly Web casts in August that can be viewed from the Ford DSFL Web site.

Joining Voegele as a fresh face of Ford DSFL is Colin Braun, the 20-year-old NASCAR Camping World Truck Series driver. Braun is participating in hands-on DSFL training events, contributing to the Ford DSFL Twitter page and has his own Ford DSFL Web section called Catching Up with Colin, where users can read his tweets and check out his videos. Twitter fans can catch Braun as a frequent “guest tweeter” on @ Ford DSFL (<http://twitter.com/FordDSFL>).



Colin Braun