

Education

Ford PAS: A Real-World Classroom

“We help students learn academics through the lens of business,” says Cheryl Carrier, Ford Partnership for Advanced Studies (PAS), program manager, Ford Motor Company Fund, of the innovative educational curriculum.

It may seem a simple statement for what is a very complex program, but in truth that's what Ford PAS accomplishes and has been doing so with great success in some 300 high schools and communities across 26 states for the past four years.

In June, some 400 teachers, business and community leaders gathered together in Southern California for the 6th annual Ford PAS National Networking Conference, to share their educational best practices. Kim McNulty, program manager of the Coachella Valley Economic Partnership's Career Pathways Initiative, was one of the attendees.

“Ford is an invaluable partner for our community. The connections we make at the Ford PAS National Networking Conference and Ford's commitment to providing ongoing professional development and technical assistance to our education, business and civic partners are helping make both college and career an option for all of our students.”

- Kim McNulty, Coachella Valley Economic Partnership's Career Pathways Initiative

Ford PAS was created by Ford Fund in 2004 to be an interdisciplinary curriculum and program that aligns not only the school system around teaching high school students how to apply their learning to real-world situations, but involves community stakeholders such as local businesses in the learning process.



California Assemblyman John Benoit and Cheryl Carrier, Ford PAS program manager.

that link classroom learning with real-world challenges, and is designed to be flexible depending on individual community and school needs.

“Ford PAS helps students build critical skills in areas such as math, science, and the English language in an interesting, engaging way,” says Carrier. “As a nation, it is our responsibility to re-engage our children and teach them how to be critical, creative thinkers, problem solvers, good communicators and users of technology so they can help take us to the next level. “If we don't make this important investment, we cannot remain competitive in the marketplace.”

In fact, students must engage local businesses and/or community organizations to complete some of their course work. “The program works best in communities where all the key stakeholders agree to be on board and work together to redesign their school's curriculum,” says Carrier.

Ford PAS studies focus on areas such as design and product development, environmental sustainability, global economics, marketing and finance. New to the curriculum are a personal finance course called Calculating Your Future: Personal Finance, and Working Toward Sustainability, an engaging study on energy consumption and fossil fuels. The overall program consists of 20 modules

Auto-Related Safety

DSFL in Overdrive

Ford Fund's Driving Skills for Life (DSFL) program has been on overdrive this spring. The teen safe driving program marked several noteworthy accomplishments in the second quarter. See page 2 for a more complete list, but a few highlights include:

- The statewide launch of Illinois' Operation Teen Safe Driving safety campaign, which is modeled after DSFL. The program has been touted with helping one area of the state dramatically reduce teen auto fatalities.
- National coverage on the NBC national television network program *The Today Show* of Illinois' adoption of a DSFL-modeled teen safety campaign, including positive commentary from well-known auto industry journalist Phil LeBeau.
- Recording artist and actress Kate Voegele joined the DSFL team as a spokesperson to further encourage teens to drive safely during prom season.
- Introducing DSFL on www.Facebook.com, with a unique application that allows users to create personalized license plates on their profiles. The goal of the application is to generate goodwill and drive teenagers, parents and educators to the DSFL Web site to learn more about the program.



Auto-Related Safety



Driving Skills for Life continues to grow and garner praise as a top-rated teen safe driving program, gaining more and more community support each month. Some of the DSFL-related activity in the second quarter demonstrates that the program is not only expanding in terms of its reach, but also in terms of what it is teaching young drivers about more responsible, safer driving.

Indio Summer Camp

June marked the month for the third annual DSFL Summer Camp in Indio, California. The camp, held at the Riverside County Fairgrounds, gave more than 250 teens and their parents a chance to experience the DSFL program over a two day period. The day prior to the event, special driving demonstrations with rising NASCAR Truck Series star 19-year-old Colin Braun were held in both Los Angeles and Indio.



The DSFL Summer Camp was held in conjunction with the Ford Partnership for Advanced Studies (PAS) National Conference (see page 1), which opened up an opportunity to expose more than 50 educators from across the country to the program. Conference attendees also included members of the California Highway Patrol, the Indio Police Department and the Mayor of Palm Springs, obtaining further awareness for DSFL among important community and safety leaders.

Students pose after getting trained by NASCAR Truck star Colin Braun.

Eco-Driving Initiative



Recently DSFL driving instructors hit the books and took an accelerated course on eco-driving. The training was done by two "Master Trainers" from the German Road Safety Council, which has significantly helped Germany reduce fatal traffic accidents over the past 30-plus years. The DSFL drivers were schooled on proven driving methods and habits that can help improve fuel economy, safety and environmental preservation. Tips learned through the initiative will be added to the DSFL curriculum.



Members of the Ford team welcome two Master Trainers from Germany and Driving Skills for Life Instructors for eco-driving training in Dearborn.

DSFL Goes Global

Ford Vietnam became the first country outside of North America to launch DSFL. Ford Asia Pacific and Africa launched the program in Southeast Asia in cooperation with the Asia Injury Prevention Foundation. Building on the success of the North America initiative, the program will focus on training drivers of all ages on safe driving and techniques for reducing fuel consumption.

To introduce DSFL, a demonstration event was held at My Dinh National Stadium in Hanoi. It was followed by an event in Ho Chi Minh City, where more than 200 taxi drivers and interprovincial bus drivers learned practical skills and techniques for both safe and fuel-efficient driving.

The program is supported by the Vietnam government's National Traffic Safety Committee and has been customized for Vietnam to reflect the local driving environment and road conditions. Training will be offered through a series of events open to the public.



Ford personnel from the ASEAN region celebrate completing "a train the trainer" session in preparation for the regional launch of Driving Skills for Life.



American Heritage

Community Relations Committees Connect Ford Locally

Henry Ford II established the Ford Community Relations Committees (CRCs) concept back in 1950 to urge employees to contribute to their local communities. Within the first year, the original 17 CRCs, located in cities where Ford had a presence, set 100 community-minded goals and scored an impressive 75 percent success rate against those goals.

Today, there are 26 active CRCs and the long list of ways in which they help their communities is astounding. These Ford volunteers coordinate blood drives, build wheelchair ramps, host fundraisers, provide school supplies, and donate care package items for U.S. troops overseas, just to name a few of the activities that take place throughout the year.

Recently, the Northeast Ohio CRC jumped on board to support Ford Fund and its partnership with the National Park Foundation and National Park Service.

For eight years, Ford Fund has helped sponsor the Transportation Scholars Program and Transportation Interpreters Program. Through these innovative programs, undergraduate and graduate students join the National Park Service for a period of time to help address critical issues like traffic congestion and noise pollution within the network of nearly 400 national parks across the country. Interpreters also interact with park visitors, encouraging more eco-friendly means of travel.

This year, 18 undergraduate and five graduate students have been accepted to the programs. But, before their work began, the National Park Service program wanted to bring the group together for a first-ever learning summit. The Northeast Ohio CRC was instrumental in working with plant and park management to make a visit to Ford's Ohio Assembly Plant a key part of the summit's agenda. Presentations on Ford's sustainability strategy, alternative transportation, and a plant tour were included.

"If we expect these scholars and interpreters to be ambassadors for Ford and share our sustainability story with park visitors, we need to educate them on our products and our alternative transportation strategies," says Lynn Quigley, manager, Community Relations, Ford Fund. "This event gave us a perfect opportunity to start that learning process and the CRC made sure all the right elements and people were in place."

Angelica Valdes, one of the program's newly assigned interpreters, found the Ohio Assembly Plant visit enlightening. "Our time in the plant was absolutely eye-opening," she said. "I am very interested in alternative transportation and how it can impact global warming – it's part of why I applied for the interpreters program. It's clear that Ford understands the environmental issues facing our country and wants to be a part of the solution."



National Park Scholars and Interpreters visit Ford's Ohio Assembly Plant.

Disabled American Veterans Enjoy the Slopes

More than 450 disabled veterans took to the snowy slopes of the Rocky Mountains early this spring. The ski trip was part of the National Disabled Veterans Winter Sports Clinic in Snowmass Village, Colorado. For 13 years, Ford and Ford Fund have helped sponsor the event.

Open to all U.S. military veterans that have a variety of disabilities and receive care at the Department of Veterans Affairs health care facilities, the sports clinic is the largest rehabilitation event of its kind in the world.

This year, participants not only learned adaptive Alpine and Nordic skiing but other secret tricks to help with rock climbing, scuba diving and sled hockey.

"Ford's continued support of the clinic shows the long-term commitment they've made with the veterans who've served and sacrificed for our country," said Arthur H. Wilson, Disabled American Veterans' national adjutant.



Education

Educational Supplement Connects with Students



California farmer Darren Schmall, aka the pizza farmer, teaches thousands of kids each year about agriculture using their love of the pizza pie to talk about growing tomatoes that make the sauce and milking cows to create the cheese.

Katherine Zitsch, an environmental engineer, works with one of this earth's most precious commodities, our water. She helps communities predict what their future water needs will be and looks for ways to keep our drinking water safe.

Schmall and Zitsch are just a few of those profiled in *The Land Connects Us* educational supplement, which recently received two prestigious awards from the Association of Educational Publishers, a national nonprofit organization dedicated to education publishers and content developers. Taking home the gold for the Whole Publication and Sponsored Publication categories for grades 9-12, the supplement, which is Ford Fund-supported, was among some other heavy hitters from leading educational publishers such as *National Geographic*, the *New York Times* and the *Wall Street Journal*.

Designed to teach students about products that come from the land and the occupations that provide them, the award-winning edition of *The Land Connects Us*, which included a teacher guide as well, highlighted topics such as farming, forestry, mining and ranching.

Developed two years ago with the generous support of Ford Fund, *The Land Connects Us* special newspaper section is periodically sent to Detroit-area schools by the Detroit Newspapers in Education.

Volunteer Corps

Environment Benefits from Second Accelerated Action Day

Work boots, hats, sunscreen, shovels and maybe a little extra top soil were the materials of choice for many Ford volunteers participating in the Ford Volunteer Corps second Accelerated Action Day.

The theme was "Creating a Better World" and more than 500 Ford volunteers joined 48 Ford MODEL Teams one day in mid-May to clean up riverfronts, plant flower gardens, build pond habitats and repair and restore bridges, among many other activities.

Lisa Gandelot, director of development at the Children's Home of Detroit in Grosse Pointe Woods, saw her treatment center come to life. "The day with Ford volunteers was magical," she says. "The volunteers were eager, helpful and interested in the campus. The day was perfect, the grounds transformed and the children and staff were very appreciative."

Two more Accelerated Action Days are scheduled for 2008. In September, volunteer assignments will fall under a Safety and Shelter theme; in November it's Human Services.

Visit www.volunteer.ford.com for more information.



Pitching in at the Rouge River clean up...



...and adding a coat of paint in Dearborn.

Taking Action to Help Disaster Victims in Burma and China

This spring, the cyclone in Burma (Myanmar) and earthquake in southwest China left thousands of people in desperate need of basic necessities, from clean water, shelter and food to medical supplies.

Ford Motor Company Fund immediately responded to these devastated areas, quickly contributing to and organizing relief efforts.

"The death and destruction caused by these two unrelated natural disasters has reminded us all of our vulnerability to natural disasters, no matter where we live in this world," said Jim Vella, president, Ford Motor Company Fund.

In China, Ford Fund matched employee donations made through the GlobalGiving Web site (www.globalgiving.com), contributing 9.32 million RMB (renminbi or RMB is the official currency of China) or 1.36 million in U.S. dollars. The money raised has been dedicated to three projects, Half the Sky Children's Earthquake Relief Fund, the American Red Cross China Earthquake Relief Fund, and Aid and Assistance to Sichuan Earthquake Survivors.

In Burma, Ford Fund pledged \$50,000, despite the fact that Ford does not have operations there, to support the delivery of basic relief, such as clean drinking water, food, shelter as well as rebuilding of basic infrastructure.



Seven Ford Transits donated by Ford Motor China were modified into ambulances overnight on May 16.

American Heritage

Sixth-Grader Joins Civil Rights Leaders as Ford Freedom Award Winner



Ford Fund's Jim Vella (left), actress Keke Palmer and museum president Juanita Moore congratulate Harold Stallion.

Sixth-grader Harold Stallion of Southfield, Michigan, recently shared the limelight with two of the nation's most influential civil rights leaders, Coretta Scott King and Dr. Dorothy Height.

All three were recognized at the 10th annual Ford Freedom Award ceremony in May at the Charles H. Wright Museum of African American History in Detroit. The awards program, which celebrates and recognizes societal achievements, was created by Ford Motor Company and Ford Fund in partnership with the heralded museum dedicated to African-American culture.

Stallion's compelling "I am Free..." essay beat out some 2,000 other entries in the Ford Freedom Award Essay Contest. He received a medal, a certificate of merit and savings bonds for his moving words.

Stallion shared his special moment with two leading ladies: King, considered the first lady of the Civil Rights Movement, received the Ford Freedom Award posthumously, represented by her daughter Elder Bernice King at the awards ceremony. Height was named Ford Freedom Award Scholar, recognizing her role as a living legacy to King's commitment to social justice and peace.



Donations from all over the country were transported to the affected areas.

Operation Goodwill

Building Stronger Communities

Toby Zeman was one of more than 100 Ford Credit volunteers that turned out in the rain to grab hammer and nail to construct exterior and interior wall panels for homes in a recent Nashville Area Habitat for Humanity build. The project was one of many philanthropic efforts coordinated in the area by Ford Fund and Ford Motor Credit's Nashville Business Center as part of Operation Goodwill and the Creating a Brighter Future in Nashville campaign.

"The weather was bad but we all showed up with our ponchos on ready to work," said Zeman, who has participated in a variety of charitable activities in the Nashville area through Operation Goodwill. "We had the opportunity to build side by side with the new home owner. It was a great show of force for Ford Motor Company and created a lot of camaraderie among employees. Operation Goodwill gives us all a lot of satisfaction in knowing that our company cares about the community."

Volunteers worked fast and actually accomplished more than expected during the day build, which took place in May within a 112-home community called Timberwood. The second all-Habitat community for the Nashville chapter, Timberwood is expected to be completed by 2010.

After the day was done, Zeman and team proudly hung up a Built Ford Tough banner from their newly constructed walls. "We build our trucks tough and now we build houses tough, too," quipped Zeman.



Volunteers with hammers in hand.

Operation Goodwill Expands its Reach

Chicago and Phoenix recently joined Nashville and the rest of the Operation Goodwill family. In May, Ford and Ford Fund announced a \$1 million investment for both Chicago- and Phoenix-area community programs and charities for 2008.

The combined \$2 million will bolster educational programs, automotive safety and volunteer activities as well as causes of interest to Chicago, Phoenix and their surrounding suburbs.

"Operation Goodwill gives us the opportunity to make our philanthropy and community relations more relevant and is designed to highlight the fact that Ford has been, and will continue to be, an important corporate citizen in the community," said Jim Vella, president, Ford Motor Company Fund and Community Services.



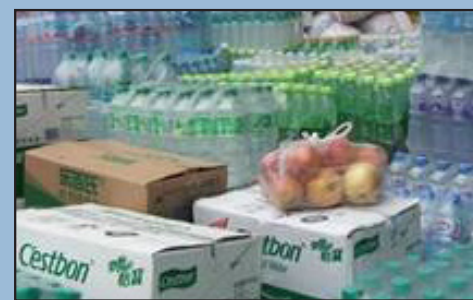
A Message from Jim Vella

Ford Motor Company Fund is committed to supporting the communities where Ford does business and beyond – and that commitment spreads across the globe. This spring, our global reach was truly tested as the world reacted to the devastation caused by the massive earthquake in southwest China and cyclone in Burma (Myanmar).

Ford employees around the world didn't disappoint, of course, quickly living up to our trademark as a company that is built on giving back and helping those in need. Our people responded generously in contributing to relief efforts for these devastated communities (see page 4).

We've had many shining moments in the second quarter of 2008. It's also been a busy one as the pages of this newsletter demonstrate.

Thanks for your continued support.



For more on China and Burma relief efforts, see page 4.

Kids Take Center Stage at Country Music Hall of Fame



Trisha Yearwood with Words & Music Night performers.

Some special newcomers to the music scene took to the stage at Nashville's Country Music Hall of Fame and Museum in May.

The new stars were actually young students participating in the long-running Words & Music program, funded in part by Ford Fund.

The annual musical extravaganza is the culmination of the Words & Music program, which helps kids in fourth through 12th grade learn the art of lyric writing. Through the program, students from 51 Tennessee and Florida schools co-wrote lyrics, which were then given to professionals who chose their favorites and wrote accompanying music. A select few were given the opportunity to perform on stage during Words & Music Night, which was hosted by country music superstar Trisha Yearwood.

Songs on the evening's playlist included *Mama, Queen of My Universe*, and *Life Isn't Fair*, among many other original compositions.