







Drive Community.

Ford Motor Company Fund
and Community Services

2008 Annual Report



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About the Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 205,000 employees and about 90 plants worldwide, the company's automotive brands include Ford, Lincoln, Mercury and Volvo. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit www.ford.com.



Ford Motor Company Fund and Community Services is committed to creating opportunities that promote philanthropy, volunteerism and cultural diversity for the communities where Ford does business. Established in 1949 and funded by Ford Motor Company, Ford Motor Company Fund supports initiatives and institutions that foster innovative education, auto-related safety and American heritage and diversity. National programs include Ford Partnership for Advanced Studies, which provides high school students with academically rigorous 21st-century learning experiences, and Driving Skills for Life, a teen-focused auto safety initiative. The Ford Volunteer Corps, established in 2005, continues Ford's legacy of caring worldwide. Through the Volunteer Corps, salaried employees and retirees participate in a wide range of volunteer projects in their communities. For more information on programs made possible by Ford Motor Company Fund and Community Services, visit www.community.ford.com



Ford Motor Company



Ford Motor Company Fund and Community Services

2008 FORD MOTOR COMPANY FUND CONTRIBUTIONS*

Education and Innovation (includes K-12 and higher education)	\$ 15,627,878
Community Development and American Heritage & Diversity	\$ 14,588,300
Auto-related Safety	\$ 3,050,683
Total	\$ 33,266,861

* Education is the top priority of Ford Motor Company Fund and is reflected throughout all our areas of giving.

A MESSAGE FROM JIM VELLA

Our founder Henry Ford was one of the first American business leaders to make a commitment to community service. Henry Ford II expanded upon that legacy in 1949 when he created Ford Motor Company Fund and Community Services, a not-for-profit corporation funded by Ford Motor Company profits.

This is a commitment to philanthropy, good works and community goodwill that has stood for more than a century, and continues to stand today as proof of the heart that beats behind our Ford blue oval.

Indeed, even during these times of economic hardship, Ford's commitment to investing in communities remains strong. This is because we not only take seriously our responsibility to create products that improve people's lives, we also believe in our responsibility to contribute to – as our Executive Chairman Bill Ford would say – a “better world.”

This is why since our inception, Ford Motor Company Fund and Community Services has invested more in U.S. communities through its philanthropy and community relations than any other company in our industry.

In 2008 alone, we contributed \$33.2 million to charities and community relations efforts focused on the priorities of education, American heritage and diversity, and auto-related safety. An additional \$16 million in corporate dollars from Ford Motor Company supported similar causes.

Although last year's global recession and industry downturn impacted what we were able to give, we challenged ourselves to improve our effectiveness at the local-market level by rolling out an initiative we call “Operation Goodwill.”


Operation Goodwill is designed to deliver a concentrated mix of local and national programs in key Ford markets, such as Nashville, Phoenix, Detroit, Chicago, San Antonio, Miami and San Diego. In each city, we strive to provide community relations and philanthropy that is more impactful and relevant to the community. We accomplish this by listening and working more closely with local market partners, such as our Ford and Lincoln-Mercury dealers, and local institutions, such as governments, school districts and other nonprofit organizations. The result is good deeds that are focused on needs most important to the communities we serve.

We're also leveraging the hearts, talents and time of Ford Motor Company employees. Through our Ford Volunteer Corps, Ford staff and agency employees, plus hundreds of retirees, volunteered more than 100,000 hours to a range of charities and causes in 2008.

I'm often asked, “Why is Ford giving away funds and volunteering so much time, even as it is facing such difficult times?”

The answer is simple: Ford Motor Company believes in investing in communities, and Ford people pride themselves in fostering the community spirit that makes America great.

That's what drives the heart behind our oval. And we expect it's what will drive Ford for another 100 years to come.



Jim Vella, President, Ford Motor Company Fund and Community Services



Jim Vella helps out the Ford Volunteer Corps.

“A business that makes nothing but money is a poor kind of business.”

– Henry Ford

“The purpose of the Ford Motor Company Fund will be the alleviation of want and human suffering, and the betterment and improvement of mankind.”

– Henry Ford II

“A good company delivers excellent products and services. A great one delivers excellent products and services, and strives to make the world a better place.”

– William Clay Ford, Jr.
Executive Chairman

“As information becomes more ubiquitous, the global consumer is becoming much more discerning. They want great products with best-in-class features. And they want to buy those products from a strong business that is going to be there for them in the long run. But more and more, customers want to deal with companies that are contributing to a better world. At Ford, we are proud to work together with our communities around the world and to be part of the solution.”

– Alan R. Mulally
President and CEO



STRENGTHENING OUR NEIGHBORHOODS

Henry Ford built schools, hospitals and homes for his neighbors. He believed that the success of a business depended in large part on the strength of the community around it.

Ford employees around the world continue to build on this legacy of community involvement where they live and work. In 2008 they volunteered their hearts, talents and time to projects that benefited children, adults and families in need. They built, planted, cleaned, fed and walked for causes great and small.

Through volunteerism, Ford and its employees are creating a better world, one neighborhood at a time.

FORD VOLUNTEER CORPS AND MODEL TEAMS

Most of the girls living at Vista Maria have traveled a long, hard road. Devastated by violence, abuse, neglect, poverty and drugs or alcohol, they come to this unique high school and treatment agency in southeast Michigan to restart their lives and to rebuild their faith in other people.

Vista Maria is one of many community organizations that received hands-on help in 2008 from the Ford Volunteer Corps, an army of Ford employees who volunteer their time to tackle projects in the communities where they live and work.

Bill Ford formed the Ford Volunteer Corps in 2005 in response to the devastating impact of the tsunami in Southeast Asia and two subsequent hurricanes that hit the U.S. Gulf Coast. The program unified the company's many existing volunteer efforts.

The Volunteer Corps lends a hand through the formation of "MODEL Teams," which mobilize throughout the year to help select nonprofit organizations. More than 18,000 Ford volunteers generated 100,000 volunteer hours in 2008 – the equivalent of more than \$2 million in corporate contributions. In addition, each quarter during a designated "Accelerated Action Day," Ford targets a dozen volunteer projects for financial mini-grants.

In 2008, the Ford Volunteer Corps held four Accelerated Action Days, each with a specific focus: in March to help children and families; in May to improve the environment; in September to promote safety and shelter; and in November to provide human services and hunger relief.

Ford volunteers visited Vista Maria in March to put a fresh face on rooms used by the girls and their visitors. They also played volleyball and board games with the residents. They returned in May to give the 37-acre campus a spring clean-up and to plant flowers.

Vista Maria has been caring for Detroit-area youth since 1883. The current Dearborn Heights location was part of 50 acres sold by Henry and Clara Ford to the Sisters of the Good Shepherd for \$1 in the late 1930s.

"We have a long history with Ford that today involves the work of many Ford employees," said Cameron Hosner, president and CEO of Vista Maria. "They don't just paint and plant – they assure our children that the community is still invested in them."

Marty Mulloy, Ford's vice president of Labor Relations, visited Vista Maria several times in 2008 as part of a Ford Volunteer Corps team.

"Not only was it a good experience for the young people we helped, it had a positive impact on our Ford volunteers," he said. "It made us all the more grateful for what we have been given, the company we work for and the customers we serve."

To read more about Vista Maria and the many other organizations who receive assistance from the Ford Volunteer Corps, please visit www.volunteer.ford.com.



Marty Mulloy, Ford Vice President of Labor Affairs, joins other Ford volunteers to refurbish a foster care home.



"We have a long history with Ford...They don't just paint and plant – they assure our children that the community is still invested in them."

Cameron Hosner, president and CEO of Vista Maria



Ford Volunteer Corps



MODEL Teams
A Legacy of Caring



“These are challenging times for community service organizations. Ford is dedicated to using its volunteer muscle to do some of the heavy lifting needed to make the world a better place.”

Jim Vella, Ford Fund President

GLOBAL WEEK OF CARING

More than 9,000 Ford volunteers across six continents ventured into their local communities in early September 2008 as part of Ford’s Third Annual Global Week of Caring. Coordinated by the Ford Volunteer Corps, Ford volunteers around the world tackled 124 projects and invested the equivalent of 24,000 hours in community service.

They repaired orphanages in Mexico and Thailand, built homes in the Philippines and Central America, and performed needed maintenance at children’s homes, schools and rehabilitation facilities in South Africa, Spain, Taiwan and Vietnam.

Volunteers in the U.S. worked on projects throughout the country. On September 11 alone, they participated in more than 100 safety and shelter projects in 18 states. And last year, for the first time, Ford retirees were invited to participate in volunteer projects alongside current employees.

The efforts were part of the 100,000 total hours given by Ford volunteers in 2008.

Ford Fund President Jim Vella was one of the Global Week of Caring volunteers. He helped to kick off a Habitat for Humanity “Blitz Build” on Detroit’s east side.

“In these challenging times, Ford is dedicated to using its volunteer muscle to do some of the heavy lifting needed to make the world a better place,” said Vella.

“This is important, inspiring work that improves people’s lives,” added Janet Lawson, director, Ford Volunteer Corps. “Our volunteers are the face of Ford for people across the country and around the world. Along with great cars and trucks they create and build, they’re helping build better communities.”

For more information about the Global Week of Caring, please visit <http://www.volunteer.ford.com/events/globalweekofcaring/index.html>



Volunteers in Los Banos, Laguna, Philippines.



Blitz Build in Detroit, Michigan.



Planting on Peace Boulevard, Hiroshima, Japan.

FORD IN THE COMMUNITY

Ford has a presence in every U.S. state and in nearly every major community. And that means we have thousands of employees and dealers who are in a position to understand each area's unique interests and needs.

Working closely with Ford Motor Company Fund and Community Services, Ford employees throughout the U.S. helped identify the projects, programs and causes that were most important to their neighbors in 2008. As a result of their efforts and advocacy, more than 350 grants were awarded to charitable organizations performing vital work in more than 30 U.S. regions.

These local efforts covered everything from Habitat for Humanity builds and disaster relief to targeted fundraising for local schools, education programs, hospitals, parks and neighborhoods.

In the Chicago area, Ford supported the Shedd Aquarium with discount days that underwrote the cost of admission for patrons. In Cleveland, we supported a robotics program in the Bedford City Schools. In Dallas, we supported the Special Olympics, and in Louisville, Kentucky, we supported "Home of the Innocents," a shelter for children, youth and their families. In New York, we supported the Lauri Strauss Leukemia Foundation, as well as the Grand Street Settlement, a center on the lower east side that offers innovative programs ranging from early childhood and youth development to community support for adults and seniors.

The projects were as diverse as our employees.

"What Chicago needs is different from what Nashville needs," said Mary Culler, director, Governmental Affairs for Ford's North Central Region. "What we do resonates in each locale and creates an impact that helps strengthen communities."



"What we do resonates in each locale, and creates an impact that helps strengthen communities."

Mary Culler, director, Governmental Affairs for Ford's North Central Region



Food drive in Nashville, Tennessee.



Habitat for Humanity build in Detroit, Michigan.



Vacant home rehab in Melbourne, Florida.



The Ford trucks have traveled more than 3 million miles to distribute more than 100 million pounds of food – the equivalent of more than 78 million meals.

FEEDING THE HUNGRY

More people in the United States are living with hunger than ever before and the organizations that feed them are struggling to keep their pantries well-stocked.

“The economy is affecting all Americans, but it is low-income Americans who are suffering the most,” said Vicky Escarra, president and CEO of Feeding America, the nation’s largest hunger relief organization. According to a recent study, demand at the nation’s food banks is up as much as 30 percent during a time in which many businesses and individuals are cutting back on giving.

Says Escarra, “We are in a national crisis.”

Ford Motor Company Fund and Community Services answered the call in 2008 by continuing its longstanding support of national and local hunger relief programs.

This included extending an eight-year partnership with Feeding America and Newman’s Own to support the Partnership for Hunger Relief (PHR). As part of the program, Ford and Newman’s Own donated 82 refrigerated trucks to Feeding America food banks that serve hard-to-reach communities throughout the U.S.

The Ford trucks have traveled more than 3 million miles to distribute more than 100 million pounds of food – the equivalent of more than 78 million meals. The seven newest trucks, donated by Ford and Newman’s Own in 2008, are reaching people in need in California, Alabama, Louisiana, Michigan, Illinois, Georgia and Missouri.

Ford Fund also provided grants and volunteers to numerous soup kitchens and local Meals on Wheels programs in 2008. Between Thanksgiving and Christmas, more than 700 Ford volunteers in southeast Michigan alone packed and delivered more than 11,000 meals to the hungry. In addition to the hands-on help, mini-grants to 17 local hunger relief organizations were also awarded in December.

For many organizations, a meal and a helping hand from a Ford employee made a difference.

“Some of our clients are not able to prepare meals for themselves, and they don’t have families to fix food for them,” said Andrea Johnson, Fund Development director for the Detroit Area Agency on Aging. “This was a success for our homebound clients to receive these meals, and so heartwarming that Ford employees were willing to help.”

For more information, please visit http://media.ford.com/article_display.cfm?article_id=29239.



Partnership for Hunger Relief.



STRENGTHENING OUR NEIGHBORHOODS LINKS

Ford Volunteer Corps

www.volunteer.ford.com

Global Week of Caring

<http://www.volunteer.ford.com/events/globalweekofcaring/index.html>

Partnership for Hunger Relief

media.ford.com/article_display.cfm?article_id=29239

United Way

<http://www.uwsem.org/bloguwsem/2009/07/ford-suburban-collection-food-agencies.html>

Susan G. Komen Race for the Cure

<http://www.fordvehicles.com/warriorsinpink/raceforthecure/>

March of Dimes

http://www.marchofdimes.com/metrodc/5233_30527.asp

National Multiple Sclerosis Society

<http://www.nationalmssociety.org/find-a-chapter/index.aspx>

Juvenile Diabetes Research Foundation

www.jdrf.org/fordpartnership

Habitat for Humanity

<http://www.ford.com/about-ford/news-announcements/press-releases/press-releases-detail/pr-hundreds-of-ford-volunteers-work-29956>



Ford president and CEO Alan Mulally celebrates with fellow Ford team members at the 2009 Race For The Cure held in Detroit.



CELEBRATING AMERICAN HERITAGE AND DIVERSITY

Henry Ford was a great collector of Americana. He was fascinated by American inventions and machines that showed “how far and fast we have come.” He felt a deep obligation to preserve and celebrate American creativity and ingenuity.

Throughout 2008, Ford Fund supported organizations and institutions that shared Henry Ford’s passion for preserving our nation’s diverse cultural and historical heritage. Our support contributed to the restoration of national landmarks, the promotion of cultural and performing arts, and the honoring of some of history’s most important, yet unsung, heroes.

Each American heritage and diversity program supported by Ford Fund reinforced core values like opportunity, democracy, freedom and family. Each reached deep into the community with programs that engaged young and old, and celebrated the rich diversity that continues to drive American culture and innovation.

FORD MADE IN AMERICA

Local and regional orchestras in all 50 states are tuning in to a rare opportunity – the chance to premiere a major new work by a Pulitzer Prize-winning composer.

Chasing Light by Joseph Schwantner is the product of Ford Made in America, a program that gives small-budget orchestras access to new works they normally would not be able to afford to commission.

Launched in 2005, Ford Made in America has already become the largest joint commissioning effort of its kind in the U.S. and has inspired a Grammy-winning original piece: Joan Tower's *Made in America*, which was performed throughout the U.S. in 2005-2007 and went on to win three Grammy awards.

The effort is supported by Ford Motor Company Fund and Community Services and spearheaded by two national music service organizations: the League of American Orchestras and Meet The Composer, whose combined national expertise guides participating orchestras throughout the duration of the program. Each orchestra contributes to the commissioning fund and, in turn, performs the new work during the two-year program cycle.

"This experience energizes orchestras and communities to forge ever deeper connections with original music and its creators," said Ed Harsh, president of Meet the Composer.

Chasing Light premiered in September 2008 as part of a performance by the Reno Chamber Orchestra. After two packed performances at the University of Nevada's Nightingale Theater, *Chasing Light* went on to become part of a 1 ½-year performance tour that will eventually showcase the original composition through the talents of 58 local and regional orchestras.

Scott Faulkner, executive director of the Reno Chamber Orchestra and a bassist with the ensemble, said Ford Made in America offered many opportunities for community enrichment. For example, a complimentary educational curriculum offers school children and others who may never have been exposed to orchestral music the opportunity to hear live performances of *Chasing Light*. The program often includes public lectures that focus on understanding music through creative movement, poetry and exercises, such as "build your own instrument" kits.

"Ford Made in America was the highlight of our season and brought us recognition inside and outside our community," recalled Faulkner. "It encouraged people of all ages to get involved with the process of making and appreciating music."

For more information please visit <http://www.fordmadeinamerica.org/>.



Reno Chamber Orchestra.



"Ford Made in America was the highlight of our season and brought us recognition inside and outside our community."

Scott Faulkner, executive director of the Reno Chamber Orchestra



FREEDOM'S SISTERS

Much of our national memory of the civil rights movement is embodied by men in boycotts, legal proceedings and mass demonstrations. We often fail to appreciate the group of extraordinary women who also shaped the movement that redefined equality in America.

It is in their honor that Ford Motor Company Fund and Community Services, the Smithsonian Institute and the Cincinnati Museum Center created "Freedom's Sisters," a traveling exhibition that honors the legacy of 20 influential African-American women.

The women range from historical figures to contemporary leaders, each of whom bravely fought for equality.

"This story is a story of the backbone of what enabled ... the civil rights movement to take place," said Anna R. Cohen, director, Smithsonian Institute Traveling Exhibition Services.

The dynamic, interactive exhibition uses video and other graphics to tell the stories of legends like Harriet Tubman and Rosa Parks. It also honors women whose names are not as familiar, but whose impact was equally as powerful.

"Freedom's Sisters" debuted at the Cincinnati Museum Center in March 2008 with a tribute attended by the five living members of the Freedom's Sisters group. For the next three years the exhibition will share their powerful stories across the country.

"It is awesome to think (Ford) would bring together something like this," said honoree Dr. Dorothy Height, who worked with the Rev. Dr. Martin Luther King. "I hope it is challenging all of us to rethink what we can do. I know I have that feeling ... that for as long as I live, I want to be struggling for justice."

Said honoree Sonia Sanchez: "I am so excited and so proud and feel so honored to be part of an exhibit that is called Freedom's Sisters."

For more information please visit http://www.sites.si.edu/exhibitions/exhibits/freedoms_sisters/main.htm

"It is awesome to think (Ford) would bring together something like this. I hope it is challenging all of us to rethink what we can do. I know I have that feeling ... that for as long as I live, I want to be struggling for justice."

Freedom's Sisters Honoree Dr. Dorothy Height, past president of the National Council of Negro Women and Congressional Gold Medal recipient



Ziad Ojakli, Group Vice President, Ford Government and Community Relations, Pam Alexander, Director of Community Development and Ford Fund Operations, honorees Dr. Dorothy Height and Sonia Sanchez, Jim Vella, President, Ford Motor Company Fund and Community Services.

SMITHSONIAN YOUNG AMBASSADORS PROGRAM

The summer of 2008 was a life-changing experience for Adrián Aldaba. The Illinois resident and recent high school graduate was one of 18 high-potential Latino youth from throughout the U.S. who explored the rich world of Latino arts and culture through the Smithsonian Institution's Young Ambassadors Program, which is made possible by Ford Motor Company Fund and Community Services.

The teens spent one week at the Smithsonian Institution in Washington, D.C., where they viewed the museum's Latino collections and attended behind-the-scenes tours led by Smithsonian experts. They then returned to cultural organizations in communities throughout the country for paid, four-week summer internships that offered practical working experiences in the fields of art and culture.

Adrián's D.C. experience and related internship at the National Museum of Mexican Art in Chicago piqued his interest in cultural diplomacy and Latin American studies, he says. Now a student at Harvard University, Adrián will return to the Smithsonian in the summer of 2009 to mentor the new class of Ambassadors.

"The Ambassadors program encourages us to examine ourselves and our Latino identity and embrace our cultural heritage," he said. "During my time in the program, we were exposed to the magnificent world of arts, and to Latino politicians and others throughout the professional world. It showed me that there are opportunities for Latinos that are often unknown to us."

Ford Fund is a longtime supporter of innovative leadership development programs for Latino youth. In addition to the Smithsonian Young Ambassadors program, Ford Fund supports a number of other scholarships, internship programs, and events, including Bizfest, a national entrepreneurship competition offered in partnership with the The United States Hispanic Chamber of Commerce (USHCC) Foundation.



Adrián Aldaba, Young Ambassadors Participant

"If you look at the Young Ambassadors Program as an investment, we are already seeing how it is making an impact on the young Latino community," said Emily Key, Education Programs manager with the Smithsonian Latino Center. Launched in 2006, the program's first class of ambassadors will begin graduating college in 2010.

"Our students have said this experience has changed their lives," Key said.

For more information please visit <http://latino.si.edu/programs/youngambassadors.htm>



Students in the Smithsonian Young Ambassadors Program



"The Ambassadors program encourages us to examine ourselves and our Latino identity and embrace our cultural heritage."

Adrián Aldaba, Young Ambassadors Program participant



FORD FREEDOM AWARDS

Harold Stallion is a good student, a star running back and an aspiring lawyer. But the Southfield, Michigan, sixth grader never thought of himself as much of a writer.

That's changed since Harold beat more than 2,000 other students in grades 4-8 to take top honors in an essay contest sponsored through the 10th Annual Ford Freedom Awards, held in May 2008 at Detroit's Charles H. Wright Museum of African American History.

His essay "I am Free Because ..." earned him a spot in the limelight – as well as a savings bond, a certificate of achievement, and a gold medal that is now proudly displayed on his family's fireplace mantle.

"It made me feel really good, like I could do something in my life," said Harold. "It gave me extra confidence to do better in school and go to college."

The Ford Freedom Awards, a partnership between the museum and Ford Motor Company Fund and Community Services, recognizes African-Americans whose contributions have paved the way for social change.

Each year, two leaders are honored. The Ford Freedom Award is given posthumously to an individual who dedicated his or her life to improving the African-American community and the world. In 2008, a Ford Freedom Award recognized the life of Coretta Scott King, wife of the late civil rights leader Rev. Dr. Martin Luther King. A Ford Freedom Scholar Award went to Dr. Dorothy Height for her ongoing commitment to social justice and peace.

The essay contest highlights the role that education can play in documenting, preserving and sharing the African-American experience. Ford, the museum and the nonprofit organization Detroit Newspapers in Education sponsored the 2008 essay contest that Harold won.

"In his essay, he wrote that he is free because so many people cared for him and prayed for him," said Harold's mother, Chilah Elzie. "He understands that people struggled and died so he could be who he is and have a chance at greater education and opportunity."

"It made me feel really good, like I could do something in my life... It gave me extra confidence to do better in school and go to college."

Harold Stallion, Ford Freedom Award recipient



L to R: Jim Vella, President, Ford Motor Company Fund and Community Services, actress Kiki Palmer, Harold Stallion and Juanita Moore, President and CEO Charles H. Wright Museum of African American History.

For more information about the Ford Freedom Awards please visit http://www.maah-detroit.org/events_programs/annual_events.html



Dr. Dorothy Height and Ford Freedom Award Essay Contest winners.

AMERICAN HERITAGE AND LEGACY LINKS

Ford Made in America

www.fordmadeinamerica.org

Freedom's Sisters

www.sites.si.edu/exhibitions/exhibits/freedoms_sisters/main.htm

Ford Freedom Awards

www.maah-detroit.org/events_programs/annual_events.html

Ford Education Center at Gettysburg National Park

www.ford.com/our-values/ford-fund-community-service/community-initiatives/ford-education-center-gettysburg/gettysburg-battlefield-432p

Ford Orientation Center at Mount Vernon

<http://www.mountvernon.org/visit/plan/index.cfm/pid/826/>

Our Journeys / Our Stories: Portraits of Latino Achievement

www.sites.si.edu/exhibitions/exhibits/journeys/main.htm

National Hispanic Foundation for the Arts

www.hispanicarts.org

Disabled American Veterans

www.ford.com/our-values/ford-fund-community-service/community-initiatives/supporting-disabled-american-veterans/supporting-veterans-427p

Pentagon Memorial

www.pentagonmemorial.net/renew/sponsors.aspx

Ford Learning Center at the Nelson Atkins Museum of Art

www.ford.com/our-values/ford-fund-community-service/american-heritage/nelson-atkins-museum-art/learning-center-439p

Ford Family Programs at MOMA

www.ford.com/our-values/ford-fund-community-service/american-heritage/ford-family-programs-moma/museum-modern-art-431p

Alameda National Center for Latino Arts and Culture

www.ford.com/our-values/ford-fund-community-service/community-initiatives/alameda-national-center/latino-arts-culture-700ep

The Henry Ford

www.thehenryford.org



Pentagon Memorial.





SAVING LIVES

Each day millions of people trust Ford cars and trucks with their lives and the lives of their families and friends. Ford is continually enhancing the safety of its vehicles through innovations and improvements in design and technology.

Through the Ford Motor Company Fund and Community Services, we are also committed to teaching drivers of all ages what they need to know to improve their odds of a safe journey.

From the correct use of child safety seats to the teaching of safe driving skills for young drivers, our programs aim to foster a safer environment on America's roads and highways.

DRIVING SKILLS FOR LIFE

High school senior Stephen Koniak feels more confident behind the wheel of his car, thanks to a Ford-sponsored program that takes “driver’s training” to a higher level.

Driving Skills for Life (DSFL) was created in 2003 by Ford Motor Company Fund and Community Services, the Governors Highway Safety Association, and a panel of safety experts to address the number one cause of teen deaths – vehicle crashes. Since its launch, DSFL has provided safe driving principles to 337,000 teen drivers throughout the U.S. and earned numerous awards, including one from the World Traffic Symposium.

DSFL uses customized school programs, web-based curriculum and hands-on training from professional drivers to emphasize four areas in which young drivers are especially inexperienced: speed management, space management, vehicle handling, and hazard recognition.

In Tazewell County, Illinois, the DSFL curriculum was adopted countywide in 2007 following a series of unrelated vehicle accidents that killed 15 teens. Then in 2008, at the request of Illinois Secretary of State Jesse White, DSFL expanded to schools throughout the state of Illinois, with impressive results: Statistics showed more than a 60 percent drop in teen injuries and fatalities following the program’s rollout.

Koniak, 17, participated with a number of his classmates at Gillespie High School in southwest Illinois. He says DSFL gave him greater awareness about what it takes to be a safe driver.

“The chance to save even one of our students’ lives or change someone’s mind to remember to buckle up or make a better driving decision is priceless,” he said.

By all accounts, 2008 was a banner year for DSFL. In addition to its Illinois expansion, major DSFL training events occurred at high schools in San Diego and Palm Springs, in partnership with the California Department of Transportation, and in Dearborn, Michigan, with support of the mayor’s office and local schools. In Phoenix, more than 600 teens received hands-on training from DSFL professional drivers.

The next phase in the evolution of DSFL broadens the program beyond the development of new drivers to reaching the general driving population, said Jim Graham, who leads the effort for the Ford Motor Company Fund and Community Services. The program is expanding to offer car care clinics, as well as eco-driving tips, which teach motorists how to conserve fuel and reduce emissions through different driving behaviors.

DSFL also began to reach drivers outside of the U.S. when it launched a pilot program last year in Vietnam. Taxi and bus drivers in that nation were the first to participate.

“This is not your typical driver’s education program,” said Graham. “This is advanced training to last a lifetime.”

For more information, please visit www.drivingskillsforlife.com.



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



Professional instructors give hands-on training.



“The chance to save even one of our students’ lives or change someone’s mind to remember to buckle up or make a better driving decision is priceless.”

Stephen Koniak, high school senior





“This is important work that truly brings a community together. We see a significant increase in knowledge in cities where we have offered the program.”

Irwin Goldzweig, assistant professor, Department of Family and Community Medicine at Meharry Medical College

SEE ME SAFE

Motor vehicle crashes are the leading cause of death among children in the United States. Although child safety and booster seats can greatly reduce fatal traffic injuries for infants and toddlers, they are incorrectly used more than 75 percent of the time. Research shows that well-meaning parents and caregivers are largely unaware of the mistakes they are making.

Reversing that trend is the mission of See Me Safe, a national child passenger safety program developed and launched by Ford and Meharry Medical College in Nashville, Tenn. Since its inception in 2007, See Me Safe has taught nearly 1,000 parents and caregivers in six cities how to properly use safety restraints. It has also distributed 750 free car seats.

See Me Safe also leverages the educational role that health care professionals play in promoting safety. Through local clinics and presentations at national health care conferences in 2008, See Me Safe has armed 150 medical professionals with tips on how to inform parents and expectants on the importance of using seat belts and safety seats. One hospital network has agreed to incorporate the See Me Safe curriculum into its training for pediatricians, beginning in 2009.

That’s exciting news for Irwin Goldzweig, assistant professor in the Department of Family and Community Medicine at Meharry.

“We see a significant increase in knowledge in cities where we have offered the program,” said Goldzweig. “This tells us we have hit on something that is needed, and have an educational model that makes a difference.”

For more information, please visit <https://www.drivingskillsforlife.com/index.php?option=content&task=view&id=111>.



Learning the appropriate use of child safety seat restraints.

SAFETY LINKS

Driving Skills for Life

www.drivingskillsforlife.com

See Me Safe

www.drivingskillsforlife.com/index.php?option=content&task=view&id=111

Corazon de mi vida

www.ford.com/our-values/ford-fund-community-service/safety-education

Empowering Women Behind the Wheel

www.ford.com/our-values/ford-fund-community-service/safety-education/safe-smart-women/safe-smart-women



A special helper assists a young passenger as part of the Corazon de mi vida safety program.



DRIVING DREAMS THROUGH EDUCATION



No issue is more important to a community's economic health and well-being than education – a belief held strongly by Ford's founder, Henry Ford.

As early as 1914, he built schools for adults and children near Ford's headquarters in Dearborn, Mich. During the next several decades, he forged alliances with the great intellectuals and educational institutions of his time. Henry Ford believed that lifelong learning was critical to the success of every community, benefiting the individual, society and industry.

Today, Ford Motor Company Fund and Community Services supports programs that are designed to inspire future generations of mathematicians, scientists, engineers and business leaders for a society that must continue to progress in this new era of innovation.

FORD PARTNERSHIP FOR ADVANCED STUDIES AND NEXT GENERATION LEARNING COMMUNITIES

Imagine a partnership of schools, businesses, colleges and universities, and community leaders, all mobilized to reform education and stimulate local economic development. What could such a rich and collaborative learning environment inspire students – and their communities – to achieve?

Ford's answer to that question is the Ford Partnership for Advanced Studies (Ford PAS).

Since 2004, Ford PAS has equipped the future workforce with skills needed to build a new generation of business, engineering and technology professionals. This is accomplished in two ways: training teachers to implement the award-winning, academically rigorous Ford PAS curriculum at their high schools; and by linking schools and their students with local business people, educators and other professionals for lectures, mentoring, support and real-world learning experiences.

More than 40,000 students at more than 400 sites across 27 states participate in Ford PAS programs each year.

Ford PAS recently broadened its reach by launching a dynamic network of Ford PAS Next Generation Learning Communities (NGLCs), which invite cities or regions to take a more active role in designing and supporting their own Ford PAS program. The Ford PAS NGLCs bring together a broad alliance of community, business and education leaders around one goal: strengthening the community by equipping its youth with skills needed for future jobs. There are now 14 NGLCs located throughout the U.S.

"We have expanded beyond curriculum," said Mike Schmidt, Ford Fund Contributions director for Education. "This is about business, governments and education coming together to determine what prosperity looks like in their community ... and how to align resources around preparing their future workforce."



Ford PAS students.

For two years, Natalie Prim has been part of the 12-member team that is integrating the Ford PAS curriculum and NGLC concept into career academy high schools in northwest Florida. She said her team includes "sharp business people who are in a position to provide employment and strengthen the community."

The team meets regularly with Ford PAS representatives and local educators to make certain northwest Florida schools are offering courses that adequately prepare local students for local jobs. Research done by the team has identified that science, engineering, math, information technology and health care jobs will help drive local economic development in the region throughout the next decade.

"We want our students to move seamlessly from our high school programs to junior colleges or universities," said Prim, who serves as vice president of Community and Governmental Affairs for the Pensacola Bay Area Chamber of Commerce. "Hopefully they are gaining skills now that they will use in our own backyard."

Also, Ford PAS added several new courses in 2008 that are designed to better prepare all participating Ford PAS schools and their students for life after graduation. "Calculating Your Future" teaches real-world lessons about financial management. "Working Toward Sustainability" brings together Ford and national subject matter experts to educate students about the emerging green economy.

For more information about Ford Partnership for Advanced Studies - Next Generation Learning Communities, please visit www.fordpas.org/



"This is about business, governments and education coming together to determine what prosperity looks like in their community... and how to align resources around preparing their future workforce."

Mike Schmidt, Ford Fund Contributions
director for Education





HENRY FORD LEARNING INSTITUTE

Ninth grade student Johnny Z. radiated enthusiasm as he described the handmade carryalls displayed on the table in front of him. Johnny and his classmates designed and created the totes, backpacks and cargo bags as part of an experience in hands-on learning that was unlike anything he'd ever experienced in a classroom.

Johnny was one of the first 111 students at Henry Ford Academy: Power House High, which opened in September 2008 on the site of the original Sears, Roebuck and Co. world headquarters in Chicago's historic North Lawndale neighborhood. HFA: Power House High is the first in a planned national network of charter schools modeled after the successful Henry Ford Academy in Dearborn, Mich.

Both of the schools are under the umbrella of the Henry Ford Learning Institute (HFLI), a national nonprofit organization formed through a collaboration between Ford Motor Company Fund and The Henry Ford. HFLI has developed what is believed to be the nation's only comprehensive high school curriculum that focuses on innovation.

In quarterly design challenges throughout the year, students at Power House High work together to produce a well thought-out solution to an open-ended question, such as "How might we create a more personalized carryall for a particular person?"

Johnny and his classmates answered that question by applying what they had learned in class about volume, ergonomics, and the design process.

"In our design challenges we get to build stuff," he said. "We get to brainstorm. We get to work together to create one great product."

Two additional HFLI academies are set to open in 2009. In Detroit, the Henry Ford Academy: School for Creative Studies will serve middle and high school students in partnership with Detroit's College for Creative Studies, a world leader in art and design education. Henry Ford Academy: Alameda School for Art and Design will open in San Antonio as a partnership with The Alameda National Center for Latino Arts and Culture. The curriculum in San Antonio will be enriched by the Alameda's extensive cultural resources, access to the vast collections of The Smithsonian Institution and range of local partners.



HFLI graduates.

"The goal of this experience is to develop creative thinkers and problem solvers who can work and thrive in college and the 21st century workforce," said Deborah Parizek, executive director and director of education for HFLI. "Academy students learn all of the high school basics, but their teachers approach learning in a way that has real-world meaning.

"We hope to show how powerful it can be when schools, families and businesses come together to create excellent educational opportunities."

For more information about the Henry Ford Learning Institute, please visit www.hfli.org.

"The goal of this experience is to develop creative thinkers and problem solvers who can work and thrive in college and the 21st century workforce."

Deborah Parizek, executive director and director of education for HFLI



FORD COLLEGE COMMUNITY CHALLENGE

Urban gardens filled with vegetables, herbs and flowers are blooming in downtown Detroit. They are the work of faculty and students at Wayne State University, who made a commitment to community that is brightening blighted areas and supplying fresh produce to local soup kitchens.

The effort was one of five initiatives selected in 2008 to receive funding as part of the Ford College Community Challenge, which invited universities and community partners throughout the country to propose student-led solutions to pressing local problems around the theme “Building Sustainable Communities.”

In addition to the Wayne State project, winning proposals tackled tough issues faced by urban communities – from sustainable mobility and housing solutions to inner-city business redevelopment and innovative approaches to philanthropy.

Wayne State’s pilot garden – a 500-square-foot raised plot located on campus – produced more than 200 pounds of tomatoes, broccoli, kale, zucchini and herbs for one of Detroit’s largest soup kitchens during its first harvest season in 2008. The garden was such a success that additional gardens were planned for 2009.

SEED Wayne (Sustainable food systems, Education and Engagement in Detroit) also used the Ford grant to organize lectures on sustainable food systems, promote composting on campus and organize a monthly local farmer’s market to give more Detroiters access to fresh, local food.

“Our goal is to challenge the way our students look at food and food systems in urban environments,” said Kami Pothukuchi, associate professor of Geography and Urban Planning, who directs SEED Wayne. “This is a rich learning opportunity that is helping our students develop new skills and connect in new and meaningful ways with our surrounding community.”



“Our goal is to challenge the way our students look at food and food systems in urban environments.”

Kami Pothukuchi, associate professor of geography and urban planning, Wayne State University



Student and faculty volunteers during the Garden Build day at Detroit’s Wayne State University.



EDUCATION LINKS

Ford Partnership for Advanced Studies - Next Generation Learning Communities

www.fordpas.org

Henry Ford Learning Institute

www.hfli.org

Ford College Community Challenge

http://www.engin.umd.umich.edu/news_events/

Blue Oval Scholars

www.fordscholars.org

Ford Support of College Scholarships and Funding

www.ford.com/our-values/ford-fund-community-service/education-america/scholarship-support/college-scholarships-482p

Detroit Area Pre-College Engineering Program

www.ford.com/our-values/ford-fund-community-service/education-america/dapcep/detroit-area-precollege-engineering-program-481p

National FFA

www.ffa.org

Salute to Education

www.ford.com/our-values/ford-fund-community-service/education-america/salute-education/education-scholarships-486ep

Supporting Future Engineers

www.ford.com/our-values/ford-fund-community-service/education-america/society-manufacturing-engineers-education/sme-education-foundation-488p

Mentoring Students in Detroit

www.ford.com/our-values/ford-fund-community-service/education-america/mentoring-students-detroit/detroit-school-students-417p

Leadership Program for Latino Community Involvement

www.ford.com/our-values/ford-fund-community-service/education-america/us-hispanic-leadership-institute/ushli-703ep

Leadership Training for Latina Professionals

www.ford.com/our-values/ford-fund-community-service/education-america/national-hispana-leadership-institute/nhli-704ep

A Week of Engineering, Science and Technology for Latinos

www.ford.com/our-values/ford-fund-community-service/education-america/hispanic-engineering-science-technology/ushccf-724ep

THE YEAR 2008

A retrospective of Ford Driving Community



Hispanic healthy lifestyle event in New York City.



Disabled American Veterans Winter Sports Clinic.



Cleveland, Ohio children's home playground repair.



Juvenile Diabetes Research Foundation in Chicago.



Walk to Cure Diabetes.



Girl Scouts attending Car Care Clinic.

DID YOU KNOW...

For 14 years, Ford has sponsored the **National Disabled Veterans Winter Sports Clinic**, which brings hundreds of disabled American veterans to the mountains of Colorado to participate in adaptive sports, including skiing, snowmobiling, sled hockey and rock wall climbing. Since 1996, Ford has donated 132 vehicles to the **Disabled American Veterans**, which in turn gives them to VA hospitals across the country.

Ford is sponsor of the information kiosk at the **Pentagon Memorial**, dedicated on Sept. 11, 2008 in recognition of the 184 people who were killed in our nation's capitol during the 2001 terrorist attacks.

Ford employees and Ford Motor Company Fund donated more than \$9 million in 2008 to support **United Way** efforts throughout the U.S.

Ford and its employees have donated more than \$27 million in the past two decades to support the **Juvenile Diabetes Research Foundation**. In 2008 alone, Ford raised more than \$3.7 million – an 11 percent increase over 2007.

Since 1995, Ford Division has been a National Series Sponsor of the **Susan G. Komen Race for the Cure®** series and donated the equivalent of more than \$105 million to the cause. To date, more than 75,000 Ford employees and thousands of dealers have participated in races across the United States.

In 2008, **Ford Warriors in Pink** sold more than \$1.8 million in apparel and accessories, with 100 percent of the net proceeds directly benefiting **Komen Race for the Cure**.

In 2008, Ford volunteers raised \$395,000 for the **March of Dimes** and \$70,000 for the **National Multiple Sclerosis Society**.

DID YOU KNOW...

Through the **Blue Oval Scholars** and other programs, Ford provided more than \$1 million in college scholarships in 2008.

During the past 11 years, Ford has provided college scholarships to more than 5,000 members of the **National FFA**.

Ford is a key sponsor of numerous leadership conferences for students, from **NAACP Career Days** to seminars for Latino students and business professionals.

Corazón de mi Vida, a national bilingual initiative on child passenger safety developed by Ford Motor Company Fund and Community Services in partnership with the National Latino Children's Institute and the National Highway Traffic Safety Administration (NHTSA), continued its efforts in El Paso, Phoenix, and San Antonio in 2008. More than 2,300 child safety seats have been distributed and our safety messages have reached approximately two million people.

The Ford Fund Education Center within the **Gettysburg National Military Park** opened in September 2008. The center is designed to bring the historic battlefield to life for more than two million park visitors each year.

More than 1.2 million people have viewed **Our Journeys/Our Stories: Portraits of Latino Achievements**, a national traveling exhibit sponsored by Ford since 2004.

As a major contributor to the **Jesse Brown Memorial Youth Scholarship Program**, Ford has provided 116 scholarships to students who volunteer at local Veteran's Administration (VA) medical centers throughout the country.

THE YEAR 2008

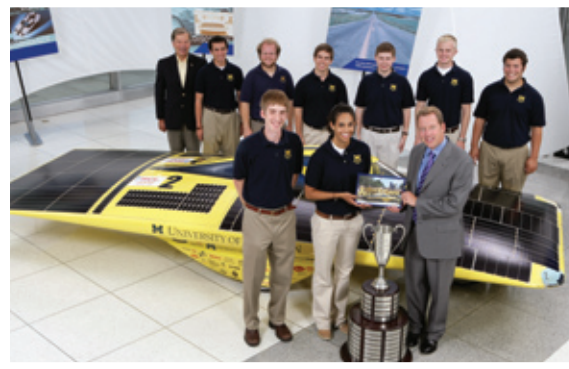
A retrospective of Ford Driving Community



NAACP/Ford Motor Company Scholarship.



Habitat for Humanity in Detroit.



Bill Ford with the U of M Solar Car Team.



Volunteers painting a building in Greenville, South Carolina.

WHAT WE SUPPORT

Ford Motor Company Fund supports initiatives and not-for-profit organizations in three areas: Education, American Heritage and Diversity, and Auto-Related Safety Education.

Through our active involvement, we seek to build partnerships with organizations that have a well-defined sense of purpose, a demonstrated commitment to maximizing available resources, and a reputation for meeting objectives and delivering quality programs and services. We place priority on the support and development of organizations that promote diversity and inclusion.

Ford Motor Company Fund evaluates grants on an annual basis. We reserve the right to cease support if the goals and objectives under which the grant was made have been changed by the grantee; if the grantee no longer meets its goals and objectives; and/or if its goals and objectives have become inconsistent with the vision, mission and values of Ford Motor Company Fund.

Ford Motor Company Fund recognizes there are many organizations worthy of support. Unfortunately, budget and policy limitations prevent us from supporting all requests.

HOW TO APPLY

Requests for support are accepted and reviewed throughout the year. There are no application deadlines. Budgets for our fiscal year (January-December) are determined in the October-December period of the prior year.

To apply for support, an organization must complete the grant application available online at:

<https://secure12.easymatch.com/FORDGRANTS/CustomerContent/grants/FundingAndGrants.asp>

Please note: Paper applications are no longer accepted.

Please also see the Web site for a complete description of contribution guidelines and directions for submission.

WHAT WE DO NOT SUPPORT

- Advocacy-directed programs
- Animal rights organizations
- Beauty or talent contests
- Day-to-day business operations
- Debt reduction
- Donation of vehicles
- Efforts to influence legislation, or the outcome of any elections or any specific election of candidates to public office, or to carry on any voter registration drive
- Endowments
- Fraternal organizations
- General operating support to hospitals and health care institutions
- Golf outings

WHAT WE DO NOT SUPPORT (cont.)

- Individual sponsorship related to fundraising activities
- Individuals
- Labor groups
- Loans for small businesses
- Loans to program-related investments
- Organizations that do not have 501(c)(3) status
- Organizations that unlawfully discriminate in their provision of goods and services based on race, color, religion, gender, gender identity or expression, ethnicity, sexual orientation, national origin, physical challenge, age, or status as a protected veteran
- Political contributions
- Private K-12 schools
- Profit-making enterprises
- Religious programs or sectarian programs for religious purposes
- Species-specific organizations
- Sports teams

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Dearborn, MI 48121-1899

www.community.ford.com
fordfund@ford.com
888-313-0102

To view the Ford Motor Company Annual Report or Ford Motor Company Sustainability Report, visit www.ford.com. For a copy of the Ford Motor Company Annual Report, you may also write to Ford Motor Company, Shareholder Relations, One American Road, Dearborn, MI 48126-2789, or you may call 800-555-5259. Visit our blog at: www.abrighterfuture.ford.com

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**Ford Motor Company Fund
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www.community.ford.com