



Ford Fund: behind the scenes

The People and Faces of Ford Fund

Each quarter this newsletter will feature one of Ford Fund's managers. This issue highlights Raquel "Rocky" Egusquiza.

As manager of Community Development and International Strategy, Rocky develops, evaluates, and recommends funding to local, regional and national not-for-profit organizations and manages American legacy program grants. She also is developing Ford Fund's international giving strategy.

Rocky has been instrumental in establishing initiatives and programs in multicultural communities during her tenure at Ford Fund. She oversees Ford Motor Company Fund's external Hispanic, Native American, and women related initiatives and represents Ford as a member or liaison to the Board of Advisors of numerous national Hispanic organizations.

Internally, Rocky helped establish the company's Multicultural Alliance, whose goal it is to leverage activities among various company functions that work with multicultural communities. She also mentors Ford employees during her personal time.

When asked about working for Ford Fund, she said, "It's exciting to see the direct impact Ford has in diverse communities through our work with national not-for-profit organizations, in the arts, and educational initiatives. It is phenomenal to work for a company that truly cares and truly gives back to the community by contributing to future generations."

upcoming events

November 19, 2005
Muhammad Ali Center Opening Gala
Louisville, Kentucky

November 25-December 4, 2005
Children's Hospital of Michigan
Festival of Trees
Novi, Michigan

November 29, 2005
The Hispanic Heritage
National Art Competition
Rouge Visitor Center,
Dearborn, Michigan

December 2, 2005
American-Arab Anti-Discrimination
Committee Annual Dinner
Dearborn, Michigan

education

The Henry Ford Academy

Ford Fund has been a strong supporter of The Henry Ford Academy since its inception in 1997. The Academy is a 450-student public charter high school in Dearborn, Michigan chartered by the Wayne County Regional Educational Service Agency and sponsored by Ford Motor Company Fund in partnership with The Henry Ford. Located on the floor of the world-famous Henry Ford Museum and among the historic buildings in Greenfield Village, the Academy blends the knowledge of the past with modern teaching techniques, new technology and practical, hands-on experiences. It is the first charter school in the nation developed jointly by a major corporation, a public education system and a not-for-profit cultural institution.

The four-year academy program focuses on a rigorous course of college-prep academics with four years each of language arts, social studies, science and mathematics, along with

foreign language and physical education. More importantly, it emphasizes applying those academic skills to real-world projects and problems. The goal is to develop graduates who are ready for anything – whether it is higher education or jobs in a global, technological workplace. Approximately 88% of Academy graduates pursue post-secondary education.

The Academy has been honored with numerous awards over the years, including the Governor's Cup for the high school in its size-class with the highest percentage of Merit Award winners, the Governor's Excellence in Practice Award and the MacConnell Award, an international prize given each year recognizing educational facilities for outstanding community involvement and innovative planning and design.

Students at the Academy are chosen through a lottery system, with 65% of Academy students residing in Detroit.

disaster relief efforts

Ford Motor Company Fund continues to play a key role in disaster relief efforts around the world, including the Southeast Asia tsunami, Hurricane Katrina and the Pakistan earthquake. Ford Fund donated more than \$2 million for these disasters combined. Support included matching employee gifts and direct grants. Support to relief organizations included the American Red Cross, Salvation Army, America's Second Harvest, a leading hunger relief organization in the U.S. and CARE, an international relief agency.

what is Ford Fund?

Ford Motor Company Fund, the philanthropic arm of Ford Motor Company, is a corporate foundation established in 1949 as an IRS 501(c)3 designated not-for-profit corporation. Ford Fund supports programs that enhance and enrich communities, especially those where Ford employees live and work. Please visit www.ford.com/go/fordfund for more detailed information on organizations, groups, and programs supported by Ford Fund.

Note: Ford Motor Company Fund is not affiliated with the Ford Foundation.

auto-related environment & safety

Ford Motor Company Fund's *Driving Skills for Life (DSFL)* program is a sponsor of *THE SCENE*, a 12-city national back-to-school mall tour. *THE SCENE* mall tour, which appears at malls in Orlando, Atlanta, Las Vegas, Tucson, Los Angeles, San Francisco, Seattle, Chicago, Detroit, Boston, Newark and Baltimore, provides a platform for teens and adults to become engaged and exposed to the *DSFL* program. *DSFL* is a national safety initiative created in 2003 by Ford Motor Company Fund, the Governors Highway Safety Association (GHSA) and a panel of safety experts to help young drivers improve their skills in four key areas that are critical factors in more than 60 percent of teen vehicle crashes: Hazard Recognition, Vehicle Handling, Space Management and Speed Management.

DSFL is a comprehensive teen driving program including an interactive website, teacher materials, ride & drives and public service announcements. For additional information and to have your teen take the on-line study course visit www.drivingskillsforlife.com.



community development

Ford Motor Company Fund Sponsors Six Houses for Habitat for Humanity

Ford Motor Company was a Host City Partner for the 2005 Jimmy Carter Work Project and has been an official sponsor of Habitat for Humanity International and its affiliates since 1995. Habitat builds homes for families of moderate income and also provides key programs such as financial literacy workshops for the potential homeowner.

Before the end of 2005, the Jimmy Carter Work Project will have built 90 homes across the state of Michigan. Ford Motor Company Fund is the sponsor of six of those homes.



Ford Motor Company provided the largest contingent of volunteer teams to work on the 2005 Jimmy Carter Work Project that took place in Detroit in June.

In 2004-2005, Ford provided over 2,100 volunteers to work on the building of homes for Habitat for Humanity and its affiliates. This

effort translates into over 20,000 hours for a two-year period. Ford volunteers represent more than half of the total volunteers in Detroit.

The Ford Motor Company International Fellowship Program of the 92nd Street Y

Launched in 2000, The Ford Motor Company International Fellowship Program of the 92nd Street Y is designed and directed by the 92nd Street Y of New York City and underwritten by Ford Motor Company Fund. Alison Gardy, the 92nd Street Y's director of International Relations and the organizer of this program, says, "The goals of the 92nd Street Y's international fellowship are threefold: to give the people best suited to help devastated communities the skills and tools to make a lasting change; to create and sustain an international support network for NGO and non-profit leaders; and to teach humanitarians and community organizers to think out of the box about partnerships that can help them realize their missions." The Y's 16 year partnership with Ford Fund represents a growing trend in

philanthropy: collaborations between not-for-profits and corporate entities on projects that give back to communities.

In its fifth year, the Ford Motor Company International Fellowship Program of the 92nd Street Y attracted a diverse and impressive group of grassroots community leaders from Afghanistan, Israel, Kenya, Mexico, Tanzania, and Vietnam.

In June, the Fellows attended customized, graduate-level courses at the Institute for Not-for-Profit Management at Columbia University School of Business.

As a finale to their almost three-week visit to the United States, the fellows traveled to Dearborn to meet with representatives from Ford Motor Company.

community relations committees (CRCs)

Cleveland CRC Receives Pillar Award

The Cleveland CRC will be awarded The Pillar Award for Community Service in December 2005 for its efforts in community service, volunteerism and charitable contributions in the Cleveland area.

The Pillar Award for Community Service was developed by *Smart Business* and Medical Mutual to honor businesses of all sizes and individuals dedicated to making Northeast Ohio a better place to live. The program is designed to demonstrate the tie between the for-profit and not-for-profit worlds and best practices. As a result, the Cleveland CRC will be featured in *Smart Business Magazine*.

Kansas City CRC Provides Books To Kids

"Reading Around the Bases" is a program run by the Negro Leagues Baseball Museum in Kansas City. Elementary school students are invited to sit on the Field of Legends, an indoor baseball diamond with statues of Negro Leagues players. On the field, professional athletes and TV personalities read children's books to the students. Funding from the Kansas City CRC allows the students to walk away with an autographed copy of the book they were read with the hope that they will be encouraged to continue reading at home. An article about the program appeared in *Ladies' Home Journal*.

arts & humanities

"Our Journeys/Our Stories: Portraits of Latino Achievement" presents narratives of 24 individuals and one extended family that tell a much larger story about wide-ranging career success stories with enduring influence of their families. The exhibition opened February, 2004 at the National Museum of American History, Behring Center in Washington, D.C. The exhibition was developed by the Smithsonian Center for Latino Initiatives. After it closed in Washington, the bilingual exhibition began traveling to museums around the country through the Smithsonian Institution Traveling Exhibition Service (SITES).

The exhibition includes personal stories, photos, oral histories and dichos, or traditional sayings. The influential dichos pass knowledge, experience and values down through the generations. Some examples of the sayings: !Si se puede! (We can do it!); Si no sabes de donde vienes, no sabes a donde irás (If you don't know where you are coming from, you don't know where you are going); Si vale la pena hacerlo, vale la pena hacerlo bien (If it's worth doing, it's worth doing well); and El que algo quiere, algo le cuesta (No pain, no gain).