



DRIVE COMMUNITY

A Message from the Ford Motor Company Fund President

Ford is in the business of making cars and trucks. What do good works and goodwill have to do with automotive engines, pistons and headlights?

That question was answered more than a century ago by our founder Henry Ford, who understood that his company was only as strong as the communities where his employees and customers lived and worked. More than a century later, Ford Motor Company remains committed not only to building great products, but also to building a better world – one community at a time.

For more than six decades, Ford Motor Company Fund has been the embodiment of our lend-a-hand spirit. Funded by Ford Motor Company profits, the Fund has supported thousands of programs that strengthen communities and quality of life.

In 2011, Ford Motor Company Fund awarded nearly \$20 million in grants to U.S.-based nonprofit organizations. Direct corporate contributions were responsible for an additional \$9.6 million.

We continued to focus on education as a top priority, developing and implementing programs that cultivate the skills necessary to create tomorrow's leaders and innovators. Another focus is teaching safe driving skills to new drivers in the U.S. and global markets. We also supported programs that celebrate our diverse culture and provide essential community services.

To have a greater and more lasting impact on the communities we serve, we continue to build strategic partnerships in each of these areas with nonprofit organizations and institutions that are doing innovative work at the local, regional and national levels.

Many of our efforts in 2011 were directly supported by the volunteer muscle of the Ford Volunteer Corps, a tour de force of 25,000 employees, dealers and retirees who gave more than 110,000 hours of service to more than 1,200 community service projects in 45 countries last year.

Throughout our offices, factories and dealerships in the U.S. and beyond, the people of Ford believe commitment to community is an important part of who and what we are. In the words of our Executive Chairman Bill Ford, "I want us to be the company that makes a difference in people's lives – one that inspires its employees, delights its customers, rewards its shareholders and makes the world a better place."

Through Ford Motor Company Fund and Community Services, I truly believe Ford and its employees are driving a better and brighter future.



Jim Vella, President
Ford Motor Company Fund and Community Services



2011 FORD MOTOR COMPANY FUND CONTRIBUTIONS

Community Life	\$ 11,000,000
Education* (includes K-12 and higher education)	6,000,000
Driving Safety	<u>2,900,000</u>
Total	<u><u>\$ 19,900,000</u></u>

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

2011 FORD MOTOR COMPANY CONTRIBUTIONS

Donations from Ford Motor Company that are administered through Ford Motor Company Fund and Community Services	\$ 6,000,000
Other Company Donations	<u>3,600,000</u>
Total	<u><u>\$ 9,600,000</u></u>

COMMUNITY LIFE



“I am very proud of having been a Marine during World War II. I sometimes think ‘Did I really do that? Did I live that life?’ Going to Washington, D.C. to see the World War II Memorial was a trip I thought I would never take. We were greeted by so many people, including politicians from Michigan who were there to shake our hands. Later I had a chance to ride in a new Ford convertible driven by a woman who was also a Marine, and who had just returned from Afghanistan. The whole experience made me feel really special.”

Sally Rizzo, 92, World War II Veteran and Pride and Honor Flight participant

Budgets are tight these days. In this challenging environment, it is more important than ever to work collaboratively on building strong and vibrant communities.

Operation Goodwill – a joint effort of Ford, our dealers and employees and a diverse range of nonprofit organizations in many U.S. markets – is one example of how we build partnerships that enhance quality of life.

On the issue of hunger and homelessness, Ford Fund has a long history of working with **America’s Promise, Salvation Army, Habitat for Humanity** and **American Red Cross**. Ford and **Newman’s Own®** partnered with **Feeding America** for the 11th year to add vehicles to a fleet of more than 100 Ford refrigerated trucks and vans. This fleet has logged a total of 6.7 million miles and delivered more than 176 million meals.

The **Ford Mobile Food Pantry** program partnered with **Gleaner’s Community Food Bank** and other food banks to provide 1.1 million meals to hungry children in southeast Michigan alone, using our Ford Transit Connect vans. We now have 21 vans in 12 states being used for food collection and delivery and other community needs.

Preserving and sharing America’s cultural and historical heritage is an important part of our service to communities. In 2011 we funded two

traveling exhibits: **Freedom’s Sisters**, which honors the civil rights legacy of 20 African-American women; and **American Sabor**, which celebrates the musical contributions of Latino artists. We also hosted **Ford Free Days** at museums in Detroit, Chicago and Nashville.

On the 57th anniversary of the historic Brown v. Board of Education case, the **13th Annual Ford Freedom Awards** honored the late Constance Baker Motley, a civil rights lawyer, judge and co-author of the historic legal case, and Damon J. Keith, a judge for the Sixth Circuit Court of Appeals, for their groundbreaking achievements.

For nearly 90 years, Ford has been a sponsor of **Disabled American Veterans (DAV)**. In 2011, this included our 16th year as a sponsor of the DAV Winter Sports Clinic in Colorado, where hundreds of disabled veterans participated in adaptive sports such as skiing and snowmobiling. Ford also donated funds to purchase nine new vehicles for the DAV headquarters and its transportation network, and provided scholarships to student volunteers. And Ford Fund sponsored a **Pride and Honor Flight** for 30 World War II veterans in Michigan to visit the World War II Memorial in Washington, D.C. The veterans received a festive send-off from Ford CEO Alan Mulally and others.

EDUCATION



“I knew I wasn’t an effective leader. I was a follower and I liked to jump into the crowd that seemed most interesting. I knew that was bad, but I didn’t know how to break away from it. Joining this academy and working with the teachers has taught me that I need to choose the path where I want to be, not what someone else wants me to be. I am excited, because I’m always up for learning something new. I know I will eventually need these skills I’m being taught. I want to be successful in whatever I do, to never be in a place where I have to ask for something from someone else. I want to be a giver.”

Cameron, high school senior at one of the Academies of Nashville that uses Ford PAS Next Generation Learning

Our company was founded on innovation. At Ford Fund, we develop and support cutting-edge educational programs that help students stretch beyond traditional limits and develop skills they need to be innovators in the 21st century.

The Ford College Community Challenge (Ford C3) competition invites universities and colleges nationwide to develop student-led programs that address tangible community needs around the theme “Building Sustainable Communities.” Each year, five winning projects receive a \$50,000 Ford grant. Winning ideas in 2011 included the nation’s first conversion of a traditional school bus to a hydraulic hybrid vehicle that runs on recycled biofuel.

Ford Partnership for Advanced Studies (Ford PAS) Next Generation Learning is a collaboration between Ford Fund and local businesses, educators and leaders to reimagine and redesign high school learning in 16 communities. Ford PAS curriculum, a core feature of the program, stimulates critical thinking, team building and other real-world skills in fields such as sustainability, global economics and engineering. Since 2004 Ford PAS has reached more than 150,000 students in 27 states and provided professional development to more than 3,000 teachers.

The Henry Ford Learning Institute supports a network of **Henry Ford**

Academy (HFA) middle and high schools focused on creativity and innovation, integrated with college-preparatory courses in math, science, social studies and language arts. The first school, Henry Ford Academy, was founded in 1997 in Dearborn, Mich.

Ford Community Corps works with partner universities to empower students to develop and implement solutions to pressing nonprofit needs. Launched at Wayne State University, University of Michigan-Dearborn and University of Detroit-Mercy in 2011, the program will expand to additional schools in 2012.

More than 1,000 **Ford Blue Oval Scholarships** were awarded in 2011 through organizations such as the Hispanic College Fund, the American Indian College Fund, the United Negro College Fund, the Society for Automotive Engineers Educational Foundation, the National Future Farmers of America Foundation, and the League of United Latin American Citizens (LULAC) National Educational Service Centers.

Ford Driving Dreams Through Education, launched in 2010 in partnership with LULAC, aims to address the high school dropout rate among Hispanic students. Twenty LULAC councils are receiving support for local programs that help students stay in school.

DRIVING SAFETY



“You shouldn’t have to bury your friend in the ground at such a young age due to a car crash knowing that there are ways it could have possibly been prevented. I’m not saying every crash is preventable and that it was the driver’s fault because that is not true at all. But there are drivers who risk other people’s lives by the actions they take behind the wheel. Working with Ford Driving Skills has been a great opportunity for me. They are a great company that not only designs and distributes Ford vehicles but they also created a program to help spread an important message to teens across the world.”

Courtney, 20,
Ford Driving Skills for Life participant

From the world’s busiest highways to its unpaved roads, Ford Fund is committed to creating programs that teach teens and other inexperienced drivers how to be safe behind the wheel.

The award-winning **Ford Driving Skills for Life** program, the most comprehensive program of its kind in the U.S., has reached millions of high school students since it was launched in 2003. Developed by Ford, the **Governors Highway Safety Association** and a panel of safety experts, DSFL teaches teens through a combination of ride-and-drive experiences, educational materials, customized in-school events and an interactive website.

Traffic fatalities are the No. 1 killer of American teens aged 15-19, according to government statistics. Ford DSFL helps young drivers in four key areas that have shown to be major contributors to teen driving crashes: hazard recognition, vehicle handling, and speed and space management, with an added emphasis on distracted driving.

Ford DSFL visited 30 high schools and reached 35,000 students in 2011 alone as part of its national tour, which included hands-on training, school assemblies and events in Florida, Georgia, South Carolina, North Carolina, Alabama, Mississippi, Louisiana, Arkansas, Maine, New Hampshire, Massachusetts, Vermont, New York, Connecticut and Rhode Island.

Ford DSFL also conducted hands-on training events in Kentucky, Michigan and Illinois that put more than 1,600 teens behind the wheel under professional supervision. The Illinois events were part of **Operation Teen Safe Driving**, which has contributed to a 45 percent reduction of teen deaths in the state since 2007.

Reducing the number of traffic fatalities and injuries also continues to be a key mission in Ford’s global markets, where the DSFL program has been adapted to help new drivers of all ages. Ford DSFL is now in its fifth year in Asia, with programs in China, India, Taiwan, South Africa, Thailand, Vietnam, the Philippines, Indonesia and Malaysia. Programs are tailored to reflect the local driving environment and road conditions.

Examples include localized training in Southeast Asia, with tips for driving in flooded and slippery areas, and in China, where snowfall in the northern parts of the country can present hazardous road conditions.

Many DSFL participants in Asia are first-time drivers, as the region’s emerging economies are driving a rapid rise in vehicle ownership. So far, 50,000 people across Asia have participated in the program.

In addition to DSFL, Ford offers **Ready, Safe, Drive!** – a personal safety and vehicle maintenance program for young women.

HELPING HANDS



“In 2011, Habitat for Humanity celebrated its 25th year of building houses in Detroit. I am proud to say that I have been a Habitat volunteer for 19 years, and have been giving my time through the Ford Volunteer Corps since 2005. This summer I did the rough carpentry work on a three-bedroom home in a neighborhood that has other Habitat houses also built by Ford volunteers. Everyone knows the Ford team, because we have a reputation for building quality homes. Each new house lifts up the entire neighborhood and helps a family in need.”

Michael Kiselis, Ford Powertrain Program Management Supervisor and Ford Volunteer Corps member

Creating a better world is hard work. It takes heart, determination, sweat and teamwork.

The **Ford Volunteer Corps**, an army of employees and retirees from around the globe, proves each year that it is up to the task.

The Volunteer Corps was formed in 2005 by Bill Ford, then Ford’s president and CEO, in response to the need for a coordinated response to the tsunami in Southeast Asia and two hurricanes on the U.S. Gulf Coast.

The program was later expanded and made a permanent part of Ford Fund and Community Services, which continues to coordinate the work of Ford volunteers throughout the world.

Today, the Corps is made up of Ford salaried employees, retirees and dealers from six continents. In 2011 alone, more than 25,000 of these volunteers gave more than 110,000 hours to 1,200 projects in their communities – the equivalent of a \$2.35 investment that represented an increase in both participation and community impact.

This included five **Accelerated Action Days**, which mobilized **MODEL Teams** of employees in the U.S. to focus on specific, urgent community needs, such as families and children, the environment and hunger relief. The teams partnered on projects chosen and planned by hundreds of nonprofit partners. Many of

these projects were supported by Ford Fund mini-grants that covered everything from landscaping materials and paint to emergency food and clothing.

For the sixth year, the Ford Volunteer Corps also organized the **Global Week of Caring**.

During a single week in September, more than 12,000 Ford volunteers on six continents picked up paintbrushes, hammers, shovels and wheelbarrows to tackle community projects that made a world of difference to people in need.

Employees in 45 countries from Europe and Asia to Africa and the Americas answered the call to help, including Ford dealerships in 22 countries.

The Ford volunteers renovated schools in South Africa, restored trails for wheelchair access in Belgium, provided meals and clothing and organized medical checkups for orphans in India, built houses in El Salvador and Honduras, and painted a school and provided school supplies in Trinidad and Tobago.

Also during Global Week of Caring, more than 1,000 U.S. Ford volunteers in 19 states stepped away from their desks and workstations and into dozens of community building projects in partnership with organizations such as **Salvation Army** and **Habitat for Humanity**.

A LEGACY OF COMMUNITY ENRICHMENT

When Henry Ford started Ford Motor Company he wasn't just pursuing greater profits, he was pursuing a greater purpose. He wanted his company to serve customers and society and create value for everyone. While his revolutionary Model T was making transportation affordable for all, Henry Ford also was building schools and hospitals and forging close alliances with the leading educational institutions of his day. He once famously said, "A business that makes nothing but money is a poor business."

His idea – that companies have a responsibility to make a positive impact on society – is an early example of what we now call corporate citizenship.

His grandson, Henry Ford II, took that commitment to a new level in 1949 by

founding Ford Motor Company Fund, a nonprofit organization financed principally from Ford Motor Company profits. Ford Fund initially focused on supporting the community needs of southeast Michigan and played a critical role in the formation in Detroit of United Foundation, a precursor to United Way.



As the influence of Ford Motor Company expanded, so did the reach of Ford Fund. In the past six decades, Ford Motor Company Fund has given nearly \$1.4 billion to thousands of nonprofit organizations throughout the United States, with a special focus on

education, driving safety and community life. Many millions more have been donated directly by Ford Motor Company and its employees in the U.S. and global markets where Ford does business.

Volunteerism is also an important part of our commitment to communities. The company's volunteer efforts were unified in 2005 when Bill Ford, then chairman and CEO, formed the Ford Volunteer Corps. Ford Motor Company Fund and Community Services mobilizes and coordinates the work of thousands of Ford Volunteer Corps employees, dealers and retirees around the world each year.

Ford Motor Company Fund and Community Services is a separate entity from Ford Foundation. Ford Motor Company has no connection to the Ford Foundation and no member of the Ford family serves on its board.

WHAT THE FUND SUPPORTS

Ford Motor Company Fund supports initiatives and not-for-profit organizations in three areas: education, community life and driving safety.

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.

WHAT THE FUND DOES 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

WHAT THE FUND DOES NOT SUPPORT (CONT.)

- Fraternal organizations
- General operating support to hospitals and healthcare institutions
- Golf outings
- 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

HOW TO APPLY

Requests for support are accepted and reviewed throughout the year. There are no application deadlines.

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

community.ford.com (click on "How to Apply")

Please note: Paper applications are no longer accepted.

See the website for a complete description of contribution guidelines and directions for submission.

FORD AROUND THE WORLD

The good works and goodwill of Ford and its employees have global reach. In addition to the support provided by Ford Motor Company Fund, Ford made direct donations to a number of nonprofit and community service organizations that are working toward a better world for all.



In 2011 we continued our partnership with **GlobalGiving Foundation**, which uses company funds and volunteers to have a truly global impact through supporting community projects in countries such as India and China, as well as disaster relief in other areas. For example, funds in 2011 provided critical support to earthquake victims in Turkey.

In Mexico, Ford and our dealers have collaborated since 1966 on the **School Building Project**, which has built more than 200 schools in nearly every state of Mexico. More than 150,000 children attend Ford schools every day.

We also announced plans in 2011 to provide 100 scholarships for students attending 12 leading universities in the United Kingdom to mark the company's 100th anniversary there.

Ford continued its longstanding support of organizations that work to solve some of the most challenging

problems in our society. In 2011, Ford and its generous employees supported **United Way** with \$8.1 million in contributions. When Ford Fund was founded in 1949, one of its first grants was to an organization in southeast Michigan that was a precursor to United Way.



Ford is the only global partner of the **Juvenile Diabetes Research Foundation (JDRF)**. The relationship with JDRF, which began in 1983, grew in 1998 with the formation of the Ford Global Walk Team by Edsel B. Ford. Since then, more than \$39 million has been raised by Ford, with \$3.2 million contributed in 2011 alone. Ford volunteers donate significant time to leverage the company's financial support of JDRF, participating in walks and holding book sales, silent auctions and raffles to raise money for diabetes research.



Ford also has been a longtime supporter in the fight against breast cancer, dedicating more than \$115 million in donations and in-kind gifts to the cause. This includes the donation of all proceeds from the sale of a specially designed clothing and accessory line called **Warriors in Pink**. Also more than 75,000 Ford employees and thousands of dealership employees are involved in **Susan G. Komen Race for the Cure®** races in their local communities.

Ford volunteers also raised more than \$520,000 for **March of Dimes/March for Babies**. Ford Vice President Jim Tetreault and UAW Vice President Jimmy Settles served as co-sponsors for the 2011 March for Babies campaign. The UAW/Ford team has raised more than \$2.4 million during the past seven years.



Ford and the UAW also teamed up to raise funds for the **National Multiple Sclerosis Society** and continued its longstanding partnership with the **American Red Cross** to host approximately 210 blood drives at various office and plant locations across the U.S., collecting nearly 8,000 pints of blood in 2011.


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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.

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