

FUTURE

Auto-Related Safety

Ford's Safety Message Reaches Communities across the Globe

Phoenix, San Diego, Miami, Hanoi, Bangkok. Throughout the U.S. and around the world, communities in these cities and many others received essential auto-safety training and potential life-saving driving tips through a variety of Ford Motor Company Fund-supported programs in the fourth quarter of 2008.

Driving Skills for Life (DSFL), for example, continued to gain momentum following international launches in Vietnam, Africa and the Asia Pacific. All three regions held well-received DSFL workshops and hands-on safe-driving training sessions for driving school students, police and more in a number of critical markets.

"It is great to see Ford, a leader in safety, doing something about this critical issue," commented Greig Craft, president of the Asia Injury Prevention Foundation, about the importance of knowing how to drive safely. The foundation worked in cooperation with Ford to launch DSFL in ASEAN countries. "We believe Driving Skills for Life will be the catalyst for further action to improve road safety as nations across this region deal with rapid changes on their roads."

Back in the U.S., DSFL reached out to thousands of teenagers in Phoenix and San Diego during National Teen Safety Week in October with safe-driving workshops hosted by some of the nation's top driving instructors. Teens also had the opportunity to participate in candid discussions with NASCAR star Colin Braun.



Driving Skills For Life

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Greig Craft, president of the Asia Injury Prevention Foundation

The fourth quarter also brought several national and local honors for DSFL. For instance, the Illinois Operation Teen Safe Driving program, which is based on DSFL and supported by Ford Fund, received national recognition from *PR News* magazine, which awarded the state's teen safe driving program an honorable mention during its Nonprofit PR Awards luncheon held at the National Press Club in Washington D.C. in December.

The Ford Driving Skills for Life Academy, an online educational accompaniment of the DSFL program, was also honored as the Adobe Site of the Day on October 27, 2008, for its newly refreshed Web site. Sharing the fourth-quarter momentum with DSFL, the See Me Safe child passenger safety program also completed launches in several new cities, including Miami and San Diego. Developed in partnership with Meharry Medical College, See Me Safe provides parents and caregivers with essential hands-on training on the correct use of child safety seats.

The Latino counterpart of See Me Safe, Corazon de mi Vida, was also on the move, hosting important training clinics and hands-on demonstrations in Phoenix and San Antonio in December.



Corazon de mi Vida



Girl Scouts at Car Care Clinic

Meanwhile, Girl Scouts in Phoenix and Miami learned important auto safety and preventive maintenance tips during a series of Car Care Clinics sponsored by Ford Fund in partnership with Safe Smart Women, a national nonprofit organization that promotes driver safety and car care awareness. More than 40 young ladies attended each free clinic, which included tips on how to change a tire, check the oil, and protect themselves if they are stranded in a broken-down vehicle. Said Julie Thomas, teen program specialist for Girl Scouts-Arizona: "It is exciting to have our girls participate in the car clinic, which will help them better understand that getting behind the wheel is a responsibility to themselves and those they encounter on the road."

Volume 1, Issue 4 Fourth Quarter 2008
www.community.ford.com

A Message from **Jim Vella**

Automotive safety is one of the most important aspects of our business. The proof is in our products: Ford Motor Company currently leads all automakers – foreign and domestic – with the most "Top Safety Picks" from the Institute of Highway Safety.

Auto safety, however, encompasses more than just a crash rating or the myriad innovative safety technologies and features that we offer on our cars and trucks. It also encompasses providing customers with the necessary information, education and skill sets to drive safely. This is a philosophy that Ford and Ford Fund have wholeheartedly embraced, which has resulted in the creation of successful driver and child safety programs such as Driving Skills for Life, See Me Safe and Corazon de mi Vida.

You'll see from the accompanying stories in this newsletter that these and other Ford Fund-supported initiatives had eventful fourth quarters and banner years in 2008; helping develop better educated and safer drivers and further spreading Ford's auto safety message around the world.

Thank you for your ongoing support in the fourth quarter and in 2008. Ford and the auto industry are continuing to face tough challenges going into the new year. But, we look forward to working closely with you to best determine how we use the resources at our disposal to meet those challenges, arm in arm.



FORD FUND WOULD LIKE TO HEAR FROM YOU!

HAVE A COMMENT OR THOUGHT?
You can contact us at **888-313-0102**
e-mail us at fordfund@ford.com
or learn more about us at
www.community.ford.com

Community

Volunteers Help Feed Those in Need

Feeding the hungry was the goal of some 750 Ford volunteers who participated in the final 2008 Ford Accelerated Action Day in December.

The ready-to-work team of Ford employees and retirees collected food, stocked shelves, packaged items and served meals at a number of local missions, shelters and food distribution centers. In total, some 4,200 volunteer hours were performed, equivalent to \$840,000 in in-kind Ford dollars, said Janet Lawson, director, Ford Volunteer Corps.

Welcoming the help was Gleaners Community Food Bank in southeast Michigan. "We could not collect and distribute the amount of food that we do without our amazing volunteer workforce," said Gleaners' Anne Weekley. "We're grateful to have the Ford folks here to help us."

Bill Garrett, a Ford electronic systems engineer, was grateful for the opportunity to help his community and those less fortunate. "This is an important service we're providing," he said. "I enjoy the opportunity to give something back and I think it's great that Ford encourages us to do the work."

Many of the organizations benefiting from the man-hours donated on that December day also received mini-grants of up to \$5,000 from Ford and Ford Fund to buy food and other materials needed to complete their projects. In total, more than \$80,000 was awarded to qualifying agencies.

The next Accelerated Action Day is March 3rd. Visit www.volunteer.ford.com for more information.



Feeding America Delivers to the Needy

By last November, some 100 million pounds of food was distributed to needy families in rural areas across the country thanks to the Partnership for Hunger Relief, a collaboration supported by Ford Fund, Feeding America (formerly America's Second Harvest) and the Newman's Own food brand.

In October, Ford reaffirmed its commitment to the effort, donating seven refrigerated trucks to help deliver Newman's Own products to rural-area food banks.



The 2008 donation marked the eighth consecutive year that Ford Fund and Newman's Own have joined forces for this important cause. In total, Ford has donated more than 75 vehicles to Feeding America and the Partnership for Hunger Relief, which focuses on supplying nutritious protein-based foods and produce to rural families in need.

Operation Goodwill Lands in Miami and Detroit



The cities of Miami and Detroit are the newest additions to the Operation Goodwill family, which already includes key markets in Chicago, Nashville, Phoenix, San Antonio and San Diego.

Operation Goodwill is Ford Fund's landmark outreach program that better targets philanthropic and community relations efforts in selected cities.

In October, Ford Fund and South Florida Ford dealers announced a number of charities and community organizations that will benefit from Operation Goodwill, which includes a \$600,000 initial investment. Scholarship programs, driver education programs, child abuse shelters, and local Habitat for Humanity chapters are just a few of the beneficiaries of the outreach.

Operation Goodwill hit the streets of the Detroit area in December with large billboards across the area announcing the program. In southeast Michigan, Operation Goodwill will work with local Ford dealers to help community groups that focus on key areas of need such as hunger, education and child safety (see "Thousands of Seniors Receive Holiday Meals" below.) For more information on Operation Goodwill, visit www.fordbrighterfuture.com.

Thousands of Seniors Receive Holiday Meals

The newly launched Operation Goodwill Detroit wasted no time to aid those in need, helping to orchestrate the delivery of 11,000 nourishing meals to grateful home-bound seniors last Thanksgiving and Christmas.

Ford Fund worked in conjunction with the Detroit Area Agency on Aging's Holiday Meals on Wheels program to provide the hot food.

In addition to the financial support, Ford Motor Company employees signed up in great numbers, volunteering their time and resources to help make the holiday door-to-door deliveries possible.

Model T on Parade

In honor of the Ford Model T centennial in 2008, Ford Fund helped sponsor a unique parade unit featuring 19 Model T's – representing the 19 years that the iconic Tin Lizzie was in production.

The parade brigade made its premiere appearance in America's Thanksgiving Parade in Detroit in November.

"It's only fitting that the vehicle credited for putting the world on wheels culminated its 100th anniversary celebration on the streets near its birthplace as part of America's Thanksgiving Day Parade," said Jim Vella, president Ford Motor Company Fund and Community Services.



The parading Model T's marked the conclusion of some six months of regional centennial events in 2008, including the world's largest gathering of Model Ts in Richmond, Indiana, last July.

Education

Colleges Take on Task to Build More Sustainable Communities

Wayne State University is taking a unique approach to fighting hunger in the Detroit area, establishing urban gardens and other sustainable food resources to help build local food supplies and feed needy residents. Known as the Sustainable Food Systems and Engagement in Detroit (SEED) program, this effort is one of five innovative college programs that received a Ford College Community Challenge grant award from Ford Fund.

“This grant, through the generosity of Ford Motor Company Fund, will challenge students and others to examine and implement solutions to sustainability issues as they relate to food systems,” said Wayne State University President Jay Noren.

The Ford College Community Challenge asked colleges and universities to partner with their local communities to design student-led projects that address critical community needs around the theme “Building Sustainable Communities.” Through this grant competition, Ford Fund challenged its national network of college and university partners to put on their thinking caps and define what building a sustainable community meant in their local areas. Five winning proposals each received a \$100,000 grant to implement their projects.



WSU volunteers give an explanation of how their garden works.



The challenge generated 23 proposals from Ford’s partner colleges and universities, and covered a wide range of issues from more sustainable transportation methods to more energy-efficient housing solutions.

The other four Ford College Community Challenge winners are: Howard University, Purdue University, Ohio State and the University of Michigan-Dearborn.

FFA Chapters Design Safe Driving Campaigns

Ford Fund announced the winners of a safe driving scholarship program in association with the National FFA (Future Farmers of America) and its annual Agriscience Fair in Indianapolis in October.

Ken Czubay, vice president of Ford Sales and Marketing, was on hand to give the five winning FFA chapters \$2,500 education grants for developing the most creative safe driving campaign in their schools and communities.

Ford Fund’s award-winning Driving Skills for Life program was used as the base curriculum for the programs developed by the FFA chapters.

Connie Scarbrough of the winning FFA Chapter from Ripley High School in Ripley, West Virginia, wrote about the DSFL program: “The Ford Driving Skills for Life program is like a silver lining in all of the tragedy surrounding those life-changing accidents. Finally the students can do something about this problem, and the lives lost can have something good come from the passion these students have for keeping their friends and family safe... We will never know officially whether this program saves one or 100 lives. But, I know in my heart that it will help.”



Ken Czubay flanked by scholarship winners.

Network of Innovative Learning Institutions Grows

The well-regarded and innovative learning environment of the Henry Ford Academy took a giant leap forward in the fourth quarter, announcing another new location, the Henry Ford Academy: School for Creative Studies in Detroit.



Rendering of the redeveloped, historic Argonaut Building.

This new academy, for middle and high school students, is an exciting partnership between Detroit’s College for Creative Studies (CCS), a world leader in art and design education, and the Henry Ford Learning Institute (HFLI). Founded by Ford Motor Company and The Henry Ford, HFLI is dedicated to replicating the highly successful non-profit Henry Ford Academy model, which was first implemented in Dearborn in 1997.

The new Detroit academy will combine the educational resources of CCS with the nationally recognized Henry Ford Academy education model, which has a cumulative graduation rate of more than 90 percent; all of its 2007 and 2008 graduates were accepted to colleges or universities.

The Detroit academy will operate with backing and support from Ford Fund, The Henry Ford, the Bill & Melinda Gates Foundation, and other partners. It will partner with Dearborn and Chicago’s North Lawndale communities for the 2009-2010 school year, eventually enrolling up to 880 young students.



American Heritage

Freedom's Sisters Exhibit Takes Up Residency in Sacramento

The Sacramento Public Library in Sacramento, California, welcomed droves of visitors in the fourth quarter, all eager to experience the traveling Freedom Sister's exhibit.

The Ford Fund-supported exhibit celebrates the lives and accomplishments of 20 female Civil Rights legends – both well-known and not so publicly recognized – in an interactive, engaging way that's designed to motivate and inspire younger visitors. Middle-school children, for example, can write an essay about their favorite Freedom Sister and enter it into a contest. In Sacramento alone, some 400 eager students submitted entries. The winners received savings bonds and later saw their words featured in the exhibition.

"The Sacramento Public Library was honored to present this extraordinary exhibition," said Library Director Anne Marie Gold of Freedom's Sisters recent stop in her town.

Individuals featured as Freedom Sisters, including poet Sonia Sanchez, made their way to the library in October for an invitation-only reception to celebrate the opening of the exhibit in Sacramento. Sanchez was a powerful voice in the 1960s and continues to be a prominent presence in African-American culture. Other Freedom Sisters honored in the exhibit include Dorothy Height, Rosa Parks, Coretta Scott King and Harriet Tubman.

Freedom's Sisters three-year nationwide tour started last March in Cincinnati, finished up in Sacramento in early January 2009, and will now travel to seven additional cities, including Memphis, Dallas, Detroit and Chicago.



Winners of Freedom's Sisters Essay contest in Sacramento, chosen from nearly 400 entries.

Ford Made In America Features Renowned Composer Schwantner

American composer Joseph Schwantner is the second composer honored by the Ford Made in America program.

The Ford Fund program helps smaller-budget orchestra leaders commission new works from nationally recognized composers. So far, Ford Made in America is the largest orchestral commissioning consortium in U.S. history, providing a national network of orchestras with access to resources normally not available to them.



Joseph Schwantner

Schwantner's *Chasing Light* debuted with the Reno Chamber Orchestra last fall and will be performed by 58 orchestras in all 50 states before the series concludes in 2010. "The Reno Chamber Orchestra's participation in the Ford Made in America project has been transformational for our orchestra and our community," said Scott Faulkner, executive director of the Reno Chamber Orchestra. "We are privileged to have been a part of this, and honored to have brought this wonderful new piece of music to the world."

Schwantner's feature piece found inspiration from an original poem penned by the Pulitzer Prize winning composer. *Chasing Light* draws its spirit, energy and inspiration from the celebration of vibrant colors and light that penetrate the morning mist as it wafts through the trees in the high New England hills," noted Schwantner. "Like a delicate dance, those images intersected with a brief original poem that helped fire my musical imagination."

To learn more about Ford Made in America, visit www.fordmadeinamerica.com.

Education

2008 Scholarship Recipients Praise Ford Fund

College freshman Caleb Henderson from San Antonio hopes to start his own airline company some day. And with help from Ford Fund's Ford Blue Oval Scholarship program, he believes he is one step closer to reaching his dream. "When that day comes, I know I can proudly and respectfully look back and remember that it was all possible because of the generosity of good American foundations like the Ford Blue Oval Scholarship group," said Henderson in a recent communication.

The University of Texas at Arlington student is one of several 2008-2009 scholarship recipients who wrote to Ford Fund to express gratitude for creating Texas-based scholarship programs such as Ford Blue Oval and Mi Fuerza.



Caleb Henderson

The Ford Blue Oval program awards scholarships totaling some \$100,000 to students that are members of organizations such as the Girl Scouts of America, Boy Scouts of America and the Texas Future Farmers of America. Mi Fuerza supports Hispanic undergraduate students with individual scholarships ranging from \$500 to \$5,000.

Said Anna Silverman of the Hispanic College Fund, which helps administer the scholarships: "Thanks to your generosity, these students have joined an elite network of corporations, organizations and individuals who work with the Hispanic College Fund to provide educational resources, professional development programs, and unmatched career opportunities at companies like Ford that are leading the nation in strategic and committed funding for education."

