



FORD MOTOR COMPANY FUND AND COMMUNITY SERVICES
2010/2011 REPORT

DRIVE COMMUNITY





A Message from the Ford Motor Company Fund President

Ford Motor Company has attracted attention for its remarkable turnaround. Our products are leaders in quality, safety and fuel economy, and our market share is growing around the world. Many look at these achievements and say that they make Ford a great business. And while I agree, I know that our success in selling cars is only part of what makes us great.

As our founder Henry Ford once said, “A business that makes nothing but money is a poor business.” Building a better world – for the benefit of all – has been central to what Ford has done ever since. Ford Motor Company Fund and Community Services is the embodiment of that idea.

Founded in 1949, Ford Fund’s role is to give back to the communities where we work, live and play. Throughout this economic downturn, we’ve continued our efforts to reach out and support communities.

In 2010, we contributed \$18.6 million in grants to U.S.-based organizations in three strategic areas: education, driving safety, and community life and American heritage. Direct corporate contributions added another \$10 million. Some of our major programs are featured in this report.

Additionally, some 27,000 employees and retirees in 41 countries provided more than 112,000 hours of volunteer work for more than 1,100 community projects. That is the equivalent of \$2.25 million of in-kind contributions.

We believe that these and other efforts are making a meaningful difference in the lives of people throughout the world. At Ford, we’re not just in the business of making automobiles. We believe that, together with our community partners, we’re in the business of driving a brighter future.

Jim Vella, President

Ford Motor Company Fund and Community Services

2010 FORD MOTOR COMPANY FUND CONTRIBUTIONS

Community Life and American Heritage	\$ 8,800,000
Education* (includes K-12 and higher education)	\$ 7,700,000
Driving Safety	<u>\$ 2,100,000</u>
Total	\$ 18,600,000

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

2010 FORD MOTOR COMPANY CONTRIBUTIONS

Donations from Ford Motor Company that are administered through Ford Motor Company Fund and Community Services	\$ 6,500,000
Other Company Donations	<u>\$ 3,800,000</u>
Total	\$ 10,300,000



“Ford Motor Company has a long-standing history of corporate responsibility and has been a strong partner of Feeding America for more than a decade.”

Vicki Escarra, President and CEO,
Feeding America



COMMUNITY LIFE



Because our global company is only as strong as the local communities where we live, work and conduct our business, we have approached our efforts at the local level with a new focus.

Recently, we expanded our Operation Goodwill program to partner with dealers and a diverse range of nonprofit organizations to enhance quality of life in a number of U.S. cities where Ford has a presence, such as Chicago, Detroit, Phoenix and San Diego. In each of these cities, we have focused on philanthropic efforts that directly meet local needs.

One outcome of these partnerships is our Ford Mobile Food Pantries program, launched with Metro Detroit dealers in 2009 to help social service organizations collect and distribute food to the hungry. Ford contributed \$210,000 for this program in 2010 and by the end of 2011, we will have donated 16 Transit Connect vans.

In 2010 we also celebrated the 10th anniversary of our partnership with Newman’s Own®, Inc., and Feeding America, the nation’s largest hunger relief organization. As part of this partnership, a fleet of 98 refrigerated Ford trucks and vans loaded with Newman’s Own food products have delivered more than 130 million meals to families in all 50 states.

Veterans also are an important part of our local communities, and Ford has a long history of honoring them. For 16 years, Ford has been a sponsor of the National Disabled American Veterans Winter Sports Clinic, where hundreds of disabled veterans participate in adaptive sports, including skiing and sled hockey. In 2010, Ford donated \$225,000 to purchase seven new vehicles for the Disabled American Veterans (DAV) Transportation Network and to provide youth volunteer scholarships.

We believe that cultural arts and historic preservation also enrich and strengthen communities. In 2010, we once again teamed with the Smithsonian Institution and the Cincinnati Museum Center to offer Freedom’s Sisters, a touring exhibition that honors the legacies of 20 influential African American women. And we again partnered with the Charles H. Wright Museum of African American History in Detroit on the Ford Freedom Award, which honors leaders dedicated to improving the African American community and the world.

In 2010, Ford Fund also continued to support organizations and initiatives that preserve America’s cultural heritage, including the Gettysburg Museum & Visitor Center, and a new exhibit at Mount Vernon.



EDUCATION



“Ford PAS is a nationally recognized curriculum that engages students in inquiry-based activities promoting higher levels of understanding.”

Jay Steele, Associate Superintendent of High Schools, Metro Nashville Public Schools

Preparing today’s young people for tomorrow’s jobs is one of Ford Fund’s top priorities, and we have approached the challenge in a number of ways.

Throughout the decades, we’ve found our strongest impact comes through collaboration with local communities to inspire innovation in education.

One example of the way we work together is the Ford Partnership for Advanced Studies Next Generation Learning (Ford PAS), a unique program that brings together educators, business and civic leaders to transform education in existing public high schools. The goal is for classes to be more relevant to students and to better prepare them for college and careers. At its core is a series of 20 educational modules that develop critical thinking, team building and other career-relevant skills to solve real-world problems in fields such as environmental sustainability engineering, manufacturing and global economics.

Ford PAS has reached more than 100,000 students and provided professional development to more than 3,000 teachers since its launch in 2004. The program continues to grow in scope and scale with support from local foundations or state government in Georgia and Florida.

Collaboration at the local level is also the foundation for The Henry Ford Learning Institute, which supports a

network of charter high schools focused on creativity, innovation and college preparation. Henry Ford Academy (HFA) in Dearborn opened in 1997 in partnership with The Henry Ford. Since then, three HFA high schools have opened – HFA: Powerhouse High in Chicago, HFA: School of Creative Studies in Detroit and HFA: Alameda School for Art and Design in San Antonio. Other major programs include:

- Ford Blue Oval Scholarships, awarded to more than 500 individual students per year through organizations such as the Hispanic College Fund, the American Indian College Fund and the United Negro College Fund;
- Ford Driving Dreams Through Education, launched in 2010 with the League of United Latin American Citizens to help Hispanic students stay in school;
- The Ford College Community Challenge Grant (Ford C3), which invites 32 partner universities and colleges to develop student-led programs that tackle a specific community problem. Each year, five winning projects receive a \$50,000 Ford grant to build sustainable communities in an innovative way. One recent grant went to the Georgia Institute of Technology for the Green Eco School Bus, the nation’s first conversion of a school bus to hydraulic hybrid powertrain.



“This national high school tour will bring Ford DSFL into many more communities. State highway safety offices will be able to use this program to complement ongoing laws and programs. While teen driver safety is a key priority, too often our communities lack the resources to conduct these types of hands-on, high-tech trainings. We are grateful to Ford for helping fill these critical gaps.”

Vernon F. Betkey Jr., Chairman,
Governors Highway Safety Association



DRIVING SAFETY



The inexperience of young drivers impacts the safety of everyone on our roadways. With that in mind, we are expanding our efforts to promote safe driving by bringing professional drivers and proven training methods directly to our youngest and newest drivers.

In a major expansion of our award-winning Ford Driving Skills for Life (DSFL) program, teens in 15 states are participating in hands-on driving clinics in their own high school parking lots. The Ford DSFL National Tour is visiting 30 U.S. cities, giving more teens access to not only ride-and-drives with professional drivers, but also to a rich library of web-based training and materials on driving safety.

“I’ve had my fair share of close calls in the past on snow, ice and gravel, and every time I’ve relied on the practice that I had in a skidding situation at Driving Skills for Life obstacle courses,” said Kayla, one DSFL participant. “Because of this I was able to walk away without any serious injuries, just a few cuts and bruises and most importantly, my life.”

Ford developed DSFL in partnership with the Governors Highway Safety Association, delivering one of the nation’s most comprehensive teen driver safety programs at no cost to its participants. Since its launch in 2003, DSFL has visited more than 30 states and reached more than 500,000 U.S. high school students.

The program builds skills in four key areas: driver distraction, speed and space management, vehicle handling, and hazard recognition. These four areas are contributors to more than 60 percent of teen crashes.

“Inexperience is the leading cause of crashes in young drivers, and this program delivers the key skill sets that will increase their knowledge, confidence and, ultimately, their safety,” said Sue Cischke, group vice president, Sustainability, Environment and Safety Engineering, Ford Motor Company. “Ford is passionate about helping young drivers learn the rules of the road, better manage distractions behind the wheel and help make America’s roads safer for all of us.”

Since the need for safe drivers isn’t only a U.S. concern, DSFL has expanded globally into such countries as China, Taiwan, India, Thailand and Vietnam.

As one of the world’s largest auto manufacturers, Ford cares about everything that impacts automotive safety. In addition to DSFL, we support programs that teach young women about preventative maintenance and personal safety on the road, and educate parents and caregivers about the safe use of child safety and booster seats.



“We’ve had (Ford volunteers) working steadily, preparing to feed the homeless and senior citizens. We wouldn’t be able to do this without the help of Ford and the volunteers.”

Karen Floyd-Sanders, Manager,
Business Development and Grants,
Salvation Army

HELPING HANDS



Gleaners Food Bank distributed more than 36 million pounds of emergency food to more than 484 partner soup kitchens, shelters and pantries in southeast Michigan last year. They were supported by a steady stream of Ford volunteers who packaged meals for families and school children, worked in the organization’s food warehouses and even hoed and sowed in their community gardens.

“We have had a strong partnership with Ford for as many years as I can look at records,” says Gerry Brisson, executive vice president of Advancement at the 33-year-old hunger relief organization. “It’s not as if they come in for a day or two and leave. We’ve had strong and consistent support from Ford and have come to depend on the help of their volunteers.”

Gleaners is one of the many community organizations that get a boost from the work of the Ford Volunteer Corps, which is made up of Ford employees and retirees around the world. More than 27,000 Volunteer Corps employees and retirees in 41 countries provide 112,000 volunteer hours, the equivalent of \$2.25 million of in-kind corporate contributions.

A majority of these hours were packed into five Accelerated Action Days – concentrated one-day events during

which Ford volunteers are grouped into MODEL Teams and matched with local social service agencies to meet specific and critical local needs.

Each day had a special focus, such as families and children or the environment. These service programs benefit shelters and schools, children’s homes, soup kitchens, parks and playgrounds, to name just a few. More than 60 community organizations also received Ford Fund mini-grants to support the volunteer projects.

Hundreds of other organizations – from the Vista Maria Village of Hope for girls in metropolitan Detroit to Salvation Army locations throughout the country – get help from the work of Ford Volunteer Corps employees. The power of Ford’s global volunteers is mobilized each year when Ford Fund and Community Services observes its Global Week of Caring, a week-long series of volunteer events around the world coordinated by the Ford Volunteer Corps. Each year in early September, about 13,000 Ford employees help build homes, clean nature preserves, wildlife refuges and beaches, and feed the hungry, to name just some of the efforts.

A HISTORY OF GIVING



Corporate citizenship has been a top priority at Ford Motor Company since its founding in 1903. Henry Ford II (pictured left) expanded on this legacy in 1949 when he established Ford Motor Company Fund.

In its early years, Ford Fund helped build hospitals and supported human services by filling community chests throughout southeast Michigan through the United Foundation, a precursor to United Way. It also provided scholarships and played an important role in the development of Detroit's Civic Center.

Today, Ford Motor Company Fund remains true to its original purpose and continues to help build communities through partnerships that address community needs. The Fund has distributed more than \$1.3 billion to

thousands of nonprofit organizations throughout the United States, with a special focus on education, driving safety, and community life and American heritage. Many millions more have been donated by Ford Motor Company directly.

In addition to financial contributions made by the Fund, volunteerism has been integral to the Company's legacy of corporate citizenship. The Company's volunteer efforts were unified in 2005 when Bill Ford, then Ford Motor Company chairman and CEO, founded the Ford Volunteer Corps. The Corps, coordinated by Ford Motor Company Fund and Community Services, supports hundreds of volunteer projects each year in communities throughout the world.

WHAT THE FUND SUPPORTS

Ford Motor Company Fund supports initiatives and not-for-profit organizations in three areas: education, American heritage and 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
- Fraternal organizations

WHAT THE FUND DOES NOT SUPPORT (CONT.)

- 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:

<http://www.ford.com/our-values/ford-fund-community-service/ford-motor-company-fund>

Please note: Paper applications are no longer accepted. See the website for a complete description of contribution guidelines and directions for submission.

OTHER COMPANY PROGRAMS



From supporting medical research in the U.S. to providing relief to victims of natural disaster throughout the world, Ford seeks to make a difference in the communities where we live and work. In addition to the grants and volunteer efforts supported by Ford Motor Company Fund and Community Services, hundreds of organizations benefit from direct contributions made by Ford Motor Company, its employees and its dealers.

A notable example is in Mexico, where Ford and its dealers again were recognized for social responsibility by the Mexican Philanthropy Center. Ford of Mexico's School Building Project, started in 1966, has built more than 200 schools throughout the country. More than 1.6 million children have graduated and 150,000 children attend Ford schools every day. An active environmental and conservation program – viewed as one of the most successful in the world – focuses on preserving rainforests, increasing awareness of natural resources and protecting endangered species such as the Baja's Peninsular Pronghorn.

Ford continues to expand its global philanthropic efforts through partnerships with organizations that support community life including those in areas affected by natural disasters.

In the U.S., Ford and its employees also support a number of organizations that improve the quality of life for individuals and communities. For more than 20 years, Ford has been involved in helping find a cure for juvenile diabetes through its partnership with the Juvenile Diabetes Research Foundation. Together

with support from national partner companies, Ford employees raised more than \$3.2 million in 2010, bringing the total to \$35 million since 1998.

For 17 years, Ford has been a National Series Sponsor of the Susan G. Komen Race for the Cure® and has dedicated more than \$110 million to the cause in donations and in-kind gifts. Ford's yearlong commitment to finding a cure for breast cancer includes the Warriors in Pink clothing and accessory line, which has donated \$6.5 million in proceeds since 2006. In addition, more than 75,000 Ford employees and thousands of dealership employees are involved in races and fundraising efforts in their local communities year-round.

Ford employees in 2010 also raised \$140,000 for the National Multiple Sclerosis Society and \$508,000 for the March of Dimes. Ford CEO Alan Mulally and outgoing UAW President Ron Gettelfinger served as national co-chairs of the organization's annual March for Babies campaign. The combined efforts of the UAW/Ford teams resulted in a 62 percent increase in money raised compared to the 2009 events. Over the past five years, the UAW/Ford team has raised more than \$1.5 million.

Ford and the UAW also continued long-standing partnerships with the American Red Cross, collecting approximately 7,000 pints of blood at nearly 200 drives throughout the country; and with United Way, giving nearly \$7 million in 2010 to support community-based social service organizations.



CONTACT INFORMATION

**Ford Motor Company
and Community Services**
P.O. Box 1899
Dearborn, MI 48121-1899

www.community.ford.com
e-mail: 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.



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and Community Services**

www.community.ford.com