



# DRIVE COMMUNITY



## A Message from the Ford Motor Company Fund President



We live in extraordinary times. A lot has occurred in the world over the past year and a half. We certainly have felt the impact in our neighborhoods and communities, as well as here at Ford. We are a much smaller company than we were, but we also are a company more focused than ever on building great cars and trucks.

One thing that has not wavered during this time is our commitment to driving a brighter and better future for communities throughout the country and world. Ford has been supporting community efforts since we were founded more than 100 years ago. It is not just about donating money. It is also about building partnerships and working with others to meet the difficult challenges so many people are facing – whether it is helping feed hungry people with our Transit Connect Mobile food pantries, providing mentors in classrooms, or teaching teens to drive safer. I have seen firsthand how the Ford team is working with our community partners and dealers to show that there truly is a heart behind the oval – and it is alive and well and beating in the hearts of Ford employees and retirees everywhere.

In 2009, Ford Motor Company Fund contributed nearly \$20 million in grants to U.S.-based organizations in three strategic areas: driving safety, education, and American heritage and community life. Direct corporate contributions were responsible for an additional \$9.5 million in Ford donations. Some of the major programs we supported in 2009 are featured in this report.

Our employees in the U.S. and abroad also pitched in with critical hands-on help when and where communities needed it most. Some 20,000 Ford employees and retirees in 44 countries provided more than 100,000 hours of work for more than 1,000 community service projects – the equivalent of \$2 million in-kind contributions. Many of these volunteer projects also received financial support in the form of Ford Fund mini-grants.

I want to personally thank each member of the Ford team for their extraordinary effort in helping us achieve our goals: to provide hope that tomorrow will be brighter than today, and to help Ford to be a good neighbor in good times and in bad. We plan to keep it that way.

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

### 2009 FORD MOTOR COMPANY FUND CONTRIBUTIONS

Community Life and American Heritage	<b>\$ 9,976,000</b>
Education* (includes K-12 and higher education)	<b>\$ 7,962,000</b>
Driving Safety	<b><u>\$ 1,823,000</u></b>
<b>Total</b>	<b>\$ 19,761,000</b>

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

### 2009 FORD MOTOR COMPANY CONTRIBUTIONS

Donations from Ford Motor Company that are administered through <i>Ford Motor Company Fund and Community Services</i>	<b>\$ 6,227,000</b>
Other Company Donations	<b><u>\$ 3,318,000</u></b>
<b>Total</b>	<b>\$ 9,545,000</b>



## COMMUNITY LIFE

*“Young people have the power and ability to create great changes in our communities and our world. It is up to all of us to ensure youth have the support, training and mentors to make their dreams realities.”*

Recording star Usher  
12th Annual Ford Freedom Award Scholar



Investing in communities is more than the right thing to do; it's also smart business. Our global company is only as strong as the local communities where our employees and customers live and work, and it is in our mutual interest that we work together with communities to make meaningful contributions in their quality of life.

It is in that spirit that Ford Motor Company Fund and Community Services supports programs and initiatives that help build vibrant and sustainable communities. We partner with our dealers and a diverse range of nonprofit organizations to enhance quality of life, with a focus on cities where Ford has a strong presence such as Chicago, Detroit, Miami, Nashville, Phoenix, San Antonio and San Diego.

Our efforts support some of the nation's most vulnerable citizens. One recent example is the **Ford Mobile Food Pantries** program, launched in 2009 to help social service organizations in southeast Michigan claim unused food and distribute it to those in need. Three Ford Transit Connect vans were used to deliver 1.3 million meals and 1.6 million pounds of food in 2009. In summer 2010, the Fund teamed up with the Suburban Collection dealerships to donate two more Ford Mobile Food Pantries.

At a national level, Ford Fund continues its long relationship with **Feeding America** and **Newman's Own** to support the **Partnership for Hunger Relief**, which has delivered 78 million meals to people in hard-to-reach communities throughout the United States during the past decade.

We also help local communities thrive through our strong relationships with national organizations like **America's Promise**, **Salvation Army**, **Habitat for Humanity** and **Red Cross**.

Enriching and celebrating America's diverse cultural and historical heritage is also an important part of community life. Ford Fund in 2009 supported historic sites like the **Gettysburg Museum and Visitor's Center**, as well as a new two-year exhibit at **Mount Vernon** that showcases artifacts from the George Washington Collection. Our continued funding to **Ford Made in America** is making possible the premier of a new classical piece by American composer Joseph Schwantner in all 50 states.

Throughout 2009 and 2010, we again teamed with the Smithsonian Institution and the Cincinnati Museum Center to offer **Freedom's Sisters**, a touring exhibition that honors the legacy of 20 influential African-American women. Honorees include Dr. Dorothy Height, the civil rights icon, who passed away in April 2010.

Each year, the **Ford Freedom Award** is presented posthumously to one person who dedicated his or her life to improving the world. The late John H. Johnson, founder of the publishing empire that produced *Jet* and *Ebony* magazines, was honored in 2010.

A second award recognizes a living scholar who is continuing that legacy. Entrepreneur and recording artist Usher Raymond IV delivered a talk about entrepreneurship to 1,500 excited Detroit-area students as the **2010 Ford Freedom Scholar**.



## EDUCATION

Henry Ford believed in the power of education to improve lives and strengthen communities. His commitment helped build more than 70 schools where his employees lived and worked.

Ford Motor Company Fund and Community Services continues to make education a top priority. Our strategy includes several national programs that support innovative education.

**The Ford Partnership for Advanced Studies (Ford PAS) Next Generation Learning** is a collaborative effort between Ford Fund and local businesses, educators and leaders in 16 communities to support transformational teaching and learning. Key elements of their high school redesign are career academies and the Ford PAS curriculum. The 20 academically rigorous, inquiry-based modules stimulate critical thinking, team-building and other skills to solve real-world problems in fields such as environmental sustainability, global economics and engineering. Since its inception in 2004, Ford PAS has reached more than 100,000 students in 27 states and provided professional development to more than 3,000 teachers.

**The Henry Ford Learning Institute** is a national nonprofit organization that supports high schools that are focused on creativity and innovation, integrated with college-preparatory courses in math, science, social studies and language arts. The first charter school – Henry Ford Academy (HFA) – was opened in 1997 in Dearborn as a partnership between Ford Fund and The Henry Ford. Since then, three HFA high schools have opened: In 2008, HFA: Powerhouse

High in Chicago; and in 2009, HFA: School of Creative Studies in Detroit and HFA: Alameda School for Art and Design in San Antonio.

**The Ford College Community Challenge (Ford C3)** invites 32 partner universities and colleges to develop student-led programs that tackle a specific social problem. The five winning projects each use a \$50,000 Ford grant to build sustainable communities in an innovative way. In 2009, projects included a unique automated bike lock and kiosk in Georgia, a winterization project to benefit low-income senior citizens in northern Michigan, and business support to a Detroit bakery that employs formerly homeless or incarcerated men.

**Ford Blue Oval Scholarships** are awarded to individual students through organizations such as the Hispanic College Fund, the American Indian College Fund, the United Negro College Fund, the Jesse Brown Memorial Youth Scholarship Program and the Society for Automotive Engineers Educational Foundation. In 2009, more than 500 individual scholarships were awarded. These **Blue Oval Scholars** have access to an online portal that helps them network with Ford employees and with each other.

Launched in spring 2010 in partnership with the League of United Latin American Citizens (LULAC), the **Ford Driving Dreams Through Education** program aims to address the high school dropout rate among Hispanic students. Ten LULAC councils are receiving support to implement local programs that help students stay in school.



*“Receiving the Ford scholarship has put me one step closer to my college goals ... It has given me confidence that the things I have chosen to do with my life are of value and inspired me to continue giving back to the community.”*

Leah, 17, Ford Blue Oval Scholarship recipient



## DRIVING SAFETY



*“Over the last five years, we have seen the number of fatalities steadily dropping ... on behalf of all of the lives saved, we thank you.”*

Michael R. Stout  
Director, Division of Traffic Safety  
Illinois Dept. of Transportation

As one of the world's leading manufacturers of cars and trucks, Ford Motor Company has identified automotive safety as one of our top concerns. At Ford Fund, we are committed to developing educational programs that not only teach young drivers about potential driving hazards, but also improve passenger safety.

The **Ford Driving Skills for Life** program has touched more than 340,000 U.S. high school students since it was launched in 2003. Developed by Ford, the Governors Highway Safety Association (GHSA) and a panel of safety experts, this free and comprehensive international program teaches teens about safe driving through a combination of ride-and-drive experiences, educational materials, customized in-school events and an interactive web site.

Ford DSFL tackles four key areas that have shown to be major contributors to teen driving accidents: hazard recognition, vehicle handling, and speed and space management.

The program has been used in many states, including California, Maryland, Michigan, Tennessee, Minnesota and Arizona. In Illinois, the GHSA in 2009 presented the DSFL program and the Illinois Department of Safety with its Peter K. O'Rourke Special Achievement Award for notable achievements in highway safety. The program, which was rolled out statewide in 2008, is credited with a 50 percent reduction in teen traffic deaths in Illinois. It also received the World Traffic Symposium Award.

DSFL and Ford's Asia Pacific and Africa personnel, in cooperation with GlobalGiving and the Asia Injury Prevention Foundation, expanded

the program to China, Taiwan, India, Thailand, Vietnam, Indonesia and the Philippines in 2008. The program was brought to Puerto Rico in spring 2010.

Since 2007, Ford has also reached more than 700 young women through **Ready, Safe, Drive!**, a complementary program to DSFL that teaches young women about personal safety and preventive vehicle maintenance, including how to change a tire and jump start a battery.

Because motor vehicle crashes are the leading cause of death among children, Ford also sponsors two programs that encourage the safe use of child safety and booster seats. Though safety and booster seats clearly save young lives, research shows that well-meaning parents and caregivers use them incorrectly more than 75 percent of the time.

**Corazon de mi vida** is a Ford-sponsored national bilingual initiative on child passenger seat safety developed by Ford, the National Latino Child Safety Institute and the National Highway Traffic Safety Administration. Through this program, more than 2,875 free seats have been distributed and safety messages have reached approximately 2.2 million people.

Another Ford Fund program, **See Me Safe**, also educates parents, caregivers, booster-age children, medical professionals, safety advocates and community members about the appropriate use of Child Safety Restraints. Developed in partnership with Nashville's Meharry Medical Center in 2007, See Me Safe has donated more than 1,700 car seats and educated more than 400 health care providers.



## HELPING HANDS

*“We are so delighted with Ford’s dedication. Ford has been helping us for many years and they are having a big impact.”*

George Samson, CEO and president  
World Medical Relief



Volunteerism has been an integral part of Ford Motor Company for more than a century. Today, we help build communities by leveraging the volunteer muscle of Ford employees and retirees throughout the world.

The **Ford Volunteer Corps** is made up of Ford employees and retirees from six continents. The Corps was formed in 2005 by Bill Ford, then Ford’s president and CEO, in response to the need created by three natural disasters – the tsunami in southeast Asia and two hurricanes that hit the U.S. Gulf Coast. The Corps later was expanded and made a permanent part of the Ford Fund and Community Services.

In 2009 alone, more than 20,000 Ford employees and retirees in 44 countries gave more than 100,000 hours to their communities as part of the Volunteer Corps.

This included five **Accelerated Action Days** in 2009 with five more planned for 2010. Each has a special focus, such as families and children or the environment. Shelters and schools, children’s homes, soup kitchens, and parks and playgrounds have all benefitted from the help provided by these volunteers.

Many community organizations also receive \$5,000 mini-grants for materials needed to complete the project. The Ford volunteers are mobilized into **MODEL Teams** that are matched with the local agencies requesting their help.

During a recent Accelerated Action Day, more than 600 MODEL Team volunteers tackled environmental and water conservation projects in three dozen Michigan locations. They created nature trails, revitalized gardens and installed rain collection and storm water filtration systems

in several areas, including the Detroit River International Wildlife Refuge.

“My friends at Ford have done a superb job of helping us with a number of projects in the Detroit River International Wildlife Refuge,” said U.S. Congressman John Dingell, who represents Michigan’s 15th district. “They are to be commended for their continuing support for efforts to improve this important watershed.”

One of the organizations that receives help from Ford volunteers is Cass Community Services in Detroit, where MODEL Team members work with the agency’s clients to produce floor mats made from recycled rubber. The mats are sold to the public, with proceeds benefiting Detroit’s neediest citizens.

Another organization supported by Ford volunteers is **World Medical Relief**, where volunteers in spring 2010 packed medical kits destined for Haiti as part of Ford’s earthquake relief efforts.

In 2009 Ford Volunteer Corps also organized its fourth annual **Global Week of Caring**. During a single week in September, about 12,000 Ford employees throughout the world contributed 38,000 hours to 220 volunteer projects.

The Ford Volunteer Corps painted an orphanage in Cambodia and repaired a homeless shelter in Spain, collected clothing and personal items for needy children in the Dominican Republic, and participated in a six-day project in South Korea to benefit the disabled and elderly, among others. In the U.S., the Global Week of Caring was anchored on September 11 by an Accelerated Action Day that tackled community-building projects in 17 states.

# A HISTORY OF GIVING



**Ford Motor Company Fund** was founded in 1949 by Henry Ford II as a nonprofit organization financed principally from Ford Motor Company profits.

In its early years, the Fund helped build hospitals and supported human services by helping to fill community chests in southeast Michigan through the United Foundation, a precursor to the United Way. It also provided scholarships (Ford Fund Scholarships, 1952, at left), and played an important role in developing downtown Detroit's Civic Center.

Sixty years later, our goal remains: to support local and national programs that effect change in our communities and improve the quality of life.

The Fund has distributed a total of \$1.3 billion to thousands of nonprofit organizations throughout the United States, with a special

focus on education, driving safety and American heritage and community life. Many millions more have been donated by Ford Motor Company directly.

In addition to financial contributions made by the Fund, volunteerism has been an integral part of the company's legacy of corporate citizenship. In 2005, the company's volunteer efforts were unified when Bill Ford, then chairman and CEO, founded the Ford Volunteer Corps. The mobilization of these Ford volunteers is coordinated by Ford Motor Company Fund and Community Services, which supports hundreds of volunteer projects in communities throughout the world where our employees and retirees live and work.

## 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
- General operating support to hospitals and health care institutions
- Golf outings

## WHAT THE FUND DOES 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

## HOW TO APPLY

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

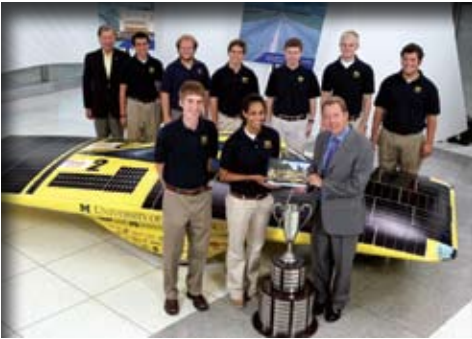
To apply for support, an organization must complete the grant application available online at:

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

Please note: Paper applications are no longer accepted.

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

# OTHER COMPANY PROGRAMS



In addition to support provided by Ford Fund, Ford Motor Company and its employees each year make direct donations to nonprofit and service organizations and educational outreach efforts.



In 2009, Ford employees in southeast Michigan and the Ford Fund donated \$7 million to **United Way**, a national community service organization that Henry Ford II and the Fund were integral in launching in southeast Michigan 50 years ago.



Ford employees in 2009 also donated more than 7,000 pints of blood at local **Red Cross** drives, and raised \$3.4 million for the **Juvenile Diabetes Research Foundation**, \$193,000 for the **March of Dimes**, and \$118,000 for the **National Multiple Sclerosis Society**.



For 16 years, Ford has been a national sponsor of the **Susan G. Komen Race for the Cure**, and has dedicated more than \$105 million to breast cancer prevention and research through donations and in-kind gifts. Our year-round commitment to Race for the Cure includes a "Warriors in Pink" clothing and accessory line, with proceeds benefiting the Komen Foundation. More than 50,000 Ford employees and thousands of our dealership employees have participated in "Race for the Cure" events in their local communities.

In 2009 we continued our support of **Disabled American Veterans (DAV)**, including sponsorship of the **National Disabled American Veterans Winter Sports Clinic**, which for 15 years has brought hundreds of

disabled veterans to the Colorado mountains for adaptive sports. In recent years, Ford has donated more than 140 vehicles to the DAV Transportation Network for use at VA hospitals.

As a global corporate citizen, Ford Motor Company has also expanded its volunteer and philanthropic efforts around the world. Ford in 2009 continued its partnership with **GlobalGiving Foundation**, which uses company funds and volunteers to make an impact on international communities that are affected by major disasters. This included immediate assistance in 2009 to victims of Typhoon Morakot in Taiwan.

Ford of Mexico and its employees and dealers were honored in 2009 by the **Mexican Center of Philanthropy** for their longstanding support of more than 200 schools, all built by Ford and its dealers within the last 43 years. The award honored Ford's commitment to rebuild eight of these schools.

In the Baja Peninsula, Ford of Mexico is also active in efforts to save the Peninsular Pronghorn, an endangered species.



## 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](http://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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