

# FUTURE

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## American Heritage



Dr. Dorothy Height

### Freedom's Sisters Exhibit Set To Inspire Future Leaders

The inspirational stories and struggles of 20 influential African-American women are the focal point of the *Freedom's Sisters* exhibition, which started its nationwide three-year tour at the Cincinnati Museum Center in March.

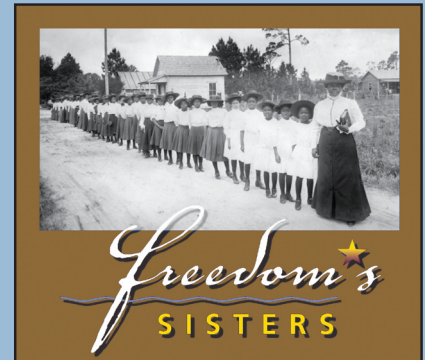
The Ford Fund-supported exhibit celebrates the lives and accomplishments of Civil Rights pioneers – both well-known and not so publicly recognized – in an interactive, engaging way that's designed to motivate and inspire younger visitors. In Cincinnati, for example, middle-school children are being asked to write an essay identifying their favorite Freedom Sister and what they are doing to continue this person's legacy. Winners not only receive a savings bond, but they will have their essay featured in the exhibition.

**"The stories in *Freedom's Sisters* will surely inspire and motivate all Americans, especially younger visitors. We are deeply proud to be a part of this important educational and uplifting exhibition that honors these individuals and the causes they served."**

Jim Vella, president, Ford Motor Company Fund

*Freedom's Sisters* allows visitors to easily connect and identify with both 19th century historical figures as well as more contemporary leaders. Each woman's story is brought to life through simulations and multimedia reenactments of poignant events and personal moments that helped define their participation in the Civil Rights movement in America.

The exhibit travels to eight other cities after it finishes its stay in Cincinnati in September.



**Freedom's Sisters pays tribute to 20 extraordinary African-American women. They are:**

- |                         |                        |
|-------------------------|------------------------|
| Ella J. Baker           | Barbara Jordan         |
| Constance Baker Motley  | Mary McLeod Bethune    |
| Shirley Chisholm        | Rosa Parks             |
| Mary Church Terrell     | Sonia Sanchez          |
| Septima Poinsette Clark | Coretta Scott King     |
| Kathleen Cleaver        | Betty Shabazz          |
| Myrlie Evers-Williams   | Harriet Tubman         |
| Fannie Lou Hamer        | C. Delores Tucker      |
| Dorothy Height          | Frances Watkins Harper |
| Charlayne Hunter-Gault  | Ida B. Wells           |

### A Message from **Jim Vella**

You can see by this newsletter that we've had a very productive and successful first three months of 2008. The Ford Fund team has been busy working on these programs and many more, and with the help and support of our non-profit partners, we truly are making a difference in the communities where we operate. Please accept my sincere thanks to everyone for a job well done.



Jim Vella, president, Ford Motor Company Fund and Community Services, is hands-on during Ford's first Accelerated Action Day.



# Ford Volunteer Corps



Students and staff of City Mission in Detroit have fun at The Henry Ford.

## Children Reap the Rewards of First Ford Accelerated Action Day

“Homelessness is very traumatic for children,” says Rev. Faith Fowler, executive director of Cass Community Social Services in Detroit. “Having a place to call home will give them a sense of safety and security.”

Those words gave higher purpose to many Ford employees who donated a day in March to help Fowler and the nonprofit Cass Community organization ready a new apartment facility for homeless women and children called Mom’s Place. The employees helped clean up and paint the 60-unit building as part of the Ford Volunteer Corps’ first Accelerated Action Day.

Mom’s Place was one of several nonprofit projects to reap the rewards of Ford’s new MODEL Teams’ Accelerated Action Days initiative, which involves planning an entire day of employee volunteer efforts each quarter around a designated theme. For the first quarter, the theme was children and hundreds of salaried Ford employees donated their time to paint, sweep, clean, build a boardwalk, rehabilitate buildings and even sort food, all to benefit kids in need.

Gargi Shah, a Ford IT business analyst, helped out at Arts & Scraps, a Detroit-based nonprofit group that specializes in art education projects and works with tens of thousands of area children each year. The organization needed manpower to help transform a classroom into an art gallery and to assemble project kits for classroom use.

“I just love to help the community in any way I can. I’m glad Ford provides its employees with the opportunity to help.”

Gargi Shah, Ford IT business analyst and volunteer

Peg Upmeyer, director and co-founder of Arts & Scraps greatly appreciates the support she receives from Ford and its employees. “We couldn’t do our programs without the support of Ford volunteers,” she says. “We couldn’t serve the number of kids that we do without the Corps.”

Accelerated Action Days are designed to make the company’s volunteer outreach efforts more concerted and effective no matter the scope and complexity of the project.

For more information on MODEL Teams, Accelerated Action Days and the Ford Volunteer Corps, visit [www.volunteer.ford.com](http://www.volunteer.ford.com).



The Ford MODEL Teams program is designed to raise volunteer efforts by concentrating employees on a specific area of need for an entire day. The program was launched in Southeastern Michigan and will gradually fan out to other parts of the United States and Canada throughout the year. MODEL Teams come together one day each quarter to participate in large projects of a particular theme. These days are called Accelerated Action Days.

The remaining Accelerated Action Days scheduled in 2008 are:

- May 22 – Theme: Environment
- September 11 – Theme: Safety and Shelter
- November 26 – Theme: Human Services



Ford volunteers do some serious clean-up as part of the Ford Volunteer Corps’ first Accelerated Action Day.



Volunteers Taralyn Hughes (left) and Stacie Kemp wear a smile as they work.

## Safety

### Driving Skills for Life Launches Statewide Initiative

Illinois is attacking teen vehicle crashes and fatalities with a statewide campaign called Operation Teen Safe Driving. The groundbreaking program is a partnership between Ford Motor Company Fund's Driving Skills for Life program and the Illinois Department of Transportation, and is the first statewide program of its kind supported by Ford Fund.

Operation Teen Safe Driving is modeled after a Ford Driving Skills for Life competition that asks high school students to design community-based driving safety programs targeted at their peers. Ford Fund initially introduced Operation Teen Safe Driving in Illinois' Tazewell County after a series of deadly teen-related crashes in 2005 and 2006 that claimed 15 teen lives in 15 months. The success of the Tazewell program in reducing teen accidents acted as a foundation for the more large-scale statewide adoption.

"Ford's Driving Skills for Life program is delighted to partner with the State of Illinois in this important teen safety initiative



Tazewell County students from Morton High School present their teen-led safe driving campaigns.

because it improves safety for vehicle drivers and occupants of all ages," said Sue Cischke, senior vice president, Sustainability, Environment and Safety Engineering, Ford Motor Company. "This innovative approach could set the standard for our involvement in other states across the country in support of our ongoing commitment to safety."

Ford Fund recently provided \$200,000 in grants to nine states and two U.S. territories for Driving Skills for Life safe teen driving programs.

### Reaching Out to Teach Child Seat Safety

Ford Motor Company Fund is connecting with communities to teach the important role of safety seats and safety belts in saving children's lives.

See Me Safe, developed by Ford Fund in partnership with Meharry Medical College in Nashville, connects parents and caregivers to certified technicians for hands-on child restraint training. The program launched in



January with pilot projects in Dallas, Detroit and Nashville.

Corazon de mi vida is the bilingual counterpart developed with the National Latino Children's Institute (NLCI) that also pairs parents and caregivers in Spanish-speaking communities with certified technicians to promote correct safety seat installation. The program recently visited a pre-kinder care center in El Paso, Texas, where 50 car seats were donated by Ford Motor Company.

"Working on this initiative with NLCI is a natural fit for Ford Motor Company," says Alvaro Cabal, assistant manager for Ford's South Central Region, "since safety education is one of our top priorities."

## American Heritage

### NAACP Image Awards

Ford Fund was the presenting sponsor of the 4th Annual Hollywood Bureau Symposium entitled "Artists and Activism" held in February. The event marked the renewed partnership

between Ford and the NAACP Image Awards. Prominent panelists within the entertainment industry discussed using "celebrity" to educate the public on various issues and causes with local college students from the greater Los Angeles area. A \$10,000 grant from Ford Fund was given to the MANifest Your Destiny Foundation, which empowers, encourages and inspires underserved youth to succeed by providing scholarships and grants, educational programming and mentoring.

## Operation Goodwill

### Up Close and Personal with a Music Legend



The Williams Family Legacy gallery.

Thousands of country music fans are being given a rare opportunity to take an intimate look at the lives, loves and birth of the pioneering music of the legendary Hank Williams and son Hank Williams Jr.

Sponsored in part by Ford Fund, *Family Tradition: The Williams Family Legacy* debuted at the Country Music Hall of Fame in Nashville in late March and runs through December 2009. The exhibit, which includes never-seen-before family artifacts and photos, will also periodically include live performances, panel discussions and rare interviews with people close to the Williams' clan.

The Williams' exhibit is part of Ford's ongoing support of the Country Music Hall of Fame, and one of many philanthropic efforts the company is sponsoring in the Nashville community and middle Tennessee.

For more information on Ford's Creating a Brighter Future in Nashville campaign, visit [www.fordbrighterfuture.com](http://www.fordbrighterfuture.com).



Pamela Alexander (left), Vic Bulluck, Clayola Brown, Hill Harper and Dennis Hayes with the \$10,000 grant to MANifest Your Destiny Foundation.



## Education

### Scholarship Winners Can Stay Connected

**V**anderbilt University student Brian Okorn is excited about a new Blue Oval Scholars Web-based program from Ford Fund that will keep him connected with fellow students and Ford Motor Company. Okorn, a freshman, is a recent recipient of the Society of Manufacturing Engineers Ford PAS/Henry Ford Academy Scholarship.

Thanks to Blue Oval Scholars, which launched in March, scholarship winners like Okorn can network with past and present Fund scholarship, fellowship and intern recipients to learn about internship and career opportunities within the company, and find out about Ford events happening in their area. In the future, the site may include video blogs from career professionals, profiles of a featured student and the inside scoop on job postings from companies that are associated with Ford.

Freshman Okorn is enthusiastic about the site and the social networking it will provide. "Through Ford Blue Oval Scholars, I'm excited to connect with my peers and learn about volunteer and job opportunities," he says.

Please visit the Blue Oval Scholars at [www.fordscholars.org](http://www.fordscholars.org)



### Colleges, Universities Challenged to Build Sustainable Communities

**T**he heat is on for Ford Fund's network of Ford Advanced Education Partnership Schools. In March, Ford Fund challenged this 32-member group of higher learning institutions to put on their thinking caps and define what building a sustainable community means in their local area. The Ford College Community Challenge is a one-time program that asks colleges and universities to partner with their local communities to design student-led projects that address critical community needs. Areas of focus are not limited to environmental issues, and can range from education and training to safety as well as arts and culture.

Proposals must, at a minimum:

1. Describe an innovative approach to "Building Sustainable Communities"
2. Involve students in a leadership role
3. Seek to address an urgent and unmet community need in a tangible way
4. Involve a community-based organization as a partner
5. Involve the School of Business, Engineering, or Design in some way

Five winning proposals will be selected to receive a one-time \$100,000 grant from Ford Fund to implement their proposals. Winners will be selected in May.

## American Heritage

### Latino Achievements Recognized

The Long Island Museum in Stony Brook, New York, kicked off the *Our Journeys/Our Stories: Portraits of Latino Achievements* traveling exhibition in March.

The bilingual exhibition celebrates Latino successes in America through narratives and biographical portraits of 24 individuals and one extended family.

Made possible by Ford Motor Company Fund, the *Our Journeys/Our Stories* national tour will stop at museums around the country.

A tour schedule is available at the Smithsonian Institution Traveling Exhibition Service Web site at [www.sites.si.edu](http://www.sites.si.edu).



Chemist Mario J. Molina from the exhibition *Our Journeys/Our Stories*.



## Ford Made in America

### Ford Instrumental in Grammys for Composer, Orchestra

**R**enowned composer Joan Tower has likened her recent experience with Ford Fund's Ford Made in America Program to an adventure. That adventure culminated in three Grammy Awards for Tower and the Nashville Symphony Orchestra. *Made in America* was the first album supported by the revolutionary Ford Fund program, which is designed to help smaller-budget orchestra leaders commission new works from nationally recognized composers. The album snagged a Best Orchestra Performance, Best Classical Album and Best Contemporary Composition.

American composer Joseph Schwanter is the second honored composer chosen for the Ford Made in America program. His work will debut this fall with the Reno Chamber Orchestra and will then be played in communities around the nation.



To learn more about Ford Made in America, visit [www.fordmadeinamerica.com](http://www.fordmadeinamerica.com).