

DRIVE COMMUNITY

FORD MOTOR COMPANY FUND
AND COMMUNITY SERVICES
2013 REPORT



A MESSAGE FROM FORD MOTOR COMPANY FUND PRESIDENT



When Henry Ford put the world on wheels, the world seemed to be a much bigger place. More than a century later, global trade, modern communications and the Internet are breaking down cultural barriers and forging closer ties between communities worldwide.

As I travel on behalf of Ford Fund's mission, I find the needs and dreams of people thousands of miles apart are not all that different. Whether it is a young boy whose mother lives near our facility in Camaçari, Brazil, a community worker near Ford's plant in Nanjing, China, or a high school student supported by our investments in Louisville, Ky., the dream of a brighter future relies on access to quality education and community support during times of need. That is why Ford Fund has focused on these issues for 65 years.

Since our start in 1949, we have helped strengthen communities with more than \$1.4 billion in investments to our partners who help us drive a brighter future. Our coordinated, strategic approach is called Operation Better World, and we concentrate on three key areas: education, driving safety and community life.

Ford Motor Company is in the midst of its biggest expansion in more than 50 years, building plants, expanding facilities and adding jobs in the United States, Canada, Brazil, China, India, Turkey and Dubai. As our company grows, Ford Motor Company Fund is growing along with it to better serve the communities where we operate.

In 2013, Ford Motor Company and Ford Motor Company Fund invested \$37.7 million into our communities, including \$26.3 million in grants from Ford Fund and another \$11.4 million in direct corporate contributions. That represents a 25 percent increase from our total contributions the year before.

Outside of the United States, Ford Fund partners with Global Giving Foundation to make philanthropic investments in 18 different regions from Europe and Asia to the Americas. Among the programs we support are job training for women in India, employment efforts for youth in Spain, mentoring for high school students in Argentina, and infrastructure improvements that pump clean drinking water for school children in South Africa.

Another signature program, Ford Driving Skills for Life, provides free hands-on and Web-based training, designed to enhance the skills of new drivers. Traffic crashes are the leading cause of death for teens aged 15-19 in the United States and many other countries. Ford DSFL is not a one-size-fits-all program. It is adapted to fit the unique environments, road conditions and populations in 15 international markets.

Around the world, Ford volunteers and our dealers are the face of Ford in their communities. Energized and inspired by Ford's legacy of caring, the Ford Volunteer Corps is making a difference for our neighbors by donating time and talents to more than 1,000 community projects each year on six continents. In many cases, Ford provides the tools, equipment and supplies necessary to complete these projects that help nonprofits better serve people in need.

Starting in 2014, we are proud to launch a \$1 million automotive design scholarship fund in honor of William Clay Ford, who passed away in March. Design was Mr. Ford's passion, and his creative vision transformed vehicle design at the company. We will honor that legacy by encouraging and supporting the next generation of innovative automotive designers in awarding five scholarships annually over the next 20 years.

While Ford Motor Company delivers great cars and trucks, we understand that our impact extends into the communities where we operate and do business. As our founder Henry Ford said, "To do more for the world than the world does for you – that is success."

It's a vision that still guides our efforts each and every day.

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

2013 FORD MOTOR COMPANY FUND CONTRIBUTIONS

Community Life	\$14.6 Million
Education (includes K-12 and higher education)	\$8.5 Million
Driving Safety	\$3.2 Million
Total	\$26.3 Million

2013 FORD MOTOR COMPANY CONTRIBUTIONS

Donations from Ford Motor Company that are administered through Ford Motor Company Fund and Community Services	\$8.2 Million
Other Company Donations	\$3.2 Million
Total	\$11.4 Million

COMMUNITY LIFE

The road to a brighter future winds through strong communities. Teams of Ford employees are on the ground across the globe, engaging residents and local leaders in addressing community needs. Many of these efforts are done through **Operation Better World** in partnership with local Ford dealers and other organizations.

Food is a basic human need, and Ford and its employees support many hunger relief activities. A fleet of more than 35 Ford **Mobile Food Pantries** provides food banks added flexibility in delivering food. The fleet includes several vehicles that assist American Red Cross responders during natural disasters. Across the northwestern United States, Ford Fund partners with local food pantries, dealers, and Boys and Girls Clubs in the **Ford Focus on Child Hunger** campaign.

In India, a Ford-sponsored program – **Sustainable Urban Mobility with Uncompromised Rural Reach** – improves access to health care for women and children in remote areas. The program uses a specially modified Ford vehicle with Ford SYNC to transmit medical data. Doctors and nurses have taken this mobile medical lab to more than 44 villages, impacting more than 3,100 people.

Ford provided support for India's **Society for Poor People Development** vocational training in tailoring, which has helped hundreds of low-income women find better jobs and improve their living conditions. Ford helped establish learning centers for hundreds of students in eight villages surrounding the Ford Chennai plant, and backed a water purification plant that provides clean drinking water to 1,500 children.

Ford's **Conservation and Environment Grants, China** supports grassroots efforts to protect the environment. Over the past 13 years, Ford of China has awarded \$2.7 million in grants to more than 300 environmental organizations. The Ford **Level Up** campaign builds on the grant program by helping environmentally focused community organizations train new leaders and work more efficiently.

The **Ford Resource and Engagement Center** opened in 2013 with a variety of services including a Gleaner's client choice food hub, art and dance classes, income tax preparation and job assistance. It is the centerpiece of a \$10 million, five-year initiative in the company's original hometown, Detroit.

Also in Detroit, Ford Motor Company and The Parade Company launched a major partnership for one of the nation's largest fireworks displays – the **Ford Fireworks** – which celebrates Independence Day. Ford unveiled a new float for **America's Thanksgiving Parade**® featuring a giant likeness of Henry Ford in honor of his 150th birthday, a globe and a Ford Focus, the world's best-selling vehicle nameplate. A community initiative associated with the fireworks supported the nation's military families, and the parade's community initiative was for hunger relief.

The **Ford Freedom Award** honors distinguished individuals who dedicated their lives to improving the African American community and the world. The 2014 Ford Freedom Award honoree is the late Nelson Mandela, former South African president and leader of the anti-apartheid movement. This annual event includes an essay contest with savings bonds for the winners selected from hundreds of entries from Detroit school children.



“Ford has been a ray of hope in the lives of all the women who have joined the course. The very look of joy and excitement on each of the women’s faces reflects how much this (tailoring training) means to them.”

*– S. Sujatha,
program coordinator,
Society for Poor People
Development*

EDUCATION

Education is the cornerstone for a brighter future, and the primary focus of Ford Motor Company Fund since its start in 1949.

Ford Fund once again provided more than \$1 million in **Blue Oval Scholarships** in 2013. Over the years, tens of thousands of students have received Ford scholarships through organizations such as Hispanic College Fund, United Negro College Fund, Society for Automotive Engineers Educational Foundation and National Future Farmers of America Foundation. Through Operation Education, Ford offers scholarships to students who have parents actively serving in the military. All Ford Blue Oval Scholarship winners are eligible to join the Ford Blue Oval Scholars program – a Web-based community of Ford scholarship winners that includes thousands of members.

Ford Next Generation Learning is a nationally recognized program that brings together educators, businesses and community leaders to reinvent high school education by creating career-themed academies in existing public high schools. In 2013, more than 175,000 students in nearly 20 Ford Next Generation Learning communities participated in Ford Next Generation Learning academies in fields such as engineering, manufacturing and technology.

Ford's focus on education extends to communities around the world. In Mexico, Ford and its dealers have collaborated since 1966 on the **Ford School Building Project**. Each day, 150,000 Mexican children attend one of more than 200 Ford schools from which a total of 1.6 million students have graduated. In Argentina, a school renovation program is under way to modernize 41 schools built and donated by Ford and its dealers. **The Future Graduates Program** helps

vulnerable children in Argentina graduate from high school and provides vocational training in fashion and marketing to students in Brazil.

The **Blue Oval Centenary Scholarship** program in the United Kingdom provides scholarships for 100 students of the next generation of innovators in engineering and science. In Spain, Ford Fund has partnered with Club Empresarial ICADÉ to support entrepreneurial training and internships with innovative business start ups for young people.

The **Ford College Community Challenge** is a grant competition for student-led programs that address pressing community needs around the theme of Building Sustainable Communities. In 2013, Ford Motor Company Fund awarded \$225,000 in grants to nine colleges and universities to support community projects, and added the **Ford Historically Black Colleges and Universities Community Challenge**.

The **Ford Driving Dreams Tour** promotes on-time high school graduation and college enrollment through peer-to-peer support programs, college scholarships, and an essay and video competition. Introduced in 2012, the tour has visited 15 high schools in Texas and Florida.

Ford Community Corps works with partner universities in southeast Michigan to empower students to develop solutions to nonprofit needs. In 2013, 225 Ford Community Corps students gained experience through projects that impacted more than 12,000 people.

Ford Fund and the **GRAMMY Foundation** are partners in supporting music education, including GRAMMY Signature Schools, GRAMMY in the Schools and the GRAMMY Music Educator Award.



“Ford Next Generation Learning harnesses the power of our educators, employers and community leaders to develop a generation of students who are prepared to compete in the 21st century.”

*– Samantha Fuhrey,
superintendent,
Newton County (Ga.) Schools,
a Ford NGL Community*

DRIVING SAFETY

There is no substitute for experience when it comes to safe driving, and the award-winning **Ford Driving Skills for Life (DSFL)** program is making great strides to provide new drivers with the valuable experience they need. Created in partnership with the Governors Highway Safety Association, the program is the most comprehensive of its kind in the United States. Since launching in 2003, more than 500,000 high school students and new drivers of all ages – all over the world – have gained valuable experience on the Ford DSFL ride-and-drive course, in tailor-made school or community events, and on the interactive Ford DSFL website.

Government statistics reveal that traffic crashes are the leading cause of death for American teens aged 15-19. Europe and much of the world report a similar experience. To help reduce these tragedies, Ford, the Governors Highway Safety Association and a panel of safety experts designed Ford DSFL to strengthen essential skills in four key areas shown to be major contributors to teen driving accidents: hazard recognition, vehicle handling, distracted driving, and speed and space management. The program continually expands its curriculum to stay ahead of dangerous driving trends, such as “selfies” and driver impairment.

Ford DSFL expanded globally in 2013, rolling out the program in France, Germany, Italy, Spain, United Kingdom and the Middle East to join Ford DSFL training in Canada, China, India, Indonesia, Philippines, Taiwan, Thailand, Vietnam and South Africa. Ford DSFL is adapted in each country to help drivers of all ages deal with various road and environmental conditions specific to their locations. The program will Go Further in 2014 with plans to expand to several new countries.

The 2013 Ford DSFL national tour gave more than 9,000 students and parents hands-on driving instruction in Arizona, California, Illinois, Michigan, Oklahoma, Tennessee, Texas and Virginia. The program hosted assemblies and safe driving activities at nearly 200 high schools, reaching some 40,000 students.

“That was an amazing experience! I was so happy he was able to experience the distractions, hazards, impairment and spinout in a safe environment,” said Ruth Childers, a San Diego parent who participated in Ford DSFL with her son. “We both learned so much, and are very grateful for this opportunity. I can’t thank you enough!

In Illinois, Ford DSFL is part of **Operation Teen Safe Driving**, which has helped reduce teen traffic fatalities by 55 percent since 2007. **Strive 4 a Safer Drive** is a similar Michigan-based, teen-led safety initiative. These statewide programs reach more than 150 schools through peer-to-peer campaigns that span several months of the school year, and culminate with attendance at a Ford DSFL hands-on training program.

Ford DSFL launched a redesigned website and online curriculum in 2013 to include video-based learning, expanded parent resources and more interactive, teen-friendly components. A new safe-driving pledge also has been added to encourage teens and parents to commit to adopting safer habits both behind the wheel and as a passenger.

When it comes to safe driving, Ford goes the extra mile. As one of the world’s largest auto manufacturers, Ford cares about everything that impacts automotive safety.



“I was safe and able to walk away after the accident. Knowing what could have happened if I didn’t respond the way I did still scares me. The Ford Driving Skills for Life program really does save lives, and it just may have saved mine.”

*– Brooklyn Dippo,
Miss San Antonio 2013
and Ford DSFL participant*

HELPING HANDS

The **Ford Volunteer Corps** is an energized army of Ford employees, retirees and dealers working together to meet the challenge of creating a better world around the globe. At Ford Fund, it's about more than just giving money. It's about giving with our hands and our hearts to make a world of difference.

The Ford Volunteer Corps was formed in 2005 by Executive Chairman Bill Ford in response to the devastating Indian Ocean tsunami and two hurricanes in the United States. The company's extensive global network of volunteer and community service activities was unified and expanded to provide smoother, more effective operations.

Today, the Ford Volunteer Corps recruits employee volunteers across six continents to support initiatives that help build stronger communities. In 2013, 25,000 Ford employees participated in 1,400 projects in 31 countries – the equivalent of a \$3.5 million investment that touched more than 2 million lives.

Ford volunteers are busy throughout the year, but on four **Ford Accelerated Action Days**, MODEL Teams of employees in the United States focus on specific, urgent community needs identified by nonprofit agency partners. Each day concentrates on a different theme: children and families, the environment, community building and hunger relief. Ford Fund provides grants for many of the projects to cover the shovels and rakes, hammers and nails, plants, food and other materials needed to complete the work.

"I'm proud of the way Ford encourages folks to work out in the community, whether it's working at Habitat for Humanity or in soup kitchens, or working with local schools and mentoring kids," said Craig Erzen, Ford

volunteer. "Even when things got rough, we never pulled out of the community."

Ford Fund has supported Habitat for Humanity for more than 20 years, and Ford volunteers have assisted Habitat for Humanity across the country and around the world. In addition to total contributions topping \$3.5 million, Ford volunteers have helped hurricane survivors along the U.S. Gulf Coast, rebuilt homes in Southeast Asia and constructed houses for low-income families in Argentina.

The year's major worldwide focus is **Ford Global Week of Caring** in September. In 2013, Ford employees participated in nearly 300 projects during this period. Ford volunteers built shelters for homeless children in China, renovated a community youth center in Germany, provided clean drinking water facilities in India and South Africa, constructed houses in Mexico, fed the hungry in Canada, and participated in environmental restoration activities in Australia, along with many projects throughout the United States.

So, how do you coordinate and mobilize thousands of volunteers? At Ford, we innovated with cutting-edge software and a unique computer-based volunteer management system that registers employees, interfaces with nonprofit partners and keeps track of the good work Ford does in the community.

The Ford Volunteer Corps also organizes drives to collect diapers and baby formula, winter coats and jackets, and provides staff for an annual collection of unused electronic equipment for environmentally safe disposal.

We are proud of our MODEL Teams, and like the Ford Model T of yesteryear, this model is having a positive impact on people's lives and communities worldwide.



"Ford's help gave me life again. You can't put into words what Ford volunteers have done for me. It changed my life."

*– Wendi Brantley, owner,
Ford-sponsored Habitat for
Humanity home in Detroit*

FORD GOES FURTHER IN MANY DIFFERENT WAYS

Ford Motor Company, its employees and dealers make direct contributions to a number of organizations in addition to community investments made by Ford Fund.



Ford has contributed more to **United Way for Southeastern Michigan** than any other corporation since the organization was founded in 1949. Ford Motor Company contributed \$8.5 million to United Way chapters across the United States for the 2013-2014 community giving initiative, including employee, UAW, retiree and Ford Fund contributions. The campaign in southeast Michigan was led by Mark Fields, then Ford chief operating officer, who toured United Way with his executive leadership team. Fields also participated in activities at Starfish Family Services, where he interacted with parents and children, talked with teens who were former recipients of Starfish services, and met with Ford volunteers working on a community project. In addition, the number of Ford members of the United Way Alexis de Tocqueville Society of leading philanthropists increased by 70 percent in 2013.

Ford is **JDRF's** leading global partner with fundraising activities at 70 sites in nine countries. Edsel B. Ford II leads Ford Motor Company's

effort, which has raised more than \$45 million for JDRF and the groundbreaking research programs that discover, develop and deliver advances to cure, better treat and prevent Type 1 Diabetes.

Ford and the UAW are partners in the **March of Dimes/March for Babies** campaign to give every child a healthy start in life. UAW/Ford volunteers have raised nearly \$3 million over the past six years. Another UAW/Ford initiative has provided opportunities throughout the 2013-2014 school year for K-8 students in Detroit Public Schools to participate in organized sports, arts and music programs.



In 2014, Ford marks 20 years of an unwavering commitment in the fight against breast cancer. Ford partners with Susan G. Komen Race for the Cure® along with The Pink Fund, Dr. Susan Love Research Foundation and Young Survival Coalition. Ford has donated more than \$125 million to breast cancer research and education, including 100 percent of net proceeds of sales from its **Warriors in Pink** specially designed apparel and accessories line.

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 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 honoring all requests.

HOW TO APPLY

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

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

WHAT THE FUND DOES NOT SUPPORT

- Advocacy-directed programs, animal rights organizations, species-specific organizations
- Beauty or talent contests, sports teams, golf outings
- Day-to-day business operations, debt reduction, donation of vehicles, profit-making enterprises, labor groups, loans for small businesses, loans for program-related investments
- 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, political contributions
- Endowments, fraternal organizations, private K-12 schools, religious programs or sectarian programs for religious purposes, organizations that do not have 501(c)(3) status
- General operating support to hospitals and healthcare institutions, individual sponsorship related to fundraising activities, individuals
- 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

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

www.community.ford.com (click on "Apply for Funding")

Please note: Paper applications are no longer accepted.

WORKING TOGETHER

Building stronger communities takes resources, expertise and a lot of help. Ford Fund takes great pride in our legacy of partnerships with organizations that share our mission and support our goal of driving a brighter future in our country and our world.



Ford has maintained a strong partnership with **DAV** (formerly Disabled American Veterans) since 1922. In 2013, Ford Fund provided funds for the purchase of seven vehicles for the **DAV Transportation Network**, bringing to 171 the total number of Ford vehicles donated for the DAV fleet to take disabled veterans to hospitals and medical appointments. Ford also contributes to the DAV Winter Sports Clinic and student volunteer scholarship program.



Ford and the **American Red Cross** have been partners for more than 30 years. Ford Motor Company, Ford Fund and our employees contributed more than \$1.5 million to the American Red Cross and International Red Cross/Red Crescent Societies in 2013, including support for disaster relief efforts in the Philippines following the devastating typhoon. As part of the **Red Cross Disaster Responder Program**, Ford provides funding before a disaster strikes, allowing Red Cross to respond immediately, and has donated seven Transit Connect vans for use in disaster response.

Ford's partnership with the **Smithsonian** dates back 40 years, with more than \$11.5 million in support for exhibits and programs that provide educational opportunities for families. Ford Fund is

investing in conservation research for the giant panda at the National Zoo, including the popular Panda Cam where visitors from around the world can view the newest panda cub online. In 2013, Ford Fund announced the expansion of Smithsonian Spark!Labs to three museums across the country, challenging children to create, experiment and invent in interactive workshops.



Courtesy of the Smithsonian's National Zoo

In addition, Ford Fund sponsors the Smithsonian traveling exhibition **American Sabor**, which explores the influence of Latino musicians in America and is traveling to 13 cities through 2015.

Ford Fund also has long-term partnerships with a number of museums and community institutions across the United States. These include Chicago's **Museum of Science and Industry** and **Shedd Aquarium**; the **Georgia Aquarium** and **Zoo Atlanta**; **Nashville Zoo** and the **Country Music Hall of Fame and Museum**; and a number of museums in southeast Michigan. Support often includes Ford Free Days, with free or reduced admission for the general public or free admission for school classes on field trips.

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To view the Ford Motor Company Annual Report or Ford Motor Company Sustainability Report, visit www.corporate.ford.com.



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