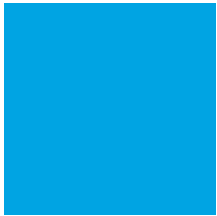
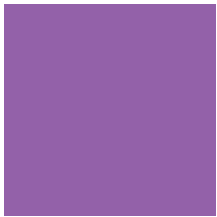


# STRENGTHENING COMMUNITIES



# AND MAKING PEOPLE'S LIVES BETTER



2019 ANNUAL REPORT



FORD MOTOR COMPANY FUND

# S U M M A R Y

For more than 70 years, Ford Motor Company Fund has worked tirelessly to strengthen communities across the globe. In 2019, we invested more than \$62 million to advance that mission and provide access to opportunities and resources that can help make people's lives better.

We provided food and access to critical services, as well as job training, mentoring, and arts and culture programs. We trained thousands of newly licensed drivers across the globe, hosted business accelerator programs for social entrepreneurs, and supported countless educational and community initiatives. Ford employees worldwide volunteered over 117,000 hours of their time and skills to support more than 1,400 community service projects through the Ford Volunteer Corps.

As the year wound to a close, we also announced a leadership change. After 14 years as president of Ford Fund, Jim Vella retired. We want to thank Jim for his leadership and commitment to the vision of supporting communities.

In 2020, we welcome our new president, Mary Culler, who will continue our efforts to invest in transformational programs that make people's lives better.



“ I have been privileged to be involved with community issues throughout my career. I am proud of the work Ford does to make the world a better place and am honored to be able to help carry on Ford Fund's mission. ”

– Mary Culler

## 2019 CONTRIBUTIONS

 **\$40.1M**  
COMMUNITY  
LIFE

 **\$13.3M**  
EDUCATION

 **\$8.8M**  
DRIVING SAFELY

 **TOTAL**  
**\$62.2M**

**\*TOTAL REFLECTS CONTRIBUTIONS FROM FORD MOTOR COMPANY ADMINISTERED THROUGH FORD FUND.**
















**MORE THAN**  
**\$2B**  
INVESTED  
SINCE 1949

**OPERATING IN**  
**MORE THAN**  
**60**  
COUNTRIES

**1.4M**  
VOLUNTEER HOURS  
SINCE 2005

# ABOUT US

As the philanthropic arm of Ford Motor Company, our mission is to strengthen communities and help make people's lives better. Working with Ford dealers and nonprofit partners in more than 60 countries, we provide access to opportunities and resources that help people reach their full potential. We work to advance Ford's vision of becoming the world's most trusted company by investing in programs that:

SUPPORT EDUCATION	PROMOTE SAFE DRIVING	ENRICH COMMUNITY LIFE	ENCOURAGE EMPLOYEE VOLUNTEERING
<p>Education is the foundation for success. It is key to making people's lives better, creating social change and building sustainable communities. That's why we invest millions annually to support educational initiatives that empower people to envision and lead change in their communities and in their own lives.</p> <ul style="list-style-type: none"> <li> More than 600K students reached through education programs worldwide</li> <li> More than 150 student-led community service projects in 10 countries</li> <li> 15,000 students reached by Ford Driving Dreams</li> </ul>	<p>From the world's busiest highways to its unpaved roads, Ford Fund is committed to providing teens and other newly licensed drivers with driver safety training beyond what they learn in standard driver education programs.</p> <ul style="list-style-type: none"> <li> Active in 31 countries in 2019</li> <li> More than 40K participants worldwide in 2019</li> <li> 1.25M drivers reached globally since 2003</li> <li> invested \$60M since 2003</li> </ul>	<p>For more than 70 years, Ford Fund has partnered with hundreds of nonprofits in Southeast Michigan and around the world to invest in programs that feed the hungry, provide disaster relief, assist military veterans, support arts and culture initiatives, and celebrate the diversity that strengthens communities.</p> <ul style="list-style-type: none"> <li> Hunger relief</li> <li> Disaster relief</li> <li> Military &amp; Veterans</li> <li> Arts &amp; Culture</li> <li> Multicultural Outreach</li> </ul>	<p>Ford Volunteer Corps is on the front lines in our mission to strengthen communities. Since 2005, Ford employees have logged more than 1.4 million volunteer hours across six continents – bringing skill, enthusiasm and teamwork to nonprofits and helping to get essential jobs done while our partner organizations focus on serving people in need.</p> <ul style="list-style-type: none"> <li> More than 17K volunteer participants in 2019</li> <li> 117K volunteer hours in 2019</li> <li> 1,434 global projects in 37 countries and 18 U.S. states</li> </ul>

## CONTACT INFORMATION

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For more information about our programs, including news releases and stories featuring the work of Ford Fund, visit [www.fordfund.org](http://www.fordfund.org).

To learn more about what Ford Fund supports or to apply for a grant, visit [www.fordfund.org/grants](http://www.fordfund.org/grants).



Follow us at @FordFund on Facebook, Instagram and Twitter

# 2019 HIGHLIGHTS

We invite you to explore some of the highlights of what we accomplished in 2019 in our efforts to make the world a better place. To learn more about these and the many other initiatives we support, visit [www.fordfund.org](http://www.fordfund.org).



## Michigan Central Community Engagement

As Ford transforms the Michigan Central development area and iconic train station into an innovation hub, Ford Fund is playing a lead role engaging with and supporting nearby communities. In January, a 10-day **Winter Festival** treated visitors to a night market curated with vendors from local neighborhoods, a first-of-its-kind exhibition of train station artifacts and a host of family activities. In June, four local nonprofits were awarded \$250,000 in grants as part of the Celebrating Culture and Community **Grants Program**, while the second annual Michigan Central Comes Alive treated children and families to a **Halloween** celebration in October.

## United Way for Southeast Michigan

2019 marked the 70th anniversary of Ford Motor Company's **partnership** with United Way for Southeast Michigan. It was also the mid-point of Ford's two-year term leading the organization's annual community giving campaign. Under Ford's leadership, United Way began setting annual volunteer goals in addition to financial goals, exceeding its 2018-19 campaign goal by raising more than \$47 million and securing 36,000 volunteer hours. Fundraising included \$2.5 million from **auctioning** a Ford GT Heritage Edition at the 48th annual Barrett-Jackson Collector Car Auction.



## Ford Driving Skills for Life

**Ford Driving Skills for Life** celebrated 16 years of providing free advanced driver education for newly licensed drivers. In the U.S., a 16-city tour trained over 6,000 teens and parents in more than 60 hands-on driving sessions. Around the world, Driving Skills for Life events took place in 31 countries across Europe, the Middle East, Canada, Mexico and Asia.





### Bill Ford Better World Challenge

Drought-stricken communities in the Eastern Cape of South Africa are benefiting from an innovative [mobile water generation project](#) launched by World Vision South Africa – one of the winners of the [Bill Ford Better World Challenge](#). Capable of producing up to 900 liters of water per day, the atmospheric water generator extracts clean, fresh drinking water from the air in an energy-efficient manner. The system is mounted on a custom trailer and towed by a Ford Ranger to assist schools, clinics, early childhood development centers and households experiencing the greatest need.

### Literacy and STEAM with First Book

Through a collaboration with the nonprofit First Book, Ford Fund helped [increase literacy and boost STEAM learning](#) among young students in underserved neighborhoods in North Texas. Ford Motor Company chief customer experience officer, Elena Ford, championed a yearlong series of events that involved the donation of thousands of books, a host of reading parties and STEAM activities, as well as mentoring support from Ford employees and dealers.

### HERImpact

A collaboration between Ford Fund and 1863 Ventures, HERImpact helps women social entrepreneurs create businesses or startups focused on making their communities better places to live. HERImpact held events in Washington, D.C. in [March](#) and [September](#), and kicked off in [Miami](#) in November. Since 2018, Ford Fund has awarded \$200,000 to 12 women entrepreneurs through [pitch competitions](#) in Detroit and Washington, D.C., while hundreds more have benefitted from untold hours of business development mentoring, technical and financial workshops, and other tools to help launch and grow their community-focused ideas.





### Ford Fund Smart Mobility Challenge

Ford Fund partnered with Loughborough University Design School in the United Kingdom to host a Ford Fund Smart Mobility Challenge – a competition aimed at developing initiatives to overcome obstacles to daily mobility, help people and goods move safely and easily, connect communities together and provide more efficient energy opportunities. Ten student teams participated by suggesting initiatives that would benefit society, with the [top three teams](#) receiving cash prizes to implement or develop their ideas.

### Men of Courage Barbershop Challenge

As part of its commitment to building communities, Ford Fund launched the [Men of Courage Barbershop Challenge](#). The grassroots initiative invites barbershops – a cornerstone of the African American male experience – to compete for a \$10,000 grant to implement programs that educate and reinforce positive narratives around black men in their communities. The first challenge took place in [Cincinnati](#), and moves to [Tacoma](#), Washington and Los Angeles in 2020. In every city, the challenge complements the “Men of Change: Power. Triumph. Truth.” traveling [exhibition](#) created by the Smithsonian Institution Traveling Exhibition Service with support from Ford Fund.



### Global Caring Month

Nearly 6,000 Ford employees in 35 countries around the world participated in more than 500 community projects during Ford [Global Caring Month](#) in September – the signature annual event of Ford Volunteer Corps. Ford employees helped make people’s lives better by renovating, building and mentoring at care centers, schools and shelters. They helped build stronger communities through clean water projects, hunger relief efforts and educational activities. Ford Fund contributed \$675,000 to buy tools and materials for many of the projects, freeing up valuable nonprofit resources to help more people.



### Detroit Youth Choir

One week after its award-winning performance on the season 14 finale of “America’s Got Talent,” the 52-member **Detroit Youth Choir** was invited to historic Michigan Central Station for a special rehearsal where Ford Fund presented each student with a \$1,000 scholarship. Ford also donated a 15-passenger Transit van to help meet the choir’s mobility needs, including transportation of individual members to and from rehearsal and community events.



### Thirty Under 30

Ford’s yearlong course in leadership and civic engagement matches nonprofits with Ford employees under age 30 in the U.S., Canada and – new for 2019 – Mexico. The **2019 Class** of Thirty Under 30 fellows, representing 15 skill teams from within Ford, were tasked with creating innovative solutions for a variety of neighborhood development challenges, such as blighted property, security and community education.

### Ford Driving Dreams

A signature Ford Fund education initiative, Ford Driving Dreams reached a new milestone in 2019 as the program **expanded** overseas, launching in Valencia, Spain. **Ford Driving Dreams** provides scholarships, literacy and tutoring programs, motivational pep rallies, college preparedness tools, entrepreneurship training and other educational resources – all designed to help students graduate on time, encourage them to pursue higher education and become agents of change in their communities. In 2019, more than 15,000 students participated in 20 Ford Driving Dreams events in cities throughout the U.S., Panama, Mexico and Spain.

### Ford Resource and Engagement Centers

Ford Fund expanded its global network of Ford Resource and Engagement Centers (FRECs) with the opening of **FREC Bangkok**. The fifth of its kind globally, the center is home to eight nonprofit partners that serve thousands of Bangkok residents with programs focused on food waste, environmental protection, education, technology, community engagement and the arts. In addition to the Bangkok facility, Ford Fund has **community centers** on the east side of Detroit; in Southwest Detroit; Pretoria, South Africa; and Craiova, Romania.



# FACES OF FORD FUND

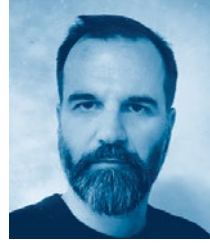
First-person stories from people impacted by Ford Fund



“ My law enforcement career has often placed me in a position to witness the tragedies of others. Photography was a tool that made it possible to forget the trauma I'd seen. Imagery and words have the power to protect and heal. The ability to tell your own story is one we should all possess. ”

**Khary Mason**

Co-founder, Capturing Belief /  
Detroit Police Homicide Detective  
Detroit, Michigan



“ We live in a world shaped by images and photography can steer conversations, break stereotypes and influence decision making. Seeing young people gain confidence in themselves, engage in conversation, learn new skills and get excited about life is what makes my life worthwhile. ”

I am a cheerleader to motivate young people through self-discovery and self-empowerment. ”

**Romain Blanquart**

Co-founder, Capturing Belief / Former Detroit Free Press photographer / Documentary filmmaker  
Detroit, Michigan

**Capturing Belief** is a free photography program for 11- to 18-year-old youth in Detroit that teaches students to recognize the power of visual storytelling. Started by Mason and Blanquart in 2016, Capturing Belief was created out of their common desire to directly help young people build a strong foundation for their future. In 2019, the group [received a grant](#) from Ford Fund as part of a commitment to invest in communities surrounding Michigan Central Station in Detroit.



“ Once there was a meeting and I had to sign my own name. I got nervous, had trouble and asked someone else to fill in the sheet for me. I stopped studying at 9 years old. But with this opportunity, I am back to studying at 68 years old. ”

**Dona Fatima**

Ford Alfabetiza Student  
Horizonte, Ceará, Brazil

In 2018, 11.3 million people age 15 and older in Brazil could not read or write. In addition, nearly 20% of people over the age of 60 were illiterate. The **Ford Alfabetiza** project is an eight-month literacy course for young people and adults with little or no schooling. A collaboration between Ford Fund and nonprofit AlfaSol Brazil, the program aims to provide access to education and help reduce illiteracy rates among Brazilians.



“ What we give here at Precision Blendz is not just a haircut. We give a good feeling about yourself. When our customers leave, they are noticed, they are recognized, and they feel good. There's always someone who comes in with knowledge or information about how to help or make someone's life better. Basically, how to be a good man. ”

**Tommy Mays**

Co-owner, Precision Blendz / Men of Courage Barbershop Challenge Grand Prize Winner  
Cincinnati, Ohio

**Precision Blendz** is the winner of the first **Men of Courage Barbershop Challenge** – a grassroots initiative that invites barbershops to develop community engagement programs. The challenge is an extension of Ford's Men of Courage program, which aims to build communities by advancing the narrative of African American men through storytelling, intergenerational forums and community events. First launched in 2019 in Cincinnati, the barbershop challenge moves to Tacoma, Washington and Los Angeles in 2020.

To read the full stories for these – and other – Faces of Ford Fund profiles, please visit [www.fordfund.org/faces](http://www.fordfund.org/faces).