



# Ford Motor Company Fund Fact Sheet

Ford Motor Company Fund is the philanthropic arm of Ford Motor Company. Established in 1949 by Henry Ford II, the Ford Fund expands on the company's legacy of corporate citizenship by helping build stronger communities and improving people's lives. Since it was founded, the Ford Fund has invested more than \$2.1 billion to support innovative community programs, concentrating its efforts on **Community Life**, **Education** and **Safe Driving**. Through the **Ford Volunteer Corps**, Ford employees and retirees give back by working on community service projects across six continents.

- Launched in 2015, Ford Fund's **Men of Courage** (MOC) program is a grassroots program designed to build communities by advancing the narrative of black men through storytelling. During curated forums held in Detroit, Baltimore, Chicago, Los Angeles and Atlanta, selected ambassadors have participated in six hours of storytelling, vision boarding and solution mapping training on topics related to manhood.
- In 2019, Ford expanded the program to include the **Men of Courage Barbershop Challenge**, which centers on a community keystone, the African American barbershop, and encourages shop owners to utilize their existing foundation for community conversation as a launch pad to turn ideas into community outreach.
- Throughout 10 cities across the country, the MOC Barbershop competition challenges local barbers to launch community outreach programs that engage their communities in meaningful ways. Currently in Baltimore, the Challenge has been to Cincinnati, Seattle/Tacoma, Los Angeles and Detroit.
- In each city, two local area barbershops are chosen as finalists and are eligible to win a one-time Ford grant of up to \$10,000 by hosting a minimum of six events over a three-month period. They will be judged on innovation and community impact. Ford will award an additional \$5,000 grant to a non-profit organization to be selected by the runner-up. Ford, local community partners, and Microsoft amplify these efforts by hosting professional development workshops, such as coding, in the barbershops.
- The Challenge also features a half-day Leadership Forum where select local men gather to explore the power of leadership, personal branding and turning ideas into actionable business plans. Presented by a variety of subject matter experts, this intergenerational series brings together African American men ages 18 and up.
- The Men of Courage Barbershop Challenge also serves as complimentary grassroots activation to Men of Change: Power. Triumph. Truth., an exhibition created by the Smithsonian Institution Traveling Exhibition Services (SITES). Men of Change has traveled to museums throughout the United States. It is made possible through the support of Ford Motor Company Fund and highlights revolutionary men—including Muhammad Ali, James Baldwin, Ta-Nehisi Coates, W.E.B. Du Bois and Kendrick Lamar— whose journeys have altered the history and culture of the country.
- In 2021 Men of Courage debut the monthly Andrew Young Film Series in conjunction the Andrew Young Foundation. From the perspective of the renowned civil rights leader, the film series focuses on positive stories often overlooked by mainstream media. Tune in the third Thursday each month on the Men of Courage Facebook and You Tube platforms.
- **Follow the MOC Barbershop Challenge** on Instagram: @menofcourage and Twitter: @menofcourage; Hashtags: #menofcourage and #menofcourageDetroit.





# Ford African American Outreach

- Since Henry Ford's groundbreaking \$5 a day wage in 1913 that paid people equally regardless of race, Ford has invested – and continues to invest – in programs that empower and celebrate the **African American community**.
- After hiring its first African American employee in 1914, Ford hired more than 10,000 African Americans by 1926, making it the **largest employer** of African Americans in the auto industry at that time. By 1931, 20 percent of Detroit's African American population was supported by Ford jobs.
- **Ford Fund** is a major sponsor of the **Tuskegee Airmen and the Tuskegee Airmen National Historical Museum**, which now makes its permanent home inside the Charles H. Wright Museum of African American History in Detroit. Ford also funded and presents "Our Voices: Our Stories – The Tuskegee Airmen" documentary about the heroic efforts of America's first black military pilots.
- **Ford HBCU-YOU Mobility Challenge** launched in 2019. This grant-making initiative challenges HBCU college students, alumni and faculty to create innovative, student-led projects that address critical campus or community needs surround the theme "Making Lives Better: Changing the Way We Move Through Smart Mobility." Schools compete to win \$25,000 to implement the project. Previous HBCU schools to win the challenge include inaugural winner Langston University, last year's 2020 winner Morgan State University and runner up Talladega College and the 2021 tied for first place winners are Texas Southern University and Savannah State University.
- **Ford 1stGen** launched in 2018 with a pilot at Spelman College. This exciting and innovative program is part of Ford's HBCU strategy centered on "Success, Scholarship and Sustainability." The Ford 1st Gen program provides mentoring, financial, educational and other resources to ensure that selected first-generation students at a given HBCU graduate and have the skills to excel in their chosen profession.
- Ford Motor Company is building on a century-long commitment of celebrating African American culture and as a Founding Donor contributed \$1 million to the **Smithsonian National Museum of African American History and Culture**. The donation from Ford Fund supported the museum's capital campaign and other key programs.
- Ford was a major sponsor of the **monument to Dr. King in Washington, D.C.** having contributed \$2 million to the project. Ford also provided major financial support that enabled the **bust of the first African American woman, Sojourner Truth**, to be installed in the U.S. Capitol.
- **Ford Freedom Unsung Award** is a national program that celebrates unsung heroes who have made significant contributions in their communities while inspiring others to also have a positive impact. Los Angeles, Kansas City, Anchorage, Atlanta, Indianapolis, Oakland, Chicago, and Houston are some of the cities where the program has traveled to honor unsung heroes. Most recently the program was held nationally honoring Unsung Heroes of Covid-19.
  - Launched in 2015, Ford's **Men of Courage** program is a grassroots program designed to build communities by advancing the narrative of black men through storytelling. Men of Courage forums have been held in cities throughout the U.S. In 2019, Ford expanded the program to include a community-focused barbershop challenge that expands the reach and awareness of this important issue.
- Ford also is a sponsor of the **National Civil Rights Museum** at the site of the former Lorraine Motel in Memphis. Ford's previous contribution of \$1 million supports capital improvements and programming for the thousands of visitors worldwide who tour the renovated museum. Ford Fund is a presenting sponsor of the museum's annual Freedom Award.
- Ford supports national African American organizations that include the **NAACP, Urban League and Rainbow PUSH Coalition**.

## Other African American Initiatives

Details on programs that support the African American community can be found at [www.fgb.life](http://www.fgb.life). Please follow our *FGB.Life* social media handles on Facebook, Twitter and Instagram.