



FORD MEDIA CENTER

Ford's Joe Hinrichs Kicks Off Campaign for United Way for Southeastern Michigan

Ford's Joe Hinrichs, executive vice president and president, Global Operations has launched the 2018-19 United Way Community Giving Campaign. As Campaign Chair, Hinrichs announced a goal of \$46 million and 25,000 volunteer hours. The kick-off event was at United Way's headquarters in Downtown Detroit's Campus Martius.

United Way for Southeastern Michigan President and CEO Dr. Darienne Driver joined Hinrichs, along with Ford and nonprofit volunteers, who assembled thousands of job interview, literacy and hygiene kits to benefit children and adults.

"I look forward to working with my campaign cabinet to improve the lives of those in need across southeast Michigan," says Hinrichs, who this year began a two-year commitment as campaign chair. "In addition to our core fundraising work, it is exciting to focus on the role volunteers play in making a difference. Not only do volunteers expand our ability to help, they reap the rewards of a personally enriching experience."

Since 1949, Ford Motor Company Fund, the philanthropic arm of Ford Motor Company, has been a proud supporter of United Way for Southeastern Michigan and its predecessor United Foundation of Detroit. Read the United Way's full news release announcing the campaign launch [here](#).

About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 200,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.