Ford Motor Company Fund Announces Donation Match, New Virtual Opportunities for Employees to Help Fight COVID-19

• Ford Motor Company Fund’s new COVID-19 Donation Match program gives employees and others the opportunity to support nonprofits and community groups in more than 20 countries as they cope with coronavirus-related issues
• Ford Fund’s new “Read and Record” virtual volunteering project invites Ford employees around the world to record and submit videos reading a children’s book in their own language; Ford Fund website outlines volunteer opportunities and provides free online activities for people at home during the pandemic
• Donation match and virtual opportunities are part of a comprehensive Ford Fund effort to help meet urgent needs in local communities throughout Southeast Michigan, across the United States and around the world

DEARBORN, Mich., April 2, 2020 – Ford Motor Company Fund today announced two new and unique opportunities for Ford employees around the world who are eager to give back while honoring stay-at-home recommendations.

The COVID-19 Donation Match program is a combined effort between Ford Fund and Ford Motor Company Executive Chairman Bill Ford that will match $500,000 in donations to designated community organizations in the fight against COVID-19, raising a potential $1 million for groups battling the pandemic across the globe. Ford Fund is also launching a new “Read and Record” virtual volunteering project to create an online library of Ford employees reading children’s books for the 1.3 billion children and youth affected by school closings around the world.

“During trying times, Ford employees are used to being the boots on the ground – getting out, signing up and pitching in to help make a difference,” said Mary Culler, president, Ford Motor Company Fund. “Even now, while many are sheltering in place at home, our employees are looking for ways to help. These two new programs offer meaningful ways for employees to give back and join in the fight against COVID-19.”

Make a donation to make a difference

Through the COVID-19 Donation Match, Ford Fund is giving Ford employees, as well as their families and friends, an opportunity to make a donation to support nonprofits and other community organizations in their efforts to meet coronavirus-related needs in more than 20 countries around the world.

Managed by GlobalGiving, Ford’s longtime disaster relief and global grant-making partner, the program aims to support community projects in locations that have both a significant level of emergency need and a substantial Ford employee presence. Projects focus on addressing hunger, shelter and mobility needs, providing educational resources, or delivering critical medical supplies and services to communities in need.

The $500,000 in matching funds, which include contributions from Ford Fund and Bill Ford personally, represent the strong commitment of both Ford’s philanthropic group and Bill Ford, who started the Ford Volunteer Corps 15 years ago and continues to champion the importance of volunteering and giving back.

Employees and others interested in donating can visit www.globalgiving.org/ford-covid-response to view a full list of participating countries as well as cities across the United States, and to learn more about community projects they can support. GlobalGiving will add new projects and additional details over the coming weeks, so employees are encouraged to check back often for updates.

Virtual volunteering and online resources
Ford Fund’s new “Read and Record” virtual volunteering project invites Ford employees from around the world to record and submit videos reading a children’s book in their own language. The effort is designed to provide Ford employees a way to give back from the safety and comfort of their own homes, and builds on Ford Fund’s ongoing efforts to increase literacy and promote a love of reading.

The online library will be catalogued by language, and multilingual employees are encouraged to read in languages other than English. Ford Fund plans to share the library with philanthropic groups that serve children and families.

To further assist employees, their families or anyone looking for things to do at home during the pandemic, Ford Fund is compiling COVID-19 related volunteer opportunities and providing a library of free online resources offered by many of its community partners. Available at www.fordfund.org/covid19, activities include virtual tours, downloadable worksheets, online tutorials, videos and more – all designed to help entertain, educate or inspire people of all ages. The site’s “How You Can Help” page also outlines ways employees can contribute to specific nonprofit needs for volunteers or donations of goods and supplies.

Ford Fund previously announced it is allocating more than $1.6 million in resources to help communities and local nonprofits throughout Southeast Michigan and across the United States address hunger, shelter and mobility needs related to COVID-19. Earlier this year, Ford Fund also worked with Ford of China to provide face masks and other protective gear needed during the initial breakout of the virus in China.

As Ford Fund concentrates on taking immediate action at the local level, Ford engineers, researchers and suppliers are designing and manufacturing masks, respirators, ventilators and other critical medical equipment and supplies for healthcare workers, first responders and patients fighting COVID-19. To learn more about the company’s recent news and efforts related to COVID-19, click 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; mobility solutions, including self-driving services; and connected services. Ford employs approximately 188,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

About Ford Motor Company Fund

As the philanthropic arm of Ford Motor Company, Ford Fund’s mission is to strengthen communities and help make people’s lives better. Working with dealers and nonprofit partners in more than 50 countries, Ford Fund provides access to opportunities and resources that help people reach their full potential. Since 1949, Ford Fund has invested more than $2 billion in programs that support education, promote safe driving, enrich community life and encourage employee volunteering. For more information, visit www.fordfund.org or join us at @FordFund on Facebook and Twitter.

About GlobalGiving
GlobalGiving makes it safe and easy for individuals and companies to give to local projects anywhere in the world, providing nonprofits with the training and support they need to become more effective. Since 2002, GlobalGiving has helped raise more than $450 million from more than one million donors and has worked with more than 350 corporate partners. GlobalGiving vets and supports organizations in 170 countries, so when disasters like COVID-19 occur, GlobalGiving can quickly deliver funds to community-driven organizations that are best-suited to provide relief in their communities. GlobalGiving is a top-rated (4-star) charity on Charity Navigator and accredited by the BBB Wise Giving Alliance. For more information on our corporate giving programs, please contact partnerships@globalgiving.org.