

The Henry Ford Effect



IN MEMORY OF **William Clay Ford** 1925-2014

It was a phone call Steve Hamp will never forget.

It was 1999 and he was several years into his tenure as president of The Henry Ford, driving home one evening, preoccupied with the massive project he was overseeing—a \$150 million fundraising campaign for the museum and Greenfield Village. The goal was aggressive, three times larger than any solicitation in the history of the institution.

Then that call came in. It was his father-in-law, Bill Ford.

"He said, 'Steve, I want to let you know I'd like to make a gift to your work at the museum,'" Hamp recalls fondly. "And I said, 'That's really terrific, Bill! I was excited and it was unsolicited. Then he said, 'I want to give you \$25 million.' And I nearly drove off the road."

Hamp pauses here, reflecting on that call and its impact.

"That set in motion and was basically the foundation that allowed us to raise that money," Hamp says, "because Bill's incredible generosity was matched by other members of the Ford family. Of the \$150 million we raised, nearly one-third of it came from family members who followed Bill's example."

Family members like his son, William Clay Ford, Jr.

"My father taught me the importance of family and of giving back to the community from an early age," he says. "One of the reasons he was such a strong supporter of The Henry Ford was because it combines those two things that he believed in so strongly. He was an enthusiastic advocate of The Henry Ford's dual mission of preserving the past and inspiring the future. He had a unique personal understanding of the importance of innovation and American ingenuity and wanted to pass those gifts along to future generations."

Today the results of Mr. Ford's generosity and vision can be seen and savored in virtually every corner of the grounds.

"It meant the entire rebuilding of Greenfield Village," Hamp says, "adding the academy, building the research center, the new roof, adding air conditioning, the IMAX Theatre, a lot of the physical changes and defining elements that are present in the institution today."

William Clay Ford was the longest-standing Chairman of the Board of The Henry Ford, holding that position for 36 years, from 1951 to 1989. He was also the largest donor in the history of the institution and at the time of his passing was Chair Emeritus, serving the place he loved so much for a total of 63 years.

"When he became the chairman in 1951, it was just a few years after his grandfather, Henry Ford, passed away," says Patricia Mooradian, the President of The Henry Ford. "He recognized very early on the significant educational role that the institution played. And he also recognized the importance and nature of the collection and what that represented to American progress and innovation. That recognition set us on the path to what we are today, and his unwavering generosity over the years insured our ability to transform."

"It was in his bones, his DNA," Hamp says. "So you couldn't paint a picture of someone who was more deeply involved, more emotionally attached, more loyal and more dedicated to the place that he completely loved."

Mr. Ford's connection went all the way back to the earliest days of the institution, soon after it was founded by his beloved grandfather in 1929. They were especially close: Henry Ford once disappeared during a family Christmas party to shoot at paper targets with his youngest grandson, affectionately known to all as Billy. He roller-skated and rode bicycles in the Great Hall and at age 10 learned to drive a Model T on the grounds, sitting on his grandfather's lap as they explored the countryside. He enjoyed telling the story of the day a police officer pulled them over for, in his words, "driving like a bat out of hell." Neither had a license. The officer didn't issue a ticket but did call Henry's wife, Clara.

When grandfather and his charge arrived home, Mrs. Ford was ready for them.

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Visionaries thinking out loud



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The Henry Ford is sparking imaginations nationwide with **INNOVATION 101**, an educational collaboration with our country's greatest innovators, including Bill Gates, Dean Kamen and Steve Wozniak.

Learn more at **ONINNOVATION.COM**

THE MACALLISTERS: A Love for Lotus Racing + A Tradition of Giving



Chris MacAllister (in helmet) passed on his love for racing to his son, Alex.

It was May 31, 1965, at the Indianapolis Motor Speedway, the day a driver from Scotland named Jim Clark won the 49th running of the Indy 500. It was also the day that a 9-year-old boy sitting in the stands first became infatuated with auto racing and in particular the winning car Clark was driving—a Lotus 38/1 powered by a specially designed Ford V-8 engine.

"The green and yellow color scheme was the best in the field," says Chris MacAllister, fondly recalling that day nearly 50 years ago. "The way it looked at the 500 compared to all the other roadsters magnified that yellow and green contrast. So for a 9-year-old kid, it was cooler looking than the big old dinosaur roadsters. This car had a better shape, more aerodynamics, those neat pipes sticking out."

And Chris was equally fascinated and impressed by the man behind the wheel of the car.

"There was a lot to like about Jim Clark," Chris says. "First of all, he was Scottish, like me. He was a great sportsman; you never saw him do anything impolite or uncouth. He was gracious, friendly, modest, a natural talent and just a great all-around role model."

From that day on, Chris became a fan—of Clark and racing, starting with go-karts, graduating to motorcycles and finally into racing cars as soon as he was able to drive. He also began working his way up the ladder at the family business, now serving as president of Indiana-based MacAllister Machinery Company and Michigan Tractor and Machinery.

Chris owns and races a sizable collection of his own cars. Among them are a Ferrari 312 T2/026, a Porsche 917 and a Ford GT40. But he says the most significant of them all is the renowned Lotus 49, which Clark drove to victory in the car's debut in 1967.

"I've tried to collect cars that not only look good but have been successful in their day," Chris says, "with an individual chassis that has good provenance. So it's kind of a three-pronged criteria."

The impressive inventory of cars also provides a long-standing joke between Chris and his 23-year-old son Alex, who's been bugging his dad since his teenage years for the keys to various vehicles. "I've tried to borrow the GT40 a couple times and got turned down," Alex says with a laugh, "but I continue to ask for the unattainable cars."

ARTICLE CONTINUED FROM PAGE 1



In Memory of William Clay Ford

The story is telling, because it illustrates not only the strong bond that existed between Henry Ford and his grandson but also the spirit and sense of adventure young Billy clearly inherited from his grandfather.

Before long, Billy would take his first airplane ride in a Ford Tri-Motor, a three-engine "Tin Goose" piloted by Charles Lindbergh, then world-renowned for his solo flight across the Atlantic Ocean to Paris.

In Ford's World War II Navy preflight school, he joined hundreds of other cadets, identified only by a number slipped on their backs, in a grueling obstacle course. He finished first, one of the proudest achievements of his life.

"Without anyone knowing my name or who I was or whether I had a dime," he recalled years later, "I did it on my own."

Ford attended Yale, was elected captain of both the tennis and soccer teams and worked diligently at becoming a scratch golfer. When he returned home from New Haven for the summers, he loved working on the Rouge River assembly line, joining the family business officially in 1949. He ran Ford Motor Company's design committee for 32 years and was the creative mind behind the development of his pet project, the 1956 Lincoln Continental Mark II, considered one of the most iconic and beautiful cars ever produced.

And, of course, there are the Detroit Lions, the NFL team he purchased in 1964. In a business where owners' gigantic egos are standard and turmoil is commonplace, Ford was revered for his loyalty, honesty, kindness and a special ability to make anyone he encountered feel completely at ease.

"It was always interesting for me to watch how utterly disarming this man was," Steve Hamp says. "He was incredibly friendly and funny. He had a wonderful sense of humor. Just a terrific man who will be missed by many, many people, including his family, forever."

But he'll never be forgotten. And the Great Hall at The Henry Ford, where young Billy once roller-skated and bicycled under the watchful eye of his grandfather, is now known as the William Clay Ford Hall of American Innovation.

"He didn't ask for that," Hamp says. "He never asked for accolades. He didn't want any acknowledgement of the monies he gave. But we had to do something. He was there at the creation of this institution, and he had a great sense of stewardship for it. So it's nice to let everyone know how deep and profound his touch was. He was a wonderful spirit."

Clara Bryant Ford Society

Last fall, a luncheon in the Lovett Library was held to honor the Clara Bryant Ford Society. Its membership is reserved solely for those generous donors who have made planned or legacy gift commitments to The Henry Ford. Eight society members were in attendance, as well as Patricia Mooradian, President of The Henry Ford, and Vice President Spence Medford.

For more information on planned or legacy gifts, contact Spence Medford: **313.982.6016** or spencem@thehenryford.org



Front row: Richard and Christine Jozyn, Spence Medford, Vice President of The Henry Ford; Patricia Mooradian, President of The Henry Ford; Edwina Simpson and Pam Loren. Back Row: Larry Turek, Robert Turek, Mary Lou Burke and Steve Vezzella.



For Chris (left) and Alex MacAllister, visits to tracks like Watkins Glen or a race weekend provide space, memories that last a lifetime.

“You need to support those causes in which you are interested or involved. That’s when you really make a difference.”

—Chris MacAllister

Like father, like son. Alex caught the racing bug around the same age as his dad.

“It’s something I grew up with,” Alex says. “It’s always felt like it’s what we do together and it’s been enjoyable for both of us. And it was memorable for me when I was young because whenever we did get to go to the racetrack, it was always loud, smelly and impressive.”

Alex also followed Chris into the family business, establishing the fourth generation of dealer principals at MacAllister Machinery.

And now the MacAllisters have honored Jim Clark’s historic victory at Indianapolis by joining a very exclusive circle of donors. With their gift of \$25,000 to The Henry Ford’s Racing in America exhibition, they became members of the Fellowship of the Lotus and took home a piece of racing history—literally: one of just 82 commemorative one-ounce vials of the original motor oil cap fuel from Clark’s victorious Lotus-Ford 38/1.

“It was really a no-brainer,” Chris says. “The Henry Ford is such an interesting place, and Henry Ford himself was an inveterate collector. We identify with that because we collect a lot too. A lot of other museums aren’t really into preservation. They just collect and display. But The Henry Ford goes way beyond that. And it’s eclectic, about American life, so there’s a preservation component that’s very important to me.”

“We’re a school bus dealer,” he continues. “We sell Bluebird buses. And the very first Bluebird bus ever built is where? It’s not in the Bluebird factory; it’s in The Henry Ford. So when you’re interested and enjoy going to a place like that, it’s easier to support. The appeal to me was the connection to The Henry Ford and its race history. So if you can help in a certain area where you really got a thrill, that makes it even better.”

Chris learned all about the importance of philanthropy from his father, P.E. MacAllister, renowned in Indianapolis for his civic and charitable activities, particularly in the arts.

“We can sum it up by saying Chris makes the money and his father gives it away,” Chris says with a chuckle. “But he always told me you need to support those causes in which you are interested or involved. That’s when you really make a difference.”

STAFF + VOLUNTEER CAMPAIGN

Passion + Participation From Staff and Volunteers



All Staff Conference Photo ©C14.

And participate they do, in large part because every day they get a firsthand, intimate look at what The Henry Ford means to so many people.

“I think because we see that on a daily basis, it makes us more committed to the institution,” says Betty Speyer, whose full-time role at The Henry Ford is Marketing Manager/Consumer Engagement, but she also served as staff co-chair of the campaign. “All of us want to make sure that the institution continues for years and generations to come,” Speyer says, “because there are so many more people to have that wonderful experience.”

That sentiment is heartily endorsed by Richard and Christine Jeryan, whose connection to The Henry Ford goes back to the day they were married in the Martha-Mary Chapel. Now the couple has come full circle, serving as volunteer campaign co-chairs.

“We’re cheerleaders,” says Richard, an engineer who retired from Ford in 2006 and began volunteering at the museum soon after. “What we try to do is help people understand the important role the volunteers play within The Henry Ford and the importance of not only the donation of their skills, time and talents but also of the money in their wallet to the operation and success of the mission of the museum.”

“The story that The Henry Ford tells is really an important one,” he adds, “both on a local and national level—and by contributing to its operation, the donors promote the mission. You really never know what small thing will trigger a whole career in a child. So these contributions, large and small, make a difference. And that’s one of the points we try to emphasize: By making these contributions, by participating in the program, they make a difference and

The Staff and Volunteer Campaign at The Henry Ford is not only a wonderful success story but also a compelling example of the impact the institution has on anyone who walks through its doors—in particular those who work here.

Our full- and part-time staff members, together with our loyal volunteers, recently donated well over \$100,000 to the Annual Fund through the Staff and Volunteer Campaign.

In most years, the Staff and Volunteer Campaign has over 50 percent participation, which is very good. The campaign has always been about participation, never about the amount.



that difference is really important to the people who come to The Henry Ford."

"Museums are chronically underfunded," says Christina, "and I think unfortunately a lot of people don't recognize that they aren't supported by tax dollars or by government funding. So what we try to do is make people aware of what The Henry Ford has to offer and then hopefully, if we can get them there and see all the treasures that are there, they'll recognize that supporting it with membership or contributions is something they're really passionate about doing."

And passion for the institution and all it means is the one quality that is shared by everyone who works here.

"That's why I give," says Betty Speyer. "Because we have the privilege of working here, we get to see on a daily basis the impact our institution has on visitors and our members."

Richard Jeryan agrees, adding that the generosity of staffers and volunteers also has an important ripple affect.

"The percentage of people who participate is really important when The

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"You really never know what small thing will trigger a whole career in a child. So these contributions, large and small, make a difference."
 — Richard Jeryan

Henry Ford goes to other institutional donors," he says, "because it makes an impression about the level of commitment that both the paid staff and volunteers have."

"So when you actually give," says Speyer, "you kind of own a little piece of it; you have a sense of ownership and involvement in the institution. It says what you think and feel about the importance of the institution, and it makes you feel good that you're part of it, a part owner of what's going on here."

Financial Report and Donor Roll

Operating Revenue (in thousands)

	2013
Admissions	\$12,110
Membership	5,224
Restaurants & Catering	10,913
Retail	1,393
Other Earned Income	5,370
Gifts & Contributions	3,937
Investment Income	13,373
Other	1,596
	\$54,417

Operating Expenses

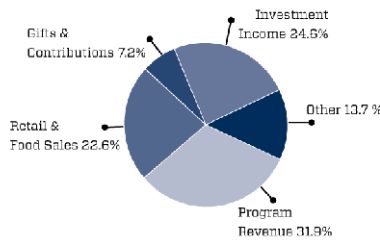
Program	\$45,354
Administrative	5,960
Development & Membership	2,672
	\$53,986

Capital Investments	\$403
Capital Reserves	-
Surplus (Deficit) **	\$28

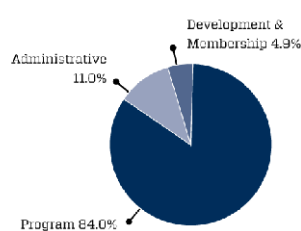
2012

Admissions	\$14,876
Membership	6,219
Restaurants & Catering	12,231
Retail	1,660
Other Earned Income	7,297
Gifts & Contributions	3,191
Investment Income	13,296
Other	1,498
	\$60,088

2013 Operating Support & Revenue



2013 Operating Expenditures



Fundraising expenses as a percentage of total revenue:	4.91%
Fundraising & administration expenses as a percentage of total revenue:	15.66%

**Excludes depreciation.

Thanks! THE HENRY FORD HAD A TRULY WONDERFUL YEAR IN 2013!

Over 1.65 million people passed through our doors, a number that was undoubtedly bolstered by some significant milestones—most prominently our celebration of Henry Ford's 150th birthday, as well as our remembrance of the 50th anniversary of the assassination of JFK, and Designing Tomorrow: America's World Fairs of the 1930s.

On the pages that follow, we are delighted to acknowledge and thank everyone who contributed to The Henry Ford in 2013. Their passion for The Henry Ford, coupled with their generous contributions, allows us to continue our journey and pursue our mission—to tell the great American stories of innovation, ingenuity and resourcefulness and to inspire people to help make a better future, maybe even change the world!

Thank you so much for your patronage and your partnership.



Last year celebrated the 2nd annual National Day of Courage, thanks to the generous support of our donors, and revealed the Rosa Parks Commemorative Stamp honoring her centenary. Pictured: Deputy U.S. Postmaster General Ronald A. Strommen, U.S. Rep. Gary Peters, Elaine Bason Steels, who was Mrs. Parks' assistant, U.S. Rep. John Conyers, Jr., Darlene Clark Hine, historian and educator, and The Henry Ford President Patricia Mooradian. Photo credit: Gary Melarba

Legend:

- (t) = trustee
- (v) = volunteer
- (e) = employee
- (c) = deceased

Clara Bryant Ford Society

Membership in the Clara Bryant Ford Society is reserved for those generous donors who have made planned or legacy gift commitments to The Henry Ford.

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We sincerely thank all of our members and donors whose contributions enable The Henry Ford to continue to grow and build on its heritage, celebrating innovation, resourcefulness and ingenuity. Your continued support and dedication in these challenging economic times is especially noted and appreciated.

The following pages recognize gifts from individuals, companies and foundations received between January 1, 2013, and December 31, 2013. If we have omitted a name or otherwise erred, please accept our apology and contact Institutional Advancement at 313.992.5180.

\$100,000-\$999,999

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