A letter from The Henry Ford President

Dear Friends:

As we look forward to another spring at The Henry Ford, it is my pleasure to pause for just a moment and share some wonderful news about the year just passed, which was remarkable for us in so many profound ways.

Nearly 2 million people visited us last year — the largest number of annual visitors in the history of the institution. While we are delighted to see so many guests walk through our doors, we are just as excited by the number of individuals across the nation and around the world who are becoming aware of The Henry Ford through our rapidly growing collection of online resources and content.

Thanks to your help, last year alone we digitized over 12,000 artifacts! Over 20,000 are now available online, where our website drew 3.3 million visits in 2012, an increase of nearly 40 percent over the previous year.

All of this is a testament to what The Henry Ford effect truly is: We tell stories that chronicle our individual and collective challenges, failures, doubts and, ultimately, triumphs. As those stories inspire us, they also allow us to find that spark within and fulfill the potential for greatness in ourselves.

The stories of American innovation have the power to catalyze and encourage the development of talent and the promotion of human potential. If individuals can see themselves in our stories, perhaps they’ll recognize their own ability to do something to change the world. That is The Henry Ford effect.

When it comes to literally introducing visitors to us, who better to do that than our wonderful cashiers at the area we call the “front of the house,” by the IMAX® Theatre? Their passion and belief in all that we stand for translated into an amazing campaign in last year’s final quarter that made a significant impact on our number of school field trips.

Passion is a word that is virtually synonymous with Don and Mary Kosch, whose gift has allowed a long standing dream of ours to become a reality. For years we wanted to install a playground that would be all encompassing, designed especially so that children of all abilities could enjoy it. Enter the Kosches’, whose Dearborn Sausage Company has been a local institution since the 1940s, and whose foundation is devoted to helping children with special needs. The instant they heard about our desire to make the Village Playscape a destination for all kids, they happily offered their support.

Don reveals that his inspiration from the very beginning of the project was Henry Ford himself. Like our founder, Don began his life journey as another young man from Dearborn who never forgot the importance of the community that nurtured and shaped him, and he was humbled by the opportunity to give it something in return.

Which brings us full circle to Al Uzielli, the newest member of our board and the great-great grandson of Henry Ford. If anyone embodies the spirit and energy of The Henry Ford effect, it is Al, who is truly on a mission on our behalf: “The world has to know about this place,” he says, “plain and simple.”

Like his great-great grandfather, Al is doing all he can to encourage the development of talent and the promotion of human potential. If individuals can see themselves in our stories, perhaps they’ll recognize their own ability to do something to change the world. That is The Henry Ford effect.

Patricia E. Mooradian

Photo credit: Ari Howrani \ Spain School of Excellence Choir singing at the National Day of Courage.
On December 1, 1955, Rosa Parks refused to give up her seat to a white man on a city bus in Birmingham, AL. Her courageous act helped launch the revolution in America that became the civil rights movement.

On February 4, 2013, Rosa Parks’ 100th birthday, a daylong celebration took place at The Henry Ford, recognizing the milestone as a National Day of Courage. And thanks to the Target Corporation, admission on that day was free.

Since 2008, Target has partnered with The Henry Ford to sponsor Target Family Days, which also fall on Martin Luther King Day, Labor Day and Election Day. “Target’s thrilled to be partnering with this incredible institution,” says Kyle Simpson, Store Team Leader in Grand Rapids. “Our brand aligns very nicely with their focus on innovation and a strong reputation in the community. And by providing interactive educational experiences for individual students and families, their vision very much aligns with Target’s vision.

“We are committed to making art experiences more affordable and accessible for families. At the heart of this commitment are Target-sponsored free days as well as ticket programs. Target sponsors more than 2,000 free days and reduced-price performances at more than 100 museums and performing-arts organizations across the country.”

As a result of the partnership, Target has paid for 102,000 admissions to The Henry Ford over the years, a testament to the emphasis Target places on access and education.

“At Target, community giving is and always has been a cornerstone of our company,” says Jill Kornbacher, Target’s Senior Manager, Public Relations. “By offering free and reduced-cost admission to cultural institutions like The Henry Ford, we open their doors to more children and families.”

Target’s impressive tradition of community engagement and corporate social responsibility began in 1946, when the corporation began to donate 5 percent of its annual income to strengthen and support the local communities served by its stores. Today that amounts to $4 million a week.

“Our guests care more about K through 12 education than any other social issue,” Simpson says, “and education is the primary focus for our giving. We have a variety of innovative programs designed to help U.S. kids read more proficiently by the third grade. As a result of these programs, Target’s on track right now to reach $1 billion in giving by the end of 2015, with a focus on reading.”

Simpson brought his family to The Henry Ford for the Day of Courage and was able to see for himself how visitors, particularly children, respond to all there is to see and learn.

“It was very rewarding to see all the looks on the children’s faces,” he says, “whether it was interacting at an exhibit or just taking a look at some of the history. The vision of The Henry Ford very much aligns with our goals around innovation as well as education. It’s a source of pride not only for our team members but also as a hallmark for our brand.”

Legacy of Generosity

Ask Al Uzielli to describe what he believes to be his primary goal as one of the newest, and youngest, members of the board of The Henry Ford, and his answer is immediate and resolute.

“What I see as my challenge and main objective is the world has to know about this place, plain and simple.”

So Uzielli has appointed himself the designated proselytizer for a place he holds dear, convinced that the number of people who actually walk through its doors every year is only a fraction of the number of lives that can be impacted by all The Henry Ford has to offer—in person or online.

Beyond the physical plant itself,” he says, “we’re talking about an education revolution that can emanate from there, and I think the world can benefit from that. I don’t think we’re nearly there. We have a lot of work ahead of us, but with such an amazing story to tell, it’s not going to be hard to get people to listen. But we have to get to those people. I think that’s one of my main objectives.”

In an effort to do just that, last fall Uzielli and his wife, Kimm, hosted a group of 70 friends and acquaintances at their Beverly Hills, CA, home to familiarize them with The Henry Ford, its rich history and its mission.

“We called it a ‘friend-raiser’ instead of a fundraiser,” Uzielli explains. As five Model Ts lingered in front of the house, a video about The Henry Ford was screened for the group. There were also three artifacts on hand—the Gandhi spinning wheel, one of Thomas Edison’s first recording devices and a letter from Abraham Lincoln, written in 1859, that displays the first hint of his efforts to abolish slavery with the 13th Amendment.

“Some heads were turned that night,” Uzielli says, “and the event got everyone talking. So I’m anxious to see how people respond when they get to go and see it firsthand.”

So that end, Al and Kimm, the parents of two young daughters, are planning a visit to The Henry Ford in June with some other California couples and their children.

“We’re starting to confirm the number of families that are going to come with us,” he says. “Eleanor was eight and Olivia was six when we brought them to Greenfield Village for the first time, and it brought to life everything that they were just starting to learn in school.”

For Uzielli himself, The Henry Ford is not only a place for him to learn and be inspired, but he says it also always had a soothing and settling effect, going back to when he was a little boy.

“The escapist quality of the place always charmed me,” he says, “and it still does.”

His expectation is that the families he and his wife are hosting in June will be similarly charmed. The next step? Nothing less than getting the world at large to respond in the same way.

It sounds like a challenging, even daunting, task. In other words, it’s the perfect assignment for an heir of the man whose unflagging spirit, vision and determination made possible The Henry Ford and all it stands for.
A few years ago, Bethany Stawasz was at a function for a local institution that was trying to raise support among young professionals. The evening’s proceedings had barely gotten under way when she experienced what can only be described as an epiphany.

“I remember thinking, ‘I’m not really vested in this place,’” she recalls with a laugh, “and I don’t intend to spend any more time working on this project. But there is this institution I really do care about — The Henry Ford.”

Stawasz, who grew up in Westland, began going to The Henry Ford as a small child.

“I was there every other weekend with my parents and grandparents, attending their special events, like at Halloween and Christmas,” she says. “My first job out of high school when I was 17 was working as a presenter at the Firestone Farmhouse in the village. I did that for a few years. And then I was a PR undergrad major in college, and I also did an internship with their media relations department for a summer.”

Now an associate attorney at Clark Hill, a downtown Detroit law firm, Stawasz turned her passion for The Henry Ford into a plan of action.

“I realized,” she says, “that The Henry Ford is the only major cultural institution in metro Detroit that didn’t already have a young professionals group. And it seemed kind of silly.”

Her initiative led to a “meet and greet” kickoff event at The Henry Ford last December, where it was determined the overall focus of the group was to introduce more children to The Henry Ford and the same stories of innovation, ingenuity and resourcefulness that Stawasz and many of her fellow young professionals first heard on their visits as children.

One fundraising idea that’s gotten some traction is the support of urban field trips for young professionals first heard on their visits as children.

“Everyone got their name on these paper buses that represented a dollar. And on the last day, December 31, there was a donation at the IMAX counter for $480 by one customer who wanted to support a classroom for a real field trip,” says Mike Moseley, the Senior Manager of Guest Services and IMAX® Theatre and the spokesman for his team.

“We had hundreds and hundreds of these buses hanging in our lobby when guests donated. People could sign their name on a bus when they made a contribution and hang it on our walls. We wanted to provide recognition to those who participated.

“We had hundreds and hundreds of these buses hanging in our lobby,” Moseley continues, “which is a very different look for us. So you had this great sense of community activism. And people could connect to it. We had stickers that said ‘I sent a kid on a field trip’ that you got to wear in the museum that day. People were genuinely energized by that, and they saw it as a great way to support The Henry Ford and all that we actually do here.”

The bottom line is a testament to both the passion of the staff and the generosity of the patrons: At the end of the quarter, donations to the front-of-the-house campaign tripled from the previous year, making it possible for nearly 1,000 more students to visit The Henry Ford for a day.

“This didn’t matter if they gave us a buck or if they gave us $240 to send a whole class of 30 kids on a field trip,” Moseley says. “Each guest on their own was the key to this rise in support. And Moseley says a key component of that conversation is to help each guest understand that The Henry Ford is a lot more than just an afternoon outing or a tour stop — particularly for children.

“We are a cause,” he says. “What we offer here is the potential to change a young person’s life. If just one child’s imagination is sparked by all that can be seen here, who knows? It could change the world! And when you break it down in terms of the fact that it only costs $8 for a visit by a student, that’s a pretty powerful formula.”

And that turned out to be the cause the guest services team embraced. Give each guest the opportunity to send a student to The Henry Ford for a day.

“The response? “It was spectacular,” Moseley gushes, “mainly because there was clearly a strong connection to our sense of mission as an educational institution. Lots of folks said, ‘Oh my gosh, the first time I came here was in the fifth grade’ or ‘it was on a school field trip.’ So, sure, I want to make a contribution because it’s a great investment and I want a kid to experience this too.”

“Our guests responded to it so well” Moseley continues. “We had hundreds of folks who gave $8, hundreds of kids who gave a dollar. And on the last day, December 31, there was a donation at the IMAX counter for $480 by one customer who wanted to support a visit for two classrooms.”

And every donation, no matter how large or small, received equal billing in the front lobby.

How much change can your pocket change make in the world? “Everyone has the capacity to ignite a spark, no matter how small the gift,” says Mike Moseley, the Senior Manager of Guest Services and IMAX® Theatre and the spokesman for his team.

For additional information on the Young Professionals Committee, please contact Mary Bucher at 313.982.6026 or via email: marybu@thehenryford.org.
Larry and Bob Turek

Larry Turek likes to think that every day he spends at The Henry Ford or on the grounds of Greenfield Village is special. But the late winter morning he and his older brother Bob devoted to finding the perfect spot for a plaque in memory of their parents is one they’ll never forget. The brothers are both former employees of Ford Motor Company. Bob retired in 1997 after working nearly 24 years in the areas of analysis and quality control. Larry was an engineer in the truck division for 31 years before he retired in 2007. But he started volunteering at The Henry Ford while he was still working. “Around 1997,” he recalls, “For various events like Halloween, the Fourth of July symphony and Civil War days.”

“Halloween is the most challenging,” Larry continues. “You’ve got 5,000 people coming in, and you have to give candy to all these kids, so that’s a great amount of work. But I love the atmosphere, walking through the pumpkin path. I always hope I get a station near the entrance so I can quit a little early and walk around and see the other sights around the village.”

The fireworks on the Fourth of July are high on Larry’s favorites list as well. “The fireworks on the Fourth of July are very nice. I always hope I get a station near the entrance so I can quit a little early and walk around and see the other sights around the village.”

The Henry Ford Effect
Larry and Bob Turek

The Henry Ford had one of its most remarkable years ever in 2012! Nearly 2 million people passed through our doors, an unprecedented number that was no doubt bolstered by the sensational popularity of the Titanic exhibit, which drew over 325,000 visitors. Other venues and activities followed suit, among them Maker Fairies®, the IMAX® Theatre, Greenfield Village and the Ford Rouge Factory Tour. All recorded record attendance numbers, which were boosted by the opening of Dining America, the world’s premier automotive exhibit.

We are also heartened by the increase in the number of individuals across the nation and around the world who are accessing our content and artifacts online. There were well over 3 million visits to the website in 2012, an increase of nearly 40 percent over the previous year.

This could not have been achieved without you, our most dedicated donors and advocates. On the pages that follow, we are delighted to acknowledge and thank everyone who contributed to The Henry Ford in 2012. Their passion for The Henry Ford, coupled with their generous contributions, allows us to continue our journey and pursue our mission to inspire people to help make a better future, maybe even change the world! — to tell the great American stories of innovation, ingenuity and resourcefulness and to

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<td>Other</td>
<td>1,444</td>
<td>1,447</td>
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<td><strong>Total</strong></td>
<td><strong>59,796</strong></td>
<td><strong>51,026</strong></td>
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Operating Expenses

<table>
<thead>
<tr>
<th>Operating Expenses</th>
<th>2012</th>
<th>2011</th>
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<tr>
<td>Program</td>
<td>$41,082</td>
<td>$41,995</td>
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<td>Administrative</td>
<td>6,251</td>
<td>5,644</td>
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<td>Development &amp; Membership</td>
<td>3,013</td>
<td>2,990</td>
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<td><strong>Total</strong></td>
<td><strong>50,329</strong></td>
<td><strong>50,629</strong></td>
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Financial Report and Donor Roll

For more information on making a legacy gift to The Henry Ford, see our planned giving website at thehenryfordlegacy.org.
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Amy LaBarge and Ron Beeber
Penny Klai
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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 of 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, 2012 and December 31, 2012. If we have omitted a name or otherwise erred, please accept our apology, and contact Institutional Advancement at 313.982.6180.

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Jason Nates
Josh Linkner
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Richard and Christine Jeryan
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Mrs. Martha Ford
Charles Cheshire
The Bettner Family
Carl Ruby
Randy and Phyllis Tompkins
Gift of Marlene C. Tulas in memory of
Benjamin F. and Kathryn A. Nelson
Gift of Marlene C. Tulas in memory of
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Mr. Michael Osy, Esq.
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Real Integrated
The Pepsi Bottling Group
Mr. Barry Tuer

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Part I - Donated objects to the collections in 2012.

Family of Steve and Loretta Baranowski
In memory of John A. Barrett
Sahak Bartholomew
Sarah Bartholomew
National Highway Traffic Safety Administration

Part II - Oral history interviews have been accessioned into the collections in 2012 from the following individuals.

Jerry Parr
Edward T. Welburn

Volunteers

Our indispensable volunteer corps gave 100,948 hours of service in 2012, the equivalent of 48 full-time employees. Of the year’s 657 volunteers, the individuals listed below contributed 100 or more hours in 2012:

Adam M. Aaron

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The following companies supported The Henry Ford with a sponsorship:

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The Detroit Lions
The Pepsi Bottling Group
TIAA-CREF Tuition Financing
Veton Wireless
West Dearborn Downtown Development Authority

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Mrs. Martha Ford
Mr. and Mrs. William Clay Ford
Richard and Christine Jerny
Price and Carol Kilway
Josh Linkner
Jason Notes
Steven R. Shoettle
Avery Tavel
The Thomas Family
Steve Vorisek
Gwen and Evan Weiner
Kevin Whiting

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David Bates
Ricky Brington
Joy G. Cutter

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Investor - $5,000

Denso International

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Printwell Printing Company
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Mr. Michael Osy, Esq.
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Real Integrated
The Pepsi Bottling Group
Mr. Barry Tuer

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Adam M. Aaron
This article discusses the upcoming expansion of Greenfield Village, which includes an inclusive play area called the Playscape. The article highlights the vision and dedication of Don and Mary Kosch, who have donated to make this project possible. The Playscape is designed to accommodate children with various abilities, ensuring that all children can enjoy the space.

Mary Kosch shares, “The whole idea is to make it look like an old-fashioned construction site, but it’s going to be part of the bigger picture.” The Playscape is expected to be completed in the fall of 2013 and will attract and delight kids of all ages and abilities.

Don Kosch reflects on how The Henry Ford has inspired him, saying, “We were so inspired by the vision of The Henry Ford, and Don has been inspired by Henry Ford, the man, for years—especially his vision and dedication, not only to the world at large but to his community. So we were already excited especially his vision and dedication, not only to the world at large but to his community. So we were already excited about the kids and parents could relax. So I know that moms will have a soft spot to land for what will surely be those inevitable tumbles and falls.”

The article also mentions the Kosch Foundation, founded 19 years ago by Don and Mary Kosch, which has supported various local institutions. The Playscape is the latest in a series of projects that the Kosch Foundation has supported.

Robert Hanna, the Senior Director of Facilities Management at The Henry Ford, shares his excitement about the Playscape, saying, “We started working on this concept as early as 2005.”

The Playscape is expected to be 25,000 square feet and be located in a natural gathering area, adjacent to the carousel and near restroom areas as well as food facilities. For the space itself, Hanna can barely contain his excitement as he describes all of its features.

The article concludes with a quote from Mary Kosch, “The kids will love it too, of course. And all of them will still smile when they go through this place.”