

the
**Henry
Ford**

effect

® IMPACTING THE NEXT GENERATION THROUGH THE POWER OF GIVING

VOLUME 11 / 2018

**INSIDE EVERY
CHILD IS
THE POTENTIAL
TO CHANGE
THE WORLD**



A Letter from The Henry Ford President

AMPLIFYING OUR ROLE IN AMERICA'S INNOVATION STORY

Dear Friends,

An aha moment. A flash of inspiration. A spark of insight. Every risk taker, innovator and entrepreneur can tell you the instant the idea that set their future in motion first struck. Before it, life was one way. After it, another. We owe so many advances to the sparks people have. Thanks to them, our world is better and our future is brighter. But what if the spark never happens? Or gets overlooked because no one is there to nurture it? What great ideas will the world go without? What new possibilities will never come to light?

For millions of young people without the right skills or encouragement, this is the reality they face. It's their loss and ours — a loss they should never have to experience, a loss we simply cannot afford.

In this issue of *The Henry Ford Effect*, I'm proud to share our efforts to launch the workforce of tomorrow through the lens of accessible and inclusive learning. You will become familiar with the groundbreaking initiatives and learning platforms we are building through our \$150 million fundraising campaign, The Innovation Project. This comprehensive effort will allow The Henry Ford to build digital and experiential learning tools, programs and initiatives to advance innovation, invention and entrepreneurship in our community and across the nation.

I invite you to join early supporters by becoming a part of The Innovation Project. By doing so, you will share in our vision of inspiring the next generation to become a force for fueling the spirit of American innovation, invention and entrepreneurship.

Help us to build an unprecedented tool for unlocking the most powerful resource on earth: the next generation.

Sincerely,

PATRICIA E. MOORADIAN
PRESIDENT AND CEO,
THE HENRY FORD



▲ The Henry Ford's Patricia E. Mooradian (left) at Henry Ford Museum of American Innovation with museum studies students from Central Michigan University as they accomplish the Build a Model T daily activity.

PHOTO BY
KMS PHOTOGRAPHY

For details on specific programs and initiatives comprising The Innovation Project, visit theinnovationproject.org.

From the Campaign Co-Chairs | The Innovation Project

HOW CAN WE ENSURE INDIVIDUALS REACH THEIR FULL POTENTIAL?

For nearly a century, The Henry Ford has steadfastly built on Henry Ford's original intent to make this institution a hands-on learning resource for the visionary in each of us. Over the decades, in ways large and small, The Henry Ford has touched millions of people.

Today, The Henry Ford is working to ensure that America will have the talent to help shape a better future. Although we join many others in this effort, we stand to play a unique role in doing so, with a remarkable educational platform and the potential to have a far-reaching impact.

Through The Innovation Project, The Henry Ford is influencing and inspiring individuals to the fullest, most inclusive extent possible. We are enabling a new generation of young people to develop the habits and mindsets of innovators and entrepreneurs, to become agile, resourceful problem solvers, and to be fully prepared to participate in the workforce of tomorrow in all of its complexity and change.

If you are looking to make an undeniable, positive, far-reaching difference by investing in our nation's pipeline of talent, we believe The Innovation Project is worthy of your serious consideration.

Thank you to our current and future donors for supporting our efforts.



WILLIAM CLAY FORD JR.
TRUSTEE,
THE HENRY FORD



S. EVAN WEINER
CHAIRMAN OF THE BOARD,
THE HENRY FORD

Contents

FEATURES

**The Innovation Project
Case for Support 4**

**Entrepreneurship Exposed
William Davidson Initiative
for Entrepreneurship 8**

**Amplifying Accessibility
PNC Tinkering for Tots /
Applebaum Senior Scholars 12**

**Innovation Is a Journey
Innovation Learning: Model I 16**

Financial Report 24

Ways to Give 26



ON THE COVER

Molly Grace Deptula wears her invention, The Bully Band, a device that transmits video and audio to an app designed exclusively for school administrators. In 2018, she was a winner in the Recognizing Females in The STEMIE Coalition category at the National Invention Convention and Entrepreneurship Expo, which was held in Henry Ford Museum of American Innovation last June.

PHOTO BY NICK HAGEN

THE INNOVATION PROJECT

Inside Every Child Is the Potential to Change the World



FROM ARCHIVE TO IMPACT

The Henry Ford is building an unprecedented tool for unlocking the most powerful resource on earth: the next generation.

This fall, The Henry Ford launched The Innovation Project, a \$150 million comprehensive fundraising campaign to build digital and experiential learning tools, programs and initiatives to advance innovation, invention and entrepreneurship.

In its totality, The Innovation Project commits The Henry Ford to creating uncompromising accessibility, inclusivity and exposure to everything it has in its collections, everything it does as an educational institution and everything it creates to inspire the next generation. The project has three main funding priorities (see Page 7) that focus on the institution's desire to extend its global reach with relevant innovation, invention and entrepreneurial learning opportunities.

"We have a responsibility to leverage our assets and resources in order to elevate, influence and inspire tomorrow's leaders," said Patricia E. Mooradian, president and CEO of The Henry Ford.

The project's priorities easily translate to visitors, educators, learners, families, etc. — demonstrating complete inclusivity.

FOUR KEY LEARNING OPPORTUNITIES

- 1 Create change through the lens of accessible and inclusive learning**
- 2 Develop digital learning tools for connected learners today and tomorrow**
- 3 Foster experiential learning in six connected areas of innovation**
- 4 Advance innovation, invention and entrepreneurial learning**

Everyone will see future exhibitions relate to six different areas of innovation (design and making, mobility, social transformation, power and energy, information and communication, and agriculture and the environment), along with more connected learning platforms across The Henry Ford campus. The project even equates to creating additional physical workspaces and centers on campus focused on entrepreneurial learning and the inclusion of internships, residence programs and large-scale youth invention conventions on-site, plus related town halls, guest speaker series and more content on *The Henry Ford's Innovation Nation* television show.

WHY NOW?

The Innovation Project campaign is a call to action, a direct response to the growing need to equip the next generation with the tools needed to be successful.

The campaign's core learning initiatives have the potential to help The Henry Ford provide educators and students, regardless of backgrounds and barriers, access to unique content, ideas and programs, as well as arm them with the real-world skills they need to narrow the talent gap and nurture the future talent pipeline. Today, business leaders and workplaces across the nation are struggling to fill vital positions, not able to find people who are using their creativity, imagination and problem-solving skills to their greatest potential. ▶



Grace Moriarty (opposite page) developed a device that generates and stores electricity that can be used with medical equipment when the power is out. She is one of hundreds of young inventors who journeyed to Henry Ford Museum of American Innovation for the 2018 National Invention Convention and Entrepreneurship Expo last June. The impressive group of convention participants lets out a giant cheer for innovation with (above from left) Abby Fisher, director of educational programming for The STEMIE Coalition; Patricia E. Mooradian, president and CEO of The Henry Ford; Mo Rocca, host of *The Henry Ford's Innovation Nation*; and Danny Briere, managing director of The STEMIE Coalition.

GRACE MORIARTY BY NICK HAGEN; GROUP PHOTO BY KMS PHOTOGRAPHY



▲ Children explore different combinations of metal and fabrics in Henry Ford Museum of American Innovation as part of the Tinkering for Tots program sponsored by PNC Bank and PNC Foundation.
PHOTO BY KMS PHOTOGRAPHY

“As industries continue to transform, improving access to STEM education is crucial to our ability to innovate, enables communities to attract and keep good jobs to drive the future, and helps ensure we are all provided equal opportunities to succeed.”

— **Mary Barra, Chairman & Chief Executive Officer,**
General Motors Company

For details on specific programs and initiatives comprising The Innovation Project, visit theinnovationproject.org.

WHY THE HENRY FORD?

The Henry Ford has the unique assets, the legacy and the proven track record to make The Innovation Project impactful long into the future.

Already, its Archive of American Innovation serves as the foundation for groundbreaking learning programs adopted by educators across the country. Most recently, The Henry Ford introduced Model I, an innovation learning framework that is the cornerstone for a new curriculum and other initiatives (see story on Page 16). In addition, the Emmy Award-winning television program, *The Henry Ford's Innovation Nation*, enters its fifth season of sharing stories of real-life innovators with millions of global viewers each week.

Within this publication alone, there are examples of how The Henry Ford is already advancing inclusiveness — from the great work with at-risk students conducted through the decades-old Youth Mentorship Program to the recent partnership with PNC Bank to bring more preschoolers to The Henry Ford on complimentary field trips (see story on Page 12).

“The Henry Ford believes in making access to the core ideas that have shaped America available to everyone,” said Mooradian, “especially those who traditionally have been left behind.”

While individuals and organizations from around the world are accessing The Henry Ford Archive of American Innovation and experiencing the institution’s content in an ever-expanding range of ways, an investment in The Innovation Project will allow The Henry Ford to further expand access, exposure and impact.

Donor support, of course, is key to the project’s success. “With our ecosystem of partners and donors, this campaign will enable The Henry Ford to open its physical and digital doors to whole new audiences and welcome the next generation of learners, entrepreneurs, inventors and innovators, regardless of backgrounds or barriers,” said Mooradian.

The Innovation Project Priorities

Three pathways to impact

The Henry Ford has the opportunity to become a force for change. Through the lens of accessible, inclusive learning, it will accelerate its digitization efforts and develop digital learning tools; foster experiential learning in

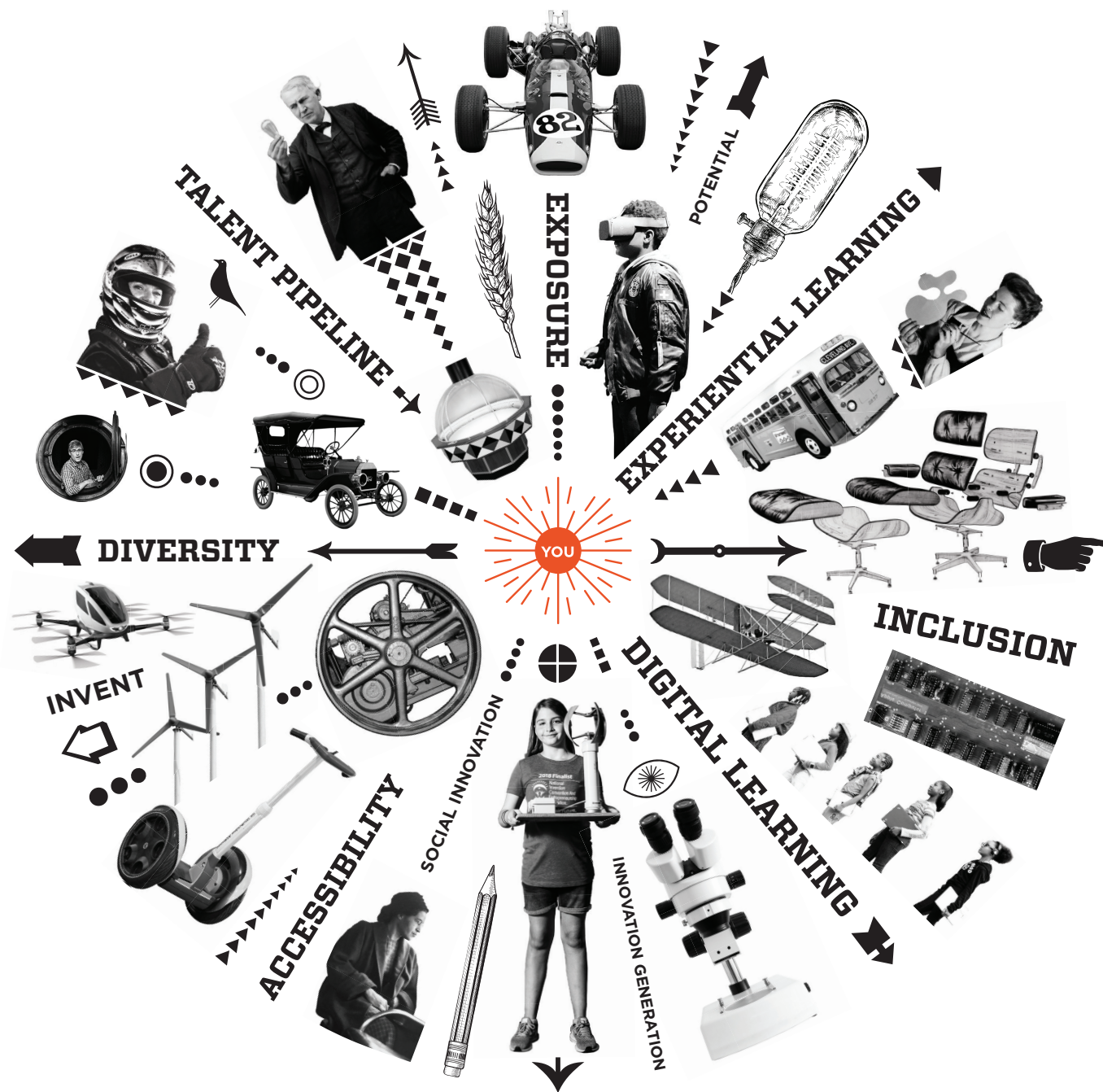
six connected areas of innovation; and advance innovation, invention and entrepreneurial learning.

Campaign efforts within the scope of The Innovation Project will pursue three key funding priorities, where The Henry Ford aims to:

1 Create a pipeline for a diverse new economy workforce

2 Extend inspiration to include all audiences

3 Increase personal potential and lifelong learning opportunities





Together, we will inspire the entrepreneurs and innovators we need to design and engineer the solutions of tomorrow.

ENTREPRENEURSHIP EXPOSED

William Davidson Foundation and The Henry Ford will inspire emerging and seasoned entrepreneurs and future game changers to collaborate, learn and grow

In 2019, The Henry Ford will kick off the William Davidson Initiative for Entrepreneurship, which includes comprehensive entrepreneurial programming that will allow the institution to test and explore multiple learning platforms designed to help launch the next generation of entrepreneurs.

This initiative is a game changer aimed at engaging current and future innovators. “The overall goal of the William Davidson Initiative for Entrepreneurship is to leverage the Archive of American Innovation and assets of The Henry Ford to inspire current and future entrepreneurs to be more successful,” said Patricia E. Mooradian, president and CEO of The Henry Ford.

The William Davidson Initiative for Entrepreneurship has four core pillars. They are:

• Hosting speaker series on invention, innovation and entrepreneurship

According to Carol Kendra, The Henry Ford’s vice president of business development, strategic growth and engagement, the chosen speakers for the program will be carefully curated, with two to three proposed per year. “We want individuals who are involved in the field of innovation and entrepreneurship so that they can share their experiences and serve as inspiring influences,” she said.

First on the guest speaker list is Lauren Bush Lauren of FEED, a company with a mission to fight world hunger through the unlikely platform of fashion products. She is scheduled to speak at The Henry Ford on February 21, 2019.

• Launching an Entrepreneur-in-Residence (EIR) Program

EIR will invite successful entrepreneurs to devote time on-site at The Henry Ford — with unprecedented access to the collections and assets of the institution.

These individuals will spend several months leveraging the institution’s resources and knowledge bank to help further demonstrate how invention and entrepreneurship are important parts of student learning and development. EIRs selected through the program will be established individuals, reflective of diversity in not only demographics and background but disciplines as well, said Kendra. The goal moving forward is to offer two residencies per year.

• Developing workshops in entrepreneurship

EIRs will conduct at least two workshops per year while in residency at The Henry Ford. “We want to provide unique experiences where our entrepreneur in residence, historians, staff and partners can work with local entrepreneurs building networking and learning opportunities that inspire creative collaborations,” said Kendra.

• Expanding youth programming

The initiative will also work to strengthen The Henry Ford’s existing youth programming, from working with newly acquired partner The STEMIE Coalition to further elements of both the Michigan Invention Convention and the National Invention Convention and Entrepreneurship Expo to connecting youth inventors with more experienced entrepreneurs through related workshops and/or the EIR program.

Continued on Page 10

DID YOU KNOW? / Lauren Bush Lauren, founder and CEO of FEED, created a brand to tackle the problem of world hunger through social consumerism. The number on every single FEED product represents how many school meals are provided with each purchase.



▲ The William Davidson Initiative for Entrepreneurship is multi-pronged and will allow The Henry Ford to further expand its entrepreneurial programming and content, from (clockwise from top) continuing hands-on maker exercises with youth and offering products and demos on-site from young inventors such as Ethan and Ayana Klein of 3Dux/Design to adding more relevant video content online and hosting exclusive guest speakers such as FEED’s Lauren Bush Lauren.

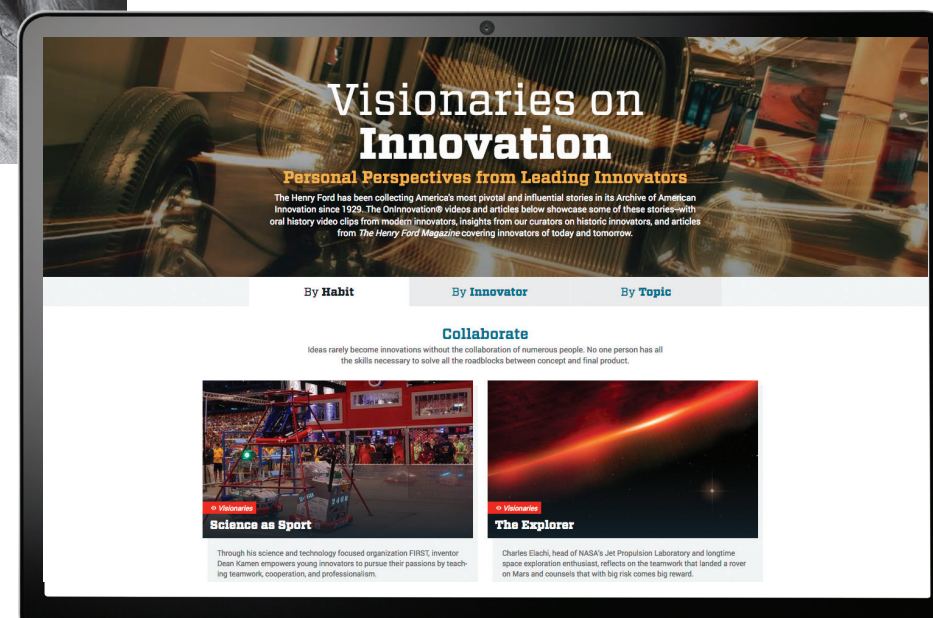


SAVE THE DATE

William Davidson Initiative for Entrepreneurship Speaker Series

**Lauren Bush Lauren, FEED
February 21, 2019
Henry Ford Museum of American Innovation**

MAKER FAIRE DETROIT® BY NICK HAGEN;
LAUREN BUSH LAUREN BY ROGER MOENKS;
ETHAN AND AYANA KLEIN BY GUY R. SULLIVAN



Continued from Page 8

There will be two foundational elements that provide content and spaces for new programs:

- **Digitizing The Henry Ford’s Archive of American Innovation**

The William Davidson Initiative for Entrepreneurship provides additional funding to The Henry Ford’s existing project to digitize more of its collections, including creating more video content for its “Visionaries on Innovation” series.

- **Building innovation spaces**

The Henry Ford will create physical spaces for use by EIRs as well as an Innovation Sandbox on campus. “This is a space that will engage technology entrepreneurs in product development,” explained Kendra. “Moving forward, the sandbox will provide one-of-a-kind tools to encourage inspiration and collaboration among its users and product feedback from the general public as new ideas are being built and tested.”

A POWERFUL PARTNERSHIP

This program would not be a reality without the William Davidson Foundation, a generous donor to The Henry Ford since 2012. In a short time, the foundation’s support, vision and collaborative spirit have been instrumental in making some of The Henry Ford’s most recent educational endeavors, exhibits, conservation projects and artifact curation, including its ongoing digitization efforts, great successes. The new Davidson-Gerson Modern Glass Gallery in Henry Ford Museum of American Innovation and Davidson-Gerson Gallery of Glass in Greenfield Village, for example, are compelling proof points of this partnership’s power and achieved accomplishments.

“We want to create new hands-on learning environments, makerspaces and hubs of entrepreneurship where problem-solving, tinkering, making and the incubation of new ideas will take place and be nurtured,” said Mooradian. “To go to the next level, we need like-minded investors to leverage opportunities and create impact for generations of future entrepreneurs. The William Davidson Foundation once again has given us the ability to pursue our vision.”

“Entrepreneurs help to shape the culture and economy of any region. Our state and our country’s future are therefore bound up with our ability to inspire and support those emerging innovators — wherever they might live, work or go to school. We are thrilled to support The Henry Ford as it explores ways to spark the next startup or speed the next invention.”

— Darin McKeever, president and CEO, The William Davidson Foundation

On a wider impact scale, the Initiative for Entrepreneurship will also work toward building relationships between The Henry Ford and the entrepreneurial community in southeast Michigan. “Inspiring future innovators, inventors and entrepreneurs is at the core of what we do and defines the unique role The Henry Ford can play in building a healthier entrepreneurial ecosystem in the city of Detroit and in the southeast Michigan region,” said Mooradian. “With the support of the William Davidson Foundation and other generous donors like it, we are building an unprecedented set of tools for unlocking the most powerful resource on earth — the next generation.”

DID YOU KNOW? /

A decade ago, Ambassador Ronald N. Weiser made a multimillion-dollar donation to The Henry Ford to help restore Greenfield Village’s railroad, which is now aptly named the Weiser Railroad. Each year, it gives thousands of visitors to Greenfield Village the unique opportunity to be pulled around the venue’s perimeter by one of the oldest working steam engines.

The Weiser Endowment for Next Generation Entrepreneurs

As the William Davidson Initiative for Entrepreneurship ramps up for its official launch in 2019, it’s having the vision to see the program succeed for decades to come that also counts. For The Henry Ford, Ambassador Ronald N. Weiser is one of those visionaries who is always looking for ways to positively impact the future and inspire our next generations.

A longtime supporter of The Henry Ford and a trustee since 1988, Weiser and his wife, Eileen, are the catalysts behind the Weiser Endowment for Next Generation Entrepreneurs, a \$10 million leadership gift to The Innovation Project.

“I have watched The Innovation Project develop from the start, and have been a part of the conversation since it was first conceived,” said Weiser. “The idea of giving young people a better understanding of innovation and entrepreneurship is what will continue to differentiate this country from others around the world. It’s what will help us continue to grow and prosper.”

When Weiser was first presented with The Innovation Project’s goals and the scope of the entrepreneurial programming, he was quick to offer his support. In fact, he immediately doubled the gift The Henry Ford was requesting to help support the project.

“The Weiser Endowment for Next Generation Entrepreneurs will ensure that The Henry Ford continues to help launch future generations of young entrepreneurs, inventors and innovators by connecting them to The Henry Ford in accessible and relevant ways well into the future,” said J. Spencer Medford, vice president and chief advancement officer at The Henry Ford. “With Ambassador and Mrs. Weiser’s generous support, we will not only be able to provide access to more experiential learning tools and content, but we will be empowered to create an all-new sustainable global platform for entrepreneurial activity housed within Henry Ford Museum of American Innovation.”

Thanks to Weiser’s generosity and vision, The Henry Ford will be actively exploring, testing and developing a diverse set of initiatives around entrepreneurship — such as the Entrepreneur-in-Residence Program — for generations to come.

“The spirit of entrepreneurship shows itself in many different ways,” said Weiser. “We need to feed that spirit and teach kids how to take the risks, start small businesses, which are the engines that run America, and know how to manage them successfully. I am confident that The Henry Ford and this project can help young people see what’s over that hill and imagine things they never thought possible.”



REAL STORIES OF IMPACT

ISHANI

PARTICIPANT, 2018 MICHIGAN INVENTION CONVENTION AT THE HENRY FORD

Ishani was born a barrier breaker. Weighing a slight 1.5 pounds at birth, she spent the first few months of her life in the NICU at St. John Providence Park Hospital in Novi, Michigan. As a result of her premature birth, Ishani has a condition that requires her to wear leg braces and receive frequent treatments and physical therapy.

This never slowed her down. To the contrary, it was her spark. As a bright and vibrant

fourth-grader, Ishani had the opportunity to participate in the Michigan Invention Convention in 2018, hosted and sponsored by The Henry Ford. Here she debuted her invention, the Mochi Ka (Cobbler’s) Boot, as a solution to a snow boot’s inability to accommodate AFO (ankle-foot orthosis) leg braces. Ishani envisions a day when anyone with AFOs can play with their friends in the snow at recess.





We will welcome the next generation of learners, entrepreneurs and innovators, regardless of backgrounds or barriers, to realize their potential.

AMPLIFYING ACCESSIBILITY

The Henry Ford is on a mission to activate innovation through educational equity

No innovator left behind. No entrepreneur excluded. The Henry Ford has a long-standing focus on inclusiveness, with the goal of making its experiences, artifacts and learning environments available to everyone — especially those who traditionally have been left behind. The Henry Ford's Youth Mentorship Program (YMP), for example, has been offering at-risk teens the opportunity to develop life and work skills on-site at The Henry Ford for nearly three decades. The Henry Ford's Community Outreach Program — which makes the institution's collections and educational experiences more accessible to resource-challenged families, at-risk youth, kids fighting cancer and victims of violence — has been working with local organizations for a dozen years. More recently, The Henry Ford has implemented highly successful sensory-friendly programming and tactile tours, making its campus accessible to even more individuals and families.

The Henry Ford still wants to do more, and will do more as part of The Innovation Project, where plans already exist to create new accessible environments on campus, expand existing programs to be more accessible and relevant to a broader audience, and renovate facilities to accommodate individuals with a range of abilities as well as their family members and companions.

Efforts to open The Henry Ford's physical and digital doors to everyone, barrier-free, continue to rise in number and scope, thanks

in great part to generous donor support. Recent examples of how The Henry Ford and its donor family have been able to advance the institution's inclusiveness include a three-year partnership with PNC Bank and PNC Foundation for early childhood programming, and support from the Applebaum Family Compass Fund in connection with YMP.

PNC TINKERING FOR TOTS

On the second Monday of every month, preschoolers come to The Henry Ford to get hands-on. Artifacts in Henry Ford Museum of American Innovation and Greenfield Village are the gateway to these preschoolers learning pre-engineering skills. They hear inspiring stories; go on scavenger hunts for artifacts; compare, combine and contrast materials to make tools and crafts; and conduct experiments that incorporate science, technology, engineering, art and math.

Many of the preschoolers participating in these hands-on Mondays are here through complimentary field trips, allowing them to experience the campus that might not be accessible to them otherwise for varying reasons. It's all part of the new Tinkering for Tots early childhood programming made possible with the support and extended sponsorship of PNC Bank and PNC Foundation.

"Henry Ford believed in the power of real artifacts in an environment that provided hands-on learning," said Patricia E. Mooradian, president and CEO of The Henry Ford.

Continued on Page 14



PNC TINKERING FOR TOTS PRESCHOOL PROGRAM

**Second Monday of each month
10 a.m.-noon**

November-April: Henry Ford Museum of American Innovation

May-October: Greenfield Village

DID YOU KNOW? /

In addition to the sponsorship by PNC Bank, PNC Foundation has committed thousands of dollars to fund involvement in PNC Tinkering for Tots and field trips to The Henry Ford for 28 Detroit Public Schools preschool classes as part of PNC Grow Up Great®, a multimillion-dollar, multiyear, bilingual initiative in early childhood education to primarily help underserved children succeed in school and life.



"The Henry Ford is a sense of pride for the community. It was only natural that we have a partnership — and out of that came Tinkering for Tots."

— Ric DeVore, PNC regional president

▲ Students from Schulze Academy for Technology and Arts (above) enjoy hands-on access to The Henry Ford, thanks to field trips and programming funded by PNC Bank and PNC Foundation. Kids from the academy (right) are pictured with (from left) Ric DeVore, PNC regional president; Vaneese Porter, Schulze Academy teacher; and Patricia E. Mooradian, president and CEO of The Henry Ford.

PHOTOS BY KMS PHOTOGRAPHY



Continued from Page 12

“With partners such as PNC Bank and PNC Foundation, we can continue Henry’s vision and offer vital STEM- and STEAM-based programs that can unlock creativity in young minds and unleash an enormous amount of potential to change the world.”

In addition to all the on-site activities at Henry Ford Museum of American Innovation and Greenfield Village, Tinkering for Tots includes how-to guides for parents, caregivers and educators for continued engagement. “I think it’s all about spurring the imagination,” said Ric DeVore, PNC regional president for Detroit and southeast Michigan. “If we can provide accessibility to children that would not typically have that access — I’m sure somewhere you’ll find a future engineer, a future scientist. If you get involved early in a child’s life, you can really make a noticeable difference.”

APPLEBAUM SENIOR SCHOLARS

High school senior Edward Stokes was thrilled when, as a participant in The Henry Ford’s YMP for the 2017-18 school year, he had the opportunity to tour Schoolcraft College.

▼ The Henry Ford’s Youth Mentorship Program students and staff, school administrators and Applebaum Family Compass Fund representatives celebrate the Applebaum Senior Scholars Program’s inaugural successes. At bottom from left: Applebaum Senior Scholars Shawn West, Jacob Michalski and Edward Stokes show off the laptops supplied to them through the program.

TOP PHOTO BY KMS PHOTOGRAPHY;
BOTTOM PHOTO BY JENNIFER MOODY



Not only was Stokes interested in the college’s culinary program, he had applied to attend it and had been recently accepted, giving him a unique inside look at his future in the making. Likewise, fellow YMP senior Shawn West was able to take a tour of Eastern Michigan University’s campus, envisioning his continued education and future on a more personal, direct level.

“I never really pictured myself on a college campus before,” said West. “But after touring one, I really feel like I could see myself here one day.”

Stokes and West, now graduates of YMP, are two of the high school seniors who had the unique opportunity to participate in the inaugural Applebaum Senior Scholars Program, an extra series of enrichment and skill development activities designed to provide a successful path toward graduation and future achievement as part of YMP. Funded by a generous grant from the entrepreneurial-focused Applebaum Family Compass Fund, the program helps students learn résumé-building skills, teaches them how to prepare for a job interview, provides college tours and connects them with career role models.

“Many of the students in YMP have never been on a college campus before, so being able to provide them with the experience is eye-opening and inspiring,” said Emily Koch, director of YMP at The Henry Ford.

Seniors in YMP’s fall 2017 semester were the first group to be immersed in the scholars program, participating in the college tours at Eastern Michigan University and Schoolcraft College, institutions they were interested in and that some had applied to attend. Students also took part in a two-day workshop hosted by Employment BOOST to learn résumé-writing and interview skills and to engage with several career guest speakers, including a registered nurse.

“The incredibly generous support from the Applebaum Family Compass Fund has increased our ability to provide our students with the tools, knowledge and skills needed for the transition of life after high school and for becoming good citizens within their community,” said Koch, who, through the scholars program, can also identify students in need of emergency financial assistance, professional clothing and basic technology, including laptops loaded with the software they need to succeed in college. “Adding experiences such as college tours and the opportunity for our students to connect with individuals in the field of their career interests has really been inspiring to watch. You can almost see the light bulbs turn on in their minds. It’s really amazing!”

“Our family is pleased to pilot this program with The Henry Ford. The success of the Applebaum Senior Scholars Program has now activated The Henry Ford Applebaum Fellows Program, broadening access to the entire Youth Mentorship Program. These programs give high school students the opportunity to realize their full potential and potentially change their lives forever.”

— Pamela Applebaum

DID YOU KNOW? / Support from the Applebaum Family Compass Fund has significantly enhanced the services and resources made available to The Henry Ford’s YMP students, especially the Applebaum Senior Scholars. Student performance September 2017 through June 2018 shows it, with 45 percent of those enrolled in YMP improving their grades and 100 percent of participants expecting to graduate from high school — up from 76 percent at the beginning of the school year.



THE INNOVATION PROJECT

REAL STORIES OF IMPACT

SYLVIA

MENTEE, THE HENRY FORD YOUTH MENTORSHIP PROGRAM

Sylvia is soft-spoken and deep-thinking. Reserved but driven. She believes that life is about more than yourself and when opportunity knocks, you answer.

She learned at an early age from her mother that with hard work you can accomplish anything. As a logistics specialist deployed abroad with the Navy, Sylvia’s mom lit the spark behind her drive.

Through its Youth Mentorship Program, The Henry Ford offers at-risk teens the opportunity to develop meaningful life and work skills

while fostering positive relationships with adult role models. During her three semesters in the program, Sylvia became an honor roll student and leader, working with and mentoring elementary school students in the service learning program. She aspires to attend Eastern Michigan University to pursue a career in medicine.

They say that to really know someone you need to walk a mile in her shoes. To know a bit about Sylvia, you need to walk the grounds of The Henry Ford 1,000 times. She has.





We must ask ourselves: What is innovation and entrepreneurial learning? Who is engaged and what is our place in the ecosystem?

INNOVATION IS A JOURNEY

An authentic hands-on learning tool, Model I activates Henry Ford's philosophy of learning by doing through habits and actions of innovation

Lucie Howell is the chief learning officer at The Henry Ford. She is also the institution's resident voice for Model I, a unique learning framework based on artifacts and stories in The Henry Ford Archive of American Innovation announced in early 2018. Here, Howell shares how Model I is helping The Henry Ford launch a movement to inspire educators to shape a new generation.



Q: What is Model I and how does it leverage The Henry Ford and its Archive of American Innovation?

A: Model I takes the stories from our Archive of American Innovation and recognizes a theme each innovator experienced. From our steam trains and Buckminster Fuller's Dymaxion House to Henry Ford, Rosa Parks and Edison and his light bulb, we asked ourselves, "What are some of the themes that we see rise above? What are the characteristics, habits that traverse, no matter the individual or discipline?" Six habits of an innovator became clear with each story we explored: Innovators challenge the rules, take risks, are empathetic, collaborate, stay curious and learn from failure.

What we also discovered is that these habits are not necessarily innate. They grow with us through our experiences. We want people to use it to develop and practice their habits.

Model I also identifies actions common to the innovator's process. They uncover connections, define problems, design solutions, optimize through iteration and repeatedly implement. Through our stories and collections, we also recognized that every innovation process is unique. So the way in which an innovator steps into, through, around or past these actions may be very different.

▲ Lucie Howell, chief learning officer, The Henry Ford
PHOTO BY KMS PHOTOGRAPHY

BY THE NUMBERS

96

PERCENTAGE OF STUDENTS PARTICIPATING IN THE PILOT OF INNOVATE 101, IN WHICH MODEL I IS CORE TO STUDENT LEARNING, WHO AGREED THAT THE COURSE WAS RELEVANT TO THEIR LEARNING NEEDS

454

INNOVATORS AND ENTREPRENEURS FEATURED ON THE HENRY FORD'S INNOVATION NATION, ONE OF SEVERAL EDUCATIONAL TOOLS HELPING STUDENTS UNDERSTAND THE MODEL I FRAMEWORK



▲ The Henry Ford's Patricia E. Mooradian congratulates student Kriti Nagthan after the judging phase at the 2018 National Invention Convention.
PHOTO BY NICK HAGEN

With Model I, we are applying a working framework to the idea that the ability to innovate is in all of us. That there is a common language for understanding innovation that draws on insights from The Henry Ford's Archive of American Innovation and our study of how people innovate. It's all about providing the opportunities to educators and learners to make a conscious choice to practice and activate these habits and actions, and realize that innovation is a journey, not a process.

Q: Can you explain how Model I fits within The Henry Ford's Innovation Project campaign?

A: Undoubtedly, Model I is providing a strong foundational learning platform for The Henry Ford's experiential learning programs, which is a funding priority of The Innovation Project.

So much of what is interwoven within The Innovation Project, from new exhibitions and learning platforms to future entrepreneurial workspaces and global invention conventions, is using the Model I framework and mission as the driver. It proves to me that Model I has really infiltrated this institution quickly and deeply, because it is easy, adaptable, flexible and works in many places. It gives us a common language to talk about innovation, invention and entrepreneurship.

Model I gives you the framework to connect experiences in our museum with experiences in the classroom. And the moment you have that framework to connect things to, you go from having a passive engagement with history to history becoming an active part of how you view and live life.



PHOTO BY STEVEN LAMB

WHO IS PEARSON?

The Henry Ford partnered with Pearson, a New York-based global provider of educational courseware, assessments and technology-driven teaching and learning services, to develop its new Innovate Curriculum, which leverages the Model I framework. This new curriculum was introduced in fall 2018 and is accessible at thf.org/education.



“Our Teacher Innovator Award-winning educators are my heroes. They are the first adopters of Model I innovation learning and exemplify it in their practice — always curious, ready to take risks and they never back down from a challenge. Without donor support, we could not recognize these educational game changers.”

— Lucie Howell, The Henry Ford

Q: What roles have educational partners played in making Model I a reality and in increasing awareness of the new learning tool?

A: We looked at a lot of different potential partners to collaborate with us on Model I. The partnership with Pearson, for example, seemed obvious because they understood the power of The Henry Ford and the Archive of American Innovation. From the beginning, they wanted this project and product to be led by the archive and were very respectful of our content and our need to be the custodians of how that content would be shared. They were eager to provide the platform and offer up a mirror that allowed us to clarify some of our motivations. Having the Pearson lens, so to speak, was very helpful to us.

In 2016, another educational partnership developed when The STEMIE Coalition decided to host its 2018 National Invention Convention and Entrepreneurship Expo at The Henry Ford after being blown away by our place during a planning retreat. Immediately after meeting up, we both had this realization that there was so much synergy between our visions, missions and the Model I framework. And that we had a choice. We could either inspire the next generation in competition with one another or we could do it together. We chose to do it together.

WHAT IS THE STEMIE COALITION?

The STEMIE Coalition is a nonprofit umbrella membership organization of youth invention and entrepreneurship programs across the U.S. and globally. It is best known for producing the National Invention Convention and Entrepreneurship Expo. In September 2018, The Henry Ford acquired The STEMIE Coalition to strengthen invention education across the country and around the world. As a result of the acquisition, several members of The STEMIE Coalition became part of The Henry Ford organization, and Henry Ford Museum of American Innovation will now be the permanent home of the National Invention Convention.

◀ Each year, The Henry Ford invites a select group of teachers from around the country who are inspiring innovation in their students to enjoy an on-site educational immersion as part of its Teacher Innovator Awards program. Recent honorees were introduced to The Henry Ford’s Model I framework and are piloting it in their classrooms.

PHOTO BY NICK HAGEN

To make a change and create a movement, we need to connect with each other’s strengths. That’s why we have also decided to convene annually — 2018 was our first year — with educational partners to talk about what is innovation learning and, as a group, what are our roles and goals in the educational space. Our hope is that we can prompt even more conversations, too, with corporate leadership, K-12 educators and other stakeholders in the future.

Q: We know it’s early in the process, but do you have proof points that show Model I can unleash the potential to innovate?

A: Yes, we do. We conducted a pilot of our new Innovate 101 course we created in collaboration with Pearson to great success. For me, however, success is evident when I share the story of how one of our 2017 Teacher Innovator Award nominees took Model I back to his classroom in New Mexico after he was introduced to the framework. He left The Henry Ford after the awards ceremony and immediately threw out all his plans for the school year and rewrote them based on Model I. He still sends me video clips, snippets from his fourth-graders and text messages. He engaged so deeply and quickly, and for his students, it has created that through-line and brought down the silos between understanding the habits and actions of innovators and activating them in their daily lives.

Q: What will equal success for Model I long term?

A: Success will be how we think, how we approach things and how we do things. We have to have a period of sharing the language and framework explicitly, but the more we practice it, the more it should become implicit — just a part of you that speaks, thinks and acts like an innovator.

On a personal level, this has been one of the most exciting projects of my career. You can just feel it, taste the potential impact that can be made. It’s both thrilling and scary, which means we will have to lean on those Model I habits and actions: We will have to continue to take risks.

INVENTION CONVENTION BY THE NUMBERS

108,000 STUDENTS WHO PARTICIPATED

59 PERCENTAGE OF GIRLS WHO PARTICIPATED

21 STATES REPRESENTED

7 PATENT AWARDS GIVEN TO YOUNG INVENTORS AT THE 2018 NATIONAL INVENTION CONVENTION

▼ More than 140 event judges representing all types of occupations — from patent attorneys and engineers to academics and musicians — were on hand to evaluate the hundreds of student inventions presented at the 2018 National Invention Convention and Entrepreneurship Expo.

PHOTO BY NICK HAGEN



FUTURE IMPACT BY THE NUMBERS

Over the next five years, investments in The Henry Ford's Innovation Project will fund accessible and inclusive learning through digital tools, experiential programs and exhibitions, and innovation, invention and entrepreneurial education.

Join us at theinnovationproject.org.

We aspire
to engage
and inspire:

40,000

DETROIT PUBLIC SCHOOLS COMMUNITY DISTRICT
STUDENTS WITH FREE FIELD TRIP ADMISSION
AND INNOVATE CURRICULUM

20 million

GLOBAL LEARNERS THROUGH ONLINE CONNECTIONS

500,000+

STUDENTS TO PARTICIPATE IN INVENTION
CONVENTIONS ACROSS THE UNITED STATES

10 million

VISITORS TO THE HENRY FORD VENUES

1 million

STUDENTS WITH ACCESS TO THE HENRY FORD
THROUGH FIELD TRIPS

400 million

VIEWERS WITH STORIES OF ENTREPRENEURSHIP
AND INNOVATION THROUGH OUR AWARD-WINNING
NATIONAL TELEVISION PROGRAMS



▲ The Henry Ford team visits the Hewlett-Packard Company Garage in Palo Alto, California.

PHOTO BY KEN MYERS

Technology Forward

Hewlett Packard Enterprise helps build tech framework at The Henry Ford

The Henry Ford team was invited by Hewlett Packard Enterprise (HPE) and its mobility division, Aruba, a Hewlett Packard Enterprise company, to visit its Palo Alto, California, offices and Levi's Stadium, where the San Francisco 49ers play football. The purpose: to introduce The Henry Ford to some of HPE's technology solutions and provide an insider's look at how Levi's Stadium's integrated wireless network enhances the fan experience.

"The Henry Ford understands that, as a history destination, they have to look for ways to make their visitors' experiences stand apart from the competition," said Tom Harmon, HPE's account executive for Ford Motor Company. "They took the tour of Levi's Stadium and saw what's possible when you use a smartphone — something everyone has — to build a more custom, personalized visitor experience."

That visit to California eventually resulted in HPE making an in-kind gift of technology to The Henry Ford. "As The Henry Ford continues to move forward to create the Henry Ford Museum of American Innovation, they need to balance being tech savvy with the unique coolness of such a historic space,"

said Harmon. "We were happy to partner with them and help create a platform that will make so many more types of visitor experiences possible."

Thanks to HPE's generous donation, new Wi-Fi for the museum went live in October 2017. The new Aruba wireless network blankets the museum floor with enough capacity to handle 6,000 guests connected simultaneously. The network also provides additional functionality to guests and the business, beyond simple internet access. "We can now provide analytical data to help us determine patterns in guest behavior," added Kevin Clobberly, director of information technology at The Henry Ford. "This will assist in our decision-making in marketing and visitor experience design, among other things."

Other phases of the project include the deployment of more than 600 Bluetooth Low Energy (BLE) beacons throughout the museum. This phase will be the backbone for new digital experiences on the museum floor in 2019 as well as a mobile app currently in development that will deliver exclusive content to members and guests, such as audio tours, wayfinding, augmented reality and more.

Inventors in Action

INVENTION CONVENTIONS

In June 2017, representatives from The Henry Ford went to Alexandria, Virginia, to attend The STEMIE Coalition's National Invention Convention and Entrepreneurship Expo and present students with The Henry Ford Student Innovator of the Year Award. They noticed that there weren't any Michigan students participating at the convention and asked why, only to find out that it was simply because the coalition did not have a Michigan affiliate. In less than a year, The Henry Ford stepped up and became that Michigan affiliate, also hosting the 2018 Michigan Invention Convention in March and then the 2018 national convention in June on its Dearborn campus.

"The event is so open and allows all kids to feel like they have access to it," said Lucie Howell, chief learning officer at The Henry Ford. "You can come at the convention from any discipline, from all different walks of life. It's all centered around identifying a problem in your life, your community or your school and presenting an idea to solve it."



PHOTO BY NICK HAGEN

BEST OF SHOW AWARDS: MODEL I YOUTH INNOVATOR AWARD, PRESENTED BY THE HENRY FORD

Sidharth Anantha, a high school student at Lexington High School in Lexington, Massachusetts, considers himself many things. He's a hacker, violinist, designer, engineer, entrepreneur and inventor. One of his ingenious creations is Seeing for the Blind. "The blind have a lack of sight, and as a result, they have a hard time navigating," said Anantha. He took a few cues from those after-dark flying mammals, bats, and their nifty natural application of echolocation to soar through the skies. His Seeing for the Blind invention combines sonar with an Arduino processor in a small device that can be easily attached to glasses or shoes to provide obstacle distance awareness for those with significant vision impairments.

Anantha won The Henry Ford's Model I Youth Innovator Award at the 2018 National Invention Convention and Entrepreneurship Expo.



THE HENRY FORD'S INNOVATION NATION
The Henry Ford's Innovation Nation television show is one of several educational experiences that can help students identify habits and actions of innovators and understand the Model I framework. In fall 2018, the show expanded beyond the small screen to include *Innovation Nation Live!*, a live stage version of the show produced in tandem with Chicago's Griffin Theatre Company that began a national tour. In addition, a youth-specific spin-off, called *Did I Mention Invention?* with host Alie Ward (below), also debuted in fall 2018 on The CW Network. "The Griffin is thrilled to work with The Henry Ford to produce such an important play for young audiences. I hope *Innovation Nation Live!* will inspire young people to be the innovators and visionaries of tomorrow," said the Griffin Theatre Company's artistic director, William Massolia.



PHOTO BY KMS PHOTOGRAPHY

◀ *The Henry Ford's Innovation Nation* TV series expands to the stage this fall with the national tour of *Innovation Nation Live!* (top left). Show correspondent Adam Yamaguchi (bottom photo left) helps young innovator Ann Makosinski, inventor of the Hollow Flashlight, share her story with viewers. INNOVATION NATION LIVE! PHOTO BY MICHAEL BROSILOW; TV SERIES PHOTO BY LITTON ENTERTAINMENT



THE INNOVATION PROJECT

REAL STORIES OF IMPACT

WILL

STUDENT, HENRY FORD ACADEMY

Will is a throwback. Spend five minutes with this plainspoken high-school student at Henry Ford Academy and you quickly learn he is an old soul. Frank Sinatra's crooning, 1950s-era design, Charles and Ray Eames, and urban planning are all at the center of his universe.

Will grew up in Dearborn, Michigan, with an insatiable curiosity and early interest in building. Like so many students coming from a tough middle school environment, Will was eager to find a more welcoming high school alternative. For him and his single-income

family, Henry Ford Academy was the only real choice.

Fascinated by Legos, Epcot Center and video games like SimCity, it seemed natural that his road would lead to a future in architecture and urban design. Will's dream is to attend the University of Michigan School of Architecture, where he will continue to pursue his life's dream — designing the real Tomorrowland. Will's mantra is "Dream Big. Don't Quit." He picked that one up from *The Henry Ford's Innovation Nation*. It's no surprise — he's a super fan.



The Henry Ford
Operating Revenue (in thousands)

	2017 (audited)	2016
ADMISSIONS	\$14,076	\$13,257
MEMBERSHIP	\$6,705	\$6,272
RESTAURANTS + CATERING	\$14,035	\$13,770
RETAIL	\$1,411	\$1,444
OTHER EARNED INCOME	\$9,417	\$8,807
GIFTS + CONTRIBUTIONS	\$4,399	\$4,217
INVESTMENT INCOME	\$16,545	\$16,010
OTHER	\$1,400	\$1,574
	\$67,988	\$65,351

Operating Expenses (in thousands)

	2017 (unaudited)	2016
PROGRAM	\$56,390	\$54,147
ADMINISTRATIVE	\$7,610	\$7,321
DEVELOPMENT + MEMBERSHIP	\$2,557	\$2,460
	\$66,557	\$63,928
CAPITAL INVESTMENTS	\$1,193	\$1,249
SURPLUS (DEFICIT)*	\$238	\$174

Total giving to The Henry Ford last year reached \$29 million, which includes gifts and contributions to the operations shown above.

Fundraising expenses as a percentage of total revenue: 3.76%

Fundraising + administration expenses as a percentage of total revenue: 14.95%

*Note: Excludes depreciation



2017 Operating
Support + Revenue

PROGRAM REVENUE 30.6%

RETAIL + FOOD SALES 22.7%

GIFTS + CONTRIBUTIONS 6.5%

INVESTMENT INCOME 24.3%

OTHER 15.9%



2017 Operating
Expenditures

PROGRAM 84.7%

ADMINISTRATIVE 11.4%

DEVELOPMENT + MEMBERSHIP 3.8%



Be the Person Behind the Sparks

Donate today at theinnovationproject.org.

PHOTO BY EE BERGER

Remember the first time you experienced something life changing? The Model T. Edison's Lab. Lincoln's Chair. Rosa Parks' Bus. The Eames Lounge Chair. The Apple 1.

It sparks something inside. It changes you.

As stewards of the greatest collection of American innovation ever assembled, The Henry Ford relies on loyal supporters and members like you. Help us on our global mission to build an unprecedented tool for unlocking the most powerful resource on earth: the next generation.

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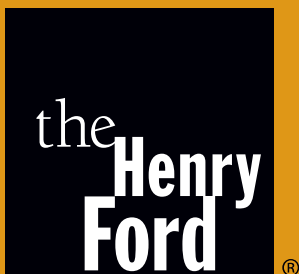
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If we have omitted a name or otherwise erred, please accept our apology and contact the Institutional Advancement Office at 313.982.6115.

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“The museum is great for having hands-on exhibits to ensure memorable learning is taking place. One that sticks out is the Rosa Parks bus. It was great that the students were able to sit on it and hear an employee talk about what happened. It reinforced discussions we had earlier in the classroom.”

— Adams Upper Elementary teacher

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