

# The Henry Ford Effect

Volume 3 | 2013 | Making an Impact Through Giving



## Making a Difference

Photo credit: Ari Howrani \ Spain School of Excellence Choir singing at the National Day of Courage.

### 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 people to act and to do something to create a better tomorrow for all of us. Earlier this year, our Day of Courage celebrated that American spirit and attitude with the 100th birthday of Rosa Parks, whose courageous act on a city bus in the Deep South in 1955 helped to launch the civil rights movement in America. What an appropriate and poignant way for us to continue the incredible success we enjoyed in 2012 into the new year!

In the following pages, you will see some wonderful examples of how various benefactors are enabling The Henry Ford effect to take root in a variety of ways.

I begin with a grateful acknowledgement to all those who comprise our Donor Roll, which we've included in this edition of The Henry Ford Effect. Each and every one of our donors is so essential to our ability to stay true to our mission — to represent the great American stories and traditions of innovation, ingenuity and resourcefulness and the people who built this country and made it what it is.

You will read about the commitment to arts education and community engagement by our corporate partner Target, which has been underwriting a variety of free days at The Henry Ford for five years now. The company's generosity has allowed thousands of guests, many of them children, to enjoy an experience that might otherwise have been unaffordable or inaccessible. An experience that might just inspire any one of them to ignite that inner spark — and change the world.

Not so very long ago, Bethany Stawasz was one of those children, enchanted by The Henry Ford from the first moment she walked in, as a schoolgirl. She returned many times, at one point even volunteering here as a summer intern. Now she's spearheading

the organization of a young professionals group, focused on exploring many fundraising ideas, several of which are designed to introduce more children to The Henry Ford.

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 Kosch's, 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*

Patricia E. Mooradian



Photo credit: Ari Howrani \ From left: Darlene Clark Hine, Patricia Mooradian and Steve Hamp engage in a panel discussion at the National Day of Courage.

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A Place in the Village for Any Child to Enjoy



Michelle Andonian

## DID YOU KNOW?

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 (above).

Learn more @ **ONINNOVATION.COM.**



Target's thrilled to be partnering with this incredible institution. Our brand aligns very nicely with **their focus on innovation and a strong reputation in the community.**"

# Target's Legacy of Generosity Benefits The Henry Ford



Photo credit: Kristine Hass \ A young guest exploring the Rosa Parks Bus.

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 Hornbacher, 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 end of 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." •



Uzielli Family



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

-Al Uzielli

## Henry Ford's Great-Great Grandson Has a Vision — and a Mission

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," he says, "is the world has to know about this place, plain and simple, and it doesn't. I think Michigan is very well versed and probably more specifically Detroit and its environs understand what they have. A million and a half visitors a year is obviously an impressive number."

But it's not nearly enough for Uzielli, the great-great grandson of Henry Ford, whose determination to heighten global awareness of The Henry Ford brand was only bolstered during a recent visit to Greenfield Village with Julian Bond, a leading voice in the American civil rights movement in the 1960s.

"At one point, he stopped and turned to me," Uzielli says, "and he asked, 'How does this place that has this amazing inventory of artifacts exist without me knowing about it? How can something this important be here without me knowing about it?'"

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."

To 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's also always had a soothing and settling effect, going back to when he was a little boy.

"The escapist quality of the place always captivated 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. •



Photo credit: Bill Bowen \ Daggett Farmhouse in Greenfield Village

## Young Professionals Group Organized and Energized

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 underprivileged school districts. It costs \$8 for one child to visit The Henry Ford for a day, \$240 for a class of 30.

"That's something that can have an impact that's pretty instant," Stawasz says. "For every \$240 you raise, that's a class of kids. That's not unreasonable."

While it's obvious Stawasz has a strong emotional connection to The Henry Ford, she hastens to explain that's not the primary reason behind the support of the young professionals group, especially when it comes to the schoolchildren who could benefit from its generosity.

"I think on a macro level it's really important to create a work force that's prepared to compete on a global level," she says. "And on a micro level it's important to get children ready to compete for individual positions within the work force. And I think the stories of The Henry Ford prepare children for that."

They surely prepared Bethany Stawasz, who is now returning to the roots of her successful career and giving back in a way that is both profound and effective. •

For additional information on the Young Professionals Committee, please contact Mary Bucher at 313.982.6026 or via email: [marybu@thehenryford.org](mailto:marybu@thehenryford.org).

## Staff Initiative: Provide a Spark That Could Change the World



Paper buses that hung in the IMAX lobby when guests donated.

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.

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.

"It 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.

"Everyone got their name on these paper buses that represented the buses for a real field trip. 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.

A day that just might have ignited a spark that could change the world. •

# A Gesture of Devotion and Generosity



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

plaque, which will appear on a bench over by the trees near Suwanee Lake, will not only recognize the brothers' devotion but also their generosity –with a gift annuity to The Henry Ford.

"It just takes you back in time," Bob says. "And as I got older and got more interested in history, I was really fascinated by the museum and the village. There's Lincoln's chair, the Reagan and Kennedy presidential limousines and, when they got the Rosa Parks bus, I thought that was a fantastic addition."

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.

"And I think we have the perfect place to watch them from now on," he says with a smile, "right there on the bench alongside our parents' plaque."

The brothers live in Dearborn, just around the corner from the place that has virtually become a second home.

"This is like a jewel in the city," Larry says. "There's no place like it. The history is so fantastic here. You can't beat it. And I like to walk. I walk five miles a day or more, and I can do a lot of it here. It's beautiful!"

"People are coming here from out of state, from around the world," Bob agrees, "and people like us who live so close, we sort of take the institution for granted. And we shouldn't do that because this is such a fascinating and historical place. And it's getting better all the time! There are always new things going on."

While the brothers are thrilled to memorialize their parents with their gift, Larry hopes their generosity serves a dual purpose.

"If people know that they can make a donation in honor of their loved ones, they might be more prone to investigate how to do that," he says. "You get a tax advantage for donating the money, and you get an annuity payout every year, which is nice."

And in the case of the Turek brothers, there's another benefit: on that bench near Suwanee Lake, an everlasting tribute to their largesse – and their love. •

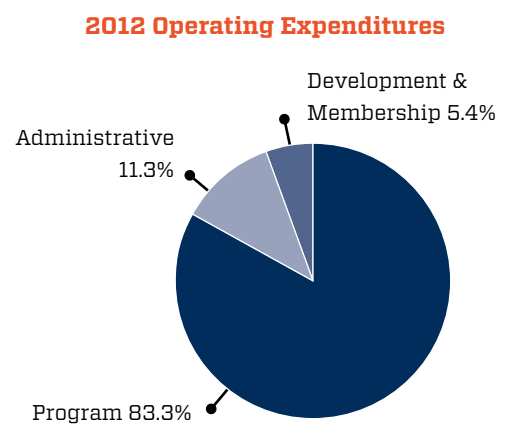
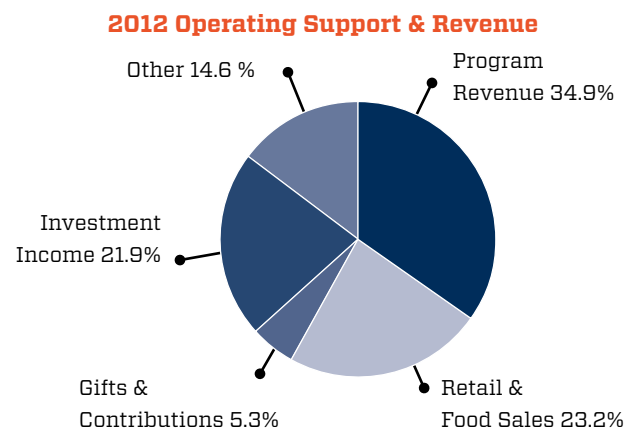


For more information on making a legacy gift to The Henry Ford, see our planned giving website at [thehenryfordlegacy.org](http://thehenryfordlegacy.org).

# Financial Report and Donor Roll

## Operating Revenue (in thousands)

	unaudited 2012	2011
Admissions	\$14,660	\$10,969
Membership	6,219	4,484
Restaurants & Catering	12,190	10,802
Retail	1,680	1,248
Other Earned Income	7,297	4,920
Gifts & Contributions	3,187	3,335
Investment Income	13,119	13,821
Other	1,444	1,447
	<b>\$59,796</b>	<b>\$51,026</b>
<b>Operating Expenses</b>		
Program	\$46,062	\$41,995
Administrative	6,221	5,644
Development & Membership	3,013	2,690
	<b>\$55,296</b>	<b>\$50,329</b>
Capital Investments	\$922	\$697
Capital Reserves	3,500	-
<b>Surplus (Deficit) **</b>	<b>\$78</b>	<b>\$0</b>



Fundraising expenses as a percentage of total revenue: 5.04%  
 Fundraising & administration expenses as a percentage of total revenue: 15.44%

\*\*Excludes depreciation.

**Thanks!**

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 Faire®, the IMAX® Theatre, Greenfield Village and the Ford Rouge Factory Tour. All recorded record attendance numbers, which were boosted by the opening of *Driving America*, the world's premier automotive exhibition.

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 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.**



Photo credit: Roy Ritchie \ Holiday Nights, Greenfield Village

**Legend:**

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

**► Clara Bryant Ford Society**

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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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Illustration of the 1920s construction site playscape set to open in fall 2013 in Greenfield Village.

## A Place in the Village for Any Child to Enjoy



Don and Mary Kosch

Robert Hanna has been the Senior Director of Facilities Management at The Henry Ford for over 15 years. During that time, he's overseen a variety of projects on the grounds – restoring Greenfield Village, the IMAX® Theatre and the Benson Ford Research Center, to name just a few of the bigger ones. But he says none of them is as unique or ambitious as the plans and design for the Village Playscape, currently under construction and expected to be attracting and delighting kids of all ages and abilities by the fall.

“We started working on this concept as early as 2005,” Hanna says. “We wanted to have a park that was for all children and make it accessible to kids that had some limited mobility. But we didn't want to make this a place that an able-bodied kid is going to be bored with. You can have some stuff that's fundamentally really good for a disabled kid but not fun for an able-bodied 8-year-old. Our designer used the term 'playability' because he wants

it to be for everyone – and that's our goal: Even a kid with the most challenging disability can still smile when they go through this place.”

While plans were refined and various consultants weighed in to insure the project was all encompassing, the quest began to secure the necessary funding. Which is when Don Kosch and his wife, Mary, got involved.

Don is the CEO of the Dearborn Sausage Company, a local institution that has thrived in the city for decades. It's been 66 years now. “And I took it over from my dad 54 years ago,” Don says, “Dearborn has been so important to me. I grew up in this town. Been here for 70 years, and to live here all this time and have my business here, it's been great and I want to give back.”



**Even a kid with the most challenging disability can still smile when they go through this place.”**

Mary grew up in Garden City and has fond memories of her frequent visits to The Henry Ford as a young girl.

“That was absolutely my favorite field trip every year for school,” she says with a laugh. “And I, along with my best friend in third and fourth grade, would pretend that Wilbur and Orville Wright were our boyfriends. Is that ever square and corny? But that's what it was.”

“Don and I had lunch every year with Patricia Mooradian [President of The Henry Ford],” Mary goes on, “and she talked about the projects that were under way. 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 to be part of the bigger picture.

“And then when Patricia mentioned that the playscape had been on their radar for a few years but they just didn't have the funding, we started thinking, ‘Hmmm, perhaps that would fit within our vision of the foundation.’ ”

While Don and Mary are mostly hands off with the day-to-day operations of the family business, they are energetically involved in running the Donald and Mary Kosch Foundation, which was launched 19 years ago with just one purpose in mind.

“The mandate has been to help special-needs kids from day one,” says Don, and the foundation has been consistent in its support of a wide array of local institutions that focus on that area, in particular, Oakwood Healthcare's

Center For Exceptional Families and Neonatal Intensive Care. And now there's the Kosch's generous gift, which made the Village Playscape a reality.

The playscape will encompass approximately 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. As for the space itself, Hanna can barely contain his excitement as he describes all of its features.

“The whole idea is to make it look like an old-fashioned construction site,” he says, “like it was in the 1920s. Even the park benches are meant to look like little stacks of lumber. A steam shovel is going to be the centerpiece, and our intention is that kids of all shapes, sizes and abilities can get in there, use their imagination and operate levers that would have been in that piece of machinery at that time.”

A fence will encircle the entire area so the kids are completely contained while parents can utilize Wi-Fi access for their phones, tablets or computers. And every space that's in proximity to any of the various stations or features in the park will consist of “playground turf,” which provides a soft spot to land for what will surely be those inevitable tumbles and falls.

“When I had children in strollers,” says Mary, “there really was need for an area where kids could run around and parents could relax. So I know that moms will especially love it.”

The kids will love it too, of course. And all of them will be thanking the Koschs when the Village Playscape opens in the fall. •



Illustration of playscape designed to accommodate all children.

## What is **The Henry Ford Effect?**

It's the impact and inspiration you create through your philanthropic investments. Your generosity helps us nurture a vibrant cultural scene, preserve and increase accessibility of national treasures, and develop innovative learning tools.

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The Henry Ford provides unique educational experiences based on authentic objects, stories and lives from America's traditions of ingenuity, resourcefulness and innovation. Our purpose is to inspire people to learn from these traditions to help shape a better future.

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