

Ford



Progress Report



\$11,690,000

Donated in West Tennessee

Through Ford's Good Neighbor Plan in 2024 - 2025

Our Vision: To provide economic opportunity, to help move residents forward and upward, and to be a valued partner in building thriving and resilient communities in West Tennessee, fostering opportunities for all.

Our Mission: To invest in the well-being of West Tennessee residents based on their input; to develop a local talent pipeline; to protect the local environment; and to leverage the core strengths of Ford's philanthropic arm, Ford Philanthropy, in helping uplift the community.

Guiding Principles: Work collaboratively with the community and make investments that are sustainable, transparent, and inclusive based on input from community leaders and residents.

To our West Tennessee Neighbors,

When we launched the Ford Good Neighbor Plan for West Tennessee, we made a commitment to invest 9 million dollars in the communities surrounding BlueOval City and to build that investment around what we heard directly from residents. We are proud to share we have exceeded that goal, investing nearly \$11.7 million dollars across West Tennessee, and there is still more to come.

Led by Ford Community Relations, the Equitable Growth Advisory Council and Ford Philanthropy and shaped by ongoing conversations with local leaders and residents, this work reflects what can happen when a plan is grounded in listening and carried forward with purpose.

The result is real-world impact that we're seeing right in our backyard. Since the launch of the Good Neighbor Plan, we've focused our efforts on the things that matter most to you:



Community Gathering Spaces - Creating Spaces to Connect

Some of our favorite projects started with you, like the new playgrounds that were inspired by a student-led lemonade stand. Other projects like the Pilgrim Rest Community Center renovations are creating more places for neighbors to gather and grow.



Community Preservation - Building Stronger Foundations

We know a community is only as strong as its support systems. We've invested in emergency radio upgrades for first responders and partnered with Vision Haywood to keep families in their homes and with utilities during difficult times.



Protecting the Environment - Preserving Our Backyard

We're investing in the future of our environment, from restoring the Hatchie River to hosting youth fishing rodeos that help the next generation appreciate the natural world.



Literacy Programs - Opening New Chapters

We put resources toward literacy to ensure students have the tools they need to succeed, from starting the Reading Success Academy in Covington to providing new technology at Haywood Elementary.



Support for Farmers and Businesses - Growing Local Livelihoods

We stand behind local farmers and small business owners. From funding legal aid to secure family land to investing in the Douglass Community Garden and Farmers' Market, we're strengthening West Tennessee's farm and business future.



Workforce Development - Creating Pathways to Opportunity

We're investing in a local workforce pipeline through scholarships, hands-on STEM experiences at the Ford Future Builder Labs, and support for a new YMCA Child Development Center.



Youth Programs - Empowering Our Kids

We're hard at work with the Boys & Girls Clubs to create safe, modern spaces where kids can just be kids. We also invested in sports, music and leadership programs that expand their horizons.



Ford Philanthropy Partnerships - Removing Barriers, Expanding Opportunity

Through the Ford Community Center, Future Builders Labs, Catch-a-Ride Network, scholarships, and our other partnerships, we expand access to education, workforce training and essential services that support long-term stability.

You can read more about our progress with the Ford Good Neighbor Plan in West Tennessee. While we are proud of what we have accomplished together so far, we want to be clear, **we aren't stopping here**. The Ford Good Neighbor Plan for West Tennessee was always meant to be a living document. As we look ahead, we want to make sure our investments continue to hit the mark.

We plan to continue sitting down with you, listening to your feedback, and making adjustments to the Ford Good Neighbor Plan based on what you, **the residents**, tell us you need most. You can take the survey at form.jotform.com/YA_admin/GNPsurvey or emailing us at commrels@ford.com.

Thank you for welcoming us into your community and for the role you have played in this progress. We can't wait to see what we build moving forward together!

Sincerely,

Emma Covington
Co-Chair
Equitable Growth Advisory Council

Gabby Bruno
Director, Community Relations
Ford Motor Company

Mary Culler
President
Ford Philanthropy

COMMUNITY GATHERING SPACES \$2,180,000



DONATIONS:

- Bernard Community Center
- Brownsville Alley Upgrades
- Dancyville Community Center
- Douglass Community Center
- Outdoor Playground at the Ford Community Center in Stanton
- Haywood County Animal Shelter
- Haywood County Baseball Field Lights
- Henning Park Match Grant
- Mason Community Center
- Pilgrim Rest Community Center
- Playground at Anderson Early Childhood Center
- Playground at East Side Elementary
- Playground at Haywood Elementary School
- Playground at Sunny Hill Intermediate
- Playground in Mason
- Pool and Splash Pad for Brownsville
- Scott Street Community Center



"You have given our community hope and vision. I can't wait to open the center up more for families and for our programs to help our community grow."

Rod Currie,
Director of Pilgrims Rest

Investing in the Pilgrim Rest Community Center

Renovations at the Pilgrim Rest Community Center are helping prepare the space for expanded programs and greater use. Early funding through the Ford Good Neighbor Plan addressed urgent needs, and continued conversations helped shape what came next, allowing the work to keep moving. The improvements will help the center welcome more families and support programs that matter to the people it serves.



Playgrounds That Started With a Lemonade Stand

What began as an idea from students at Sunny Hill Intermediate grew into something that reached far beyond one school. When those students set up a lemonade stand to raise money for their own playground, their determination sparked a larger effort. Ford support helped turn that momentum into action, expanding the vision to schools across Haywood County.

Today, students at Sunny Hill Intermediate, East Side Elementary, Haywood Elementary, and Anderson Early Childhood Center have new playgrounds designed to support physical activity, social connection, and healthy development, giving kids a place to recharge, build friendships, and return to the classroom ready to learn.



"Kids need a break in the day. School is long and learning is tough. They need a chance to play, connect, and just be kids. Ford heard and answered the call."

Amie Marsh, Haywood County Schools



COMMUNITY PRESERVATION \$2,240,000



DONATIONS:

- Braden Volunteer Fire Dept Truck
- Brownsville Fire Department
- D-HCT-Carver Alumni Association
- Deputy Sheriff Funding & Vehicle Near BlueOval City
- Electric Bikes & UTV for Covington Police
- Emergency Response ATV for Haywood
- Expanded Capacity for Vision Haywood
- Friends of the Delta Heritage Center Tina Turner Statue
- Good Neighbor Grants: Equipment For Local Police & Fire Departments
- Haywood County Ambulance Authority
- Haywood County EMA Polaris
- Keys To Life: Community Projects & Food Giveaways
- Mason Farmer's Market Outdoor Pavilion
- Oral Narratives Project In Partnership with UT Martin
- Parker's Crossroads Honor Guard's Ford Transit Van
- Police & Fire in Lauderdale County
- Sponsorships of Community Events
- Stanton Fire Department Grant
- Stanton Quality of Life Foundation
- Stanton Police Department Vehicle
- Thanksgiving & Christmas Meals in Mason Vision Haywood Community Assistance Fund

Strengthening Emergency Response in Fayette County



When emergencies unfold, clear communication is critical. In Fayette County, efforts focused on improving how first responders stay connected in moments when coordination can save lives. With support from Ford through the Good Neighbor Plan, local fire and emergency response teams received generators and upgraded radio equipment, strengthening their ability to communicate quickly and effectively in the field.

"The system will allow us to connect with the Haywood County EMA and Fire for the mobile Command Post. The Command Post is shared by several neighboring counties and this upgrade will have a significant impact on our ability to have a coordinated response."

Justin Lewis, Fayette County Emergency Management Agency

Additional improvements allowed the Fayette County Emergency Management Agency to modernize its emergency radio system and expand connectivity through a shared mobile command post used by multiple neighboring counties. Together, these upgrades strengthen regional coordination and ensure responders can work as one when communities need them most.

Supporting Stability Through Vision Haywood

When a local woman's vehicle was vandalized, the damage left her without reliable transportation. Through Vision Haywood, she was connected to assistance that helped cover the cost of repairs. Ford funding was used to cover those repairs, restoring not just her vehicle, but her ability to reach work, appointments, and home again.

Stories like hers reflect Vision Haywood's role in supporting families facing temporary hardship across Haywood County and nearby communities. From assistance with rent and utilities to urgent home repairs and legal support, these resources help residents regain stability when unexpected challenges arise.

"We want people to feel hopeful about where they live and confident that support exists when things go wrong. Ford's partnership helps us strengthen housing stability and create real opportunities for families across our community."

Emma Covington, Vision Haywood



ENVIRONMENT

\$610,000



DONATIONS:

- Earth Day Downtown Celebration
- Fish Tennessee Development Foundation Signature Lakes Program
- Hatchie River Conservancy
- Keep Haywood County Beautiful
- Keep Tipton County Beautiful
- Living Lands & Waters
- Recycling Mascot Program to Educate Youth

Protecting a River That Shapes Everyday Life



The Hatchie River is more than a waterway. It supports livelihoods, feeds local ecosystems, and offers access to nature for families who have relied on it for generations. When the river suffers, the impact is felt far beyond its banks.

Cleanup and restoration along the Hatchie River brought together volunteers, conservation partners, and community members with a shared responsibility to protect what sustains their region. Working side by side, they removed debris, restored access points, and helped

preserve a river that plays a quiet but essential role in daily life, from recreation and food sources to environmental health.

With funding provided by Ford, these efforts help ensure the Hatchie remains a place where kids can safely explore the outdoors, families can gather, and communities can depend on clean water for years to come. By investing in the care of the river, this work protects both a natural resource and the people whose lives are shaped by it.

"Ford Motor Company's collaborative conservation efforts with Hatchie River Conservancy have resulted in an increase in public lands in the watershed, increased awareness of the ecological and scenic values of the River, and beautification and improvements to existing river access points, all for the benefit of those who use and enjoy the river."

Bob Ford, Hatchie River Conservancy Executive Director



Casting Dreams and Creating Outdoor Memories

For many kids, dreams start small. A first cast. A tug on the line. A moment that sparks curiosity and confidence. Through a Ford donation supporting the Bill Dance Youth Fishing Rodeo and Signature Lakes events, young anglers were given the chance to spend time outdoors, learn new skills, and imagine what might be possible for them beyond the shoreline.

From baiting hooks to reeling in their first fish, kids experienced more than a day on the water. They learned patience, responsibility, and the value of caring for the natural spaces around them. These hands-on moments help build confidence, create lasting memories, and open doors to interests and paths they may not have imagined before.

By expanding access to fishing and outdoor experiences, this work supports the dreams taking shape in these moments. Dreams of learning something new. Dreams of belonging. Dreams of a future where kids feel encouraged to explore, grow, and succeed.

"Ford Motor Company is helping make those dreams come true."

Ed Doyle, Boys & Girls Club of the Hatchie River Region



LITERACY PROGRAMS

\$470,000



DONATIONS:

- Back-to-School Supplies
- Backpack Giveaway in Fayette County
- Classroom Furniture, Instructional Supplies and Materials, and Technology
- Early Childhood Literacy Thru Pre-K Expansion
- Governor's Early Literacy Foundation Little Libraries
- Head Start
- Laptop Donation to Haywood County Schools
- Reading Success Academy in Covington
- Remarkable Readers at Boys & Girls Club



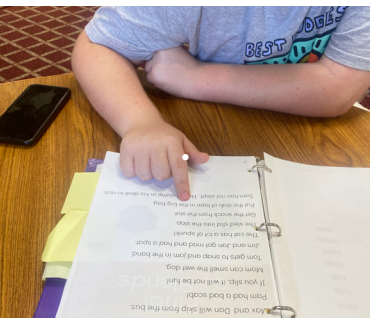
Opening New Chapters for Covington Students

After devastating tornado damage disrupted learning for many students in Tipton County, the need for focused literacy support became clear. At the Boys & Girls Club of the Hatchie River Region in Covington, a new approach took shape to help students regain confidence and strengthen critical reading skills.

The Reading Success Academy was created in partnership with Tipton County Schools to provide individualized reading instruction for students from kindergarten through high school. Certified Reading Specialists lead daily sessions, assessing each child's reading level and building customized plans to support growth, recovery, and long-term success. Funded by Ford, the program is designed especially to reach students most impacted by learning disruptions, creating a steady path forward for young readers and their families.

"This program gives us another meaningful way to reach students who need extra support and help them build skills that will follow them far beyond the classroom."

Dr. John Combs, Tipton County Schools



Remarkable Readers in Haywood County

For young readers, reading can feel overwhelming. Words blur together, confidence fades, and frustration can set in early. At the Boys & Girls Club of Haywood County, Remarkable Readers is helping change that experience by giving children the time and support they need to feel capable again.

Through patient, one-on-one instruction, students begin to build skills at their own pace. Small moments add up. A word recognized. A sentence read without hesitation. Over time, those moments build confidence that carries into classrooms, homes, and how children see themselves as learners. With assistance from Ford, Remarkable Readers is helping young readers across Haywood County by reminding them that progress is possible.

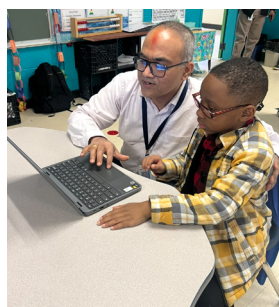
"My daughter made eight months of reading growth in just four weeks. Seeing her confidence grow has meant everything to our family."

Destinee, Parent

Opening Digital Doors in the Classroom

In a classroom, having the right tools can change how students learn and how confident they feel showing what they know. At Haywood Elementary School, a laptop donation helped put technology directly into the hands of students, giving them new ways to read, write, explore, and engage with their lessons.

For young learners, access to a computer means more than completing assignments. It builds independence, supports literacy and STEM learning, and helps close gaps that can limit opportunity early on. This laptop donation was funded by Ford, strengthening access inside the classroom and helping ensure learning continues without barriers, right where it matters most.



SUPPORT FOR FARMERS AND BUSINESSES

\$600,000



DONATIONS:

- 4-H & FFA Support for Youth Programs
- Agriculture and Youth Development
- Legal Assistance for Farmers and Landowners through Vision Haywood
- Outdoor Pavilion at Douglass Community Garden
- Outdoor Pavilion at Herb Parsons Lake
- P3 Financial Literacy Training Program
- Stanton Cannery Cafe Incubator Improvements
- TN Farm Bureau: Farmer of the Year
- UT Martin Ag Extension Mobile Trailer

Keeping Family Land Secure



For many families, land is more than property. It represents history, hard work, and a future meant to be passed down. Without a clear legal title, that future can be uncertain.

Through Vision Haywood and a partnership with Harris Shelton, legal aid has helped residents resolve their property challenges, finalize deeds and formally secure ownership. Ford support helps make this assistance possible, helping protect family land and ensure generational assets remain a source of stability and opportunity rather than risk.

"My land is now legally recorded the right way, and that means everything to my family. I'm so grateful to Ford for the help that made it possible to protect something so precious for years to come."

Miss Betty, Landowner



Supporting the Douglass Community Garden and Farmers' Market

At the Douglass Community Garden and Farmers' Market, fresh food and small business opportunities grow side-by-side. What began as a neighborhood effort to increase access to healthy produce has grown into a vibrant gathering space where local farmers and other vendors can sell their goods and connect directly with the community.



With funding from Ford, a pavilion was constructed to establish a dedicated space for the community farmers' market and seasonal events. The structure provides reliable shelter for vendors and the community, creating a consistent, welcoming place for buying and selling goods throughout the season. By strengthening the market's physical space and long-term sustainability, this investment supports local farmers, encourages small business activity, and improves access to fresh food for families across the Douglass community.

"The pavilion gives us a place to bring people together. It allows farmers and small vendors to share what they've grown or created, and it gives families access to fresh food close to home. We're grateful for the investment from Ford that helped us create a space our community can count on."

Beverly Cannon Lattimore,
Douglass Community
Member



WORKFORCE DEVELOPMENT \$990,000



DONATIONS:

- BRAINCHILD Adult Education Program in Haywood and Fayette
- Computer Literacy Classes
- Ford Future Builder Labs in Haywood, Tipton, Lauderdale and Fayette Counties
- Greenpower Sponsorship
- Jackson Robotics
- Laptops for GED Learners and Expanded Public Wi-Fi Access
- New YMCA Early Learning Center
- STEM Scholarship for University of Memphis
- TN Valley Robotics
- West TN Pathways 2 Possibilities Career Expo

From West Tennessee to the World Stage

Jackson Area Robotics Team achieved a world-class milestone by winning the 2025 World Championship in Dallas, competing against top teams from more than 60 countries. Ford funding helped provide new electronics for the team's robot, addressing critical equipment needs and allowing students to compete at the highest level.



The victory reflects not only technical skill, but the impact of local investment in STEM education, giving West Tennessee students the opportunity to see what is possible and prove they belong on a global stage.



Learning by Building at North Parkway

At North Parkway Middle School, students on the Greenpower Race Team are learning what it takes to work together toward a shared goal. By designing, building, and racing an electric car, students gain hands-on experience with engineering, collaboration, and problem solving, with program support funded by Ford.

The program goes beyond the classroom. From preparing equipment to traveling for competitions, students learn how to communicate, rely on one another, and see how their individual efforts contribute to a team. These experiences help students build confidence and understand how skills learned today connect to real-world opportunities tomorrow.



"This project gives our students hands-on experience and shows them what's possible when they work together and apply what they're learning."

Demia S. Smith
Greenpower Team Lead



Building Childcare Access With the YMCA

For families, access to reliable childcare can shape everything from work opportunities to long-term stability. Through partnership with the YMCA of Memphis & the Mid-South, Ford investment in early learning and childcare is helping address a longstanding need across the region.

reflects progress made to date in expanding that access. Set to open in 2026, the center will offer early learning programs as well as before-and-after school care designed to support working families while creating safe, nurturing environments where children can grow close to home.

The recent groundbreaking of the YMCA Child Development Center

"Childcare deserts exist because families simply don't have access to enough quality care. This center helps expand access and support families who want to build their future here."

Brian McLaughlin
President and CEO, YMCA
of Memphis & the Mid-South



YOUTH PROGRAMS

\$220,000



DONATIONS:

- Be So You Day (B-SO You!)
- Boys & Girls Club of Brownsville
- Boys & Girls Club of Jackson
- Boys & Girls Club of The Hatchie River Region
- Frayser Exchange Club Sponsorship
- Haywood County Branch NAACP
- Haywood County Youth Sports Inc.
- Legends of TN Football Camp
- Stax Music Academy Education Sponsorship
- Youth Idea Lab and Summit
- Youth Leadership Lauderdale County Sponsorship

Supporting Safe After School Spaces

Boys & Girls Clubs are built on a simple promise, to provide a safe, positive place for young people after school. Across Brownsville, Jackson, and the Hatchie River Region, improvements to fencing, furniture, and equipment help turn that promise into a daily reality. Ford funding supported safety upgrades to outdoor play areas, helping create more secure spaces where children can play freely and build positive memories.

Secure outdoor spaces and comfortable indoor areas create environments where kids and teens can play, connect, and feel supported. These updates strengthen The Boys & Girls Clubs' ability to serve as places families can count on and give young people room to grow in spaces designed with safety, stability, and opportunity at the center.

Passing the Game Forward in Munford

At Munford High School, the Legends of Tennessee Football Camp was more than a day of drills and instruction. It created a space for mentorship, teamwork, and connection. Former University of Tennessee players worked with students, sharing football fundamentals and lessons shaped by discipline and accountability.

"This camp is about giving back to the community that shaped me. These kids show up ready to learn, and seeing their confidence grow on and off the field is why this matters."

Johnnie Jones,
Football Camp Mentor



Ford funding supported scholarships to help ensure local students could take part, opening access to high-quality coaching and encouragement regardless of circumstance. For many, the camp was their first opportunity to train alongside athletes who once stood where they stand now. Through hands-on mentorship and shared experience, students were reminded that growth happens through teamwork, persistence, and believing in their own potential.



"Our kids enjoy the furniture provided for the Club. It's important that we give them a comfortable place to hang out so we can ensure they aren't on the streets after school. Thanks to Ford, we are creating a space they want to be in."

Coach Jones, Boys & Girls Club of Brownsville



Ford Philanthropy

\$4,380,000



As the philanthropic arm of Ford Motor Company, Ford Philanthropy is proud to partner in advancing the goals of the Good Neighbor Plan. Through strategic investments and collaborative programs, delivered in partnership with local non-profits, we empower local residents and organizations to build thriving, resilient communities in West Tennessee.

DONATIONS:

- American Red Cross Mid-West TN Chapter
- Catch-a-Ride Network
- Ford Future Builders Labs in Haywood, Tipton, Lauderdale & Fayette Counties
- Le Bonheur Children's Hospital Foundation
- Mid-South Food Bank
- Scholarship Fund for Impact Area Residents
- Stanton Health Center (Hardeman Community Health Center)
- theCO
- United Way of West Tennessee (Ford Community Center of Staton)
- Vision Haywood County
- West Tennessee Legal Services
- YMCA of Memphis & the Mid-South

Breaking Silos: Ford Future Builders Labs

The Ford Future Builders (FFB) Labs are high-tech fabrication labs active in five schools across Haywood, Tipton, Lauderdale, and Fayette Counties. Equipped with advanced design and problem-solving tools, these collaborative workspaces transform traditional classrooms into centers for real-world application. By investing in these labs, Ford Philanthropy is empowering the next generation to master the technical and soft skills required for the modern workforce.

"The FFB Lab is the bridge that finally tears down traditional silos between CTE, core academics, and fine arts. We are already seeing increased student engagement as teachers integrate hands-on design and problem-solving into their instruction. This lab represents endless possibilities for innovation and real-world skill-building."

Madison Lewis, Director of CTE, Haywood County Schools

Connecting Communities: The Catch-a-Ride Network

To support West Tennessee, the Catch-a-Ride Network operates a microtransit shuttle service that connects residents to vital services. Since October 2024, the network has provided 3,800+ on-demand rides—nearly 65% of which served women. Half of these trips were dedicated to employment opportunities, while others provide essential access to healthcare and education.



"Reliable transportation is often the difference between opportunity and isolation in rural communities like Haywood County. With Ford Philanthropy's partnership, we are not only addressing immediate needs—we are helping build a foundation for long-term economic mobility, health, and community resilience."

Valerie Lefler, Executive Director, Catch-a-Ride Network



Impact: 5 Fabrication Labs | 4 Counties | Workforce Readiness



Building Stability: The Ford Community Center

Ford Philanthropy has partnered closely with local residents - listening, learning, and co-creating solutions to help community members participate in the region's growing economy. That collaboration led to the creation of the Ford Community Center, a partnership between Ford Philanthropy, United Way of West Tennessee, and local organizations designed to bring essential services together in one trusted place.

The Ford Community Center serves as a welcoming front door where people can access support, build connections, and engage with one another. Through onsite services, referrals, community events, and monthly Wednesday Workshops, individuals can find legal and financial assistance, food and healthcare resources, job placement and transportation support, and educational programs. These resources are meant to remove barriers and move residents forward and upward.

With support from Ford Philanthropy and the State of Tennessee's Connected Community Facility and Historic Development Grants, the Center will restore the Stanton School, a long-vacant local landmark that will serve the community once again.

The permanent space is expected to open in 2026. Until then, the Center is operating from a temporary onsite location.

"With support from the Ford Community Center, we're able to expand our mission of caring for children beyond hospital walls - meeting families where they are and connecting kids to specialty care earlier. In 2025, Le Bonheur on the Move served 256 children across Haywood and Tipton counties, helping prevent serious health complications through timely intervention."

Morgan Mahan, APRN, CPNP-PC
Pediatric Nurse Practitioner
Mobile Medical Unit
Le Bonheur Children's

Building Skills and Opportunity Through Wednesday Workshops

The Ford Community Center is bringing practical, topic-based learning opportunities directly to the community through its Wednesday Workshops. This monthly series addresses resident-identified needs such as home repair and weatherization, financial literacy, maternal health, legal planning, computer skills, and small business development.

Hosted throughout the region in partnership with local organizations, the workshops are designed to increase access and connect residents with trusted resources. Whether someone needs support turning a business idea into action or managing household finances, Wednesday Workshops provide hands-on support.



"Financial literacy programming is critical because it meets people where they are and equips them with practical tools they can immediately apply to their daily lives. We often see participants leave with a clearer understanding of budgeting, credit, and long-term financial decision-making, which builds confidence and promotes greater financial stability for individuals and families alike."

Trey Cunningham
Financial Empowerment Center



Building the Workforce Pipeline: BlueOval City Scholarship

To ensure the local community is prepared for the high-tech manufacturing careers of tomorrow, Ford Philanthropy collaborated with the SME Education Foundation to launch the BlueOval City Scholarship. This initiative provides direct financial support to students in the West Tennessee region pursuing manufacturing-related degrees and certifications.



FordGoodNeighborPlan.com

We plan to continue sitting down with you, listening to your feedback, and making adjustments to the Ford Good Neighbor Plan based on what you, the residents, tell us you need most. Please help us by taking the survey at

form.jotform.com/YA_admin/GNPsurvey