



Ford Fund, Community Partners Put Children First with Donations and Activities to Support Child Nutrition, Feed Hungry Kids

- Ford Motor Company Fund donates \$100,000 to Gleaners Community Food Bank to purchase baby formula, the largest donation of formula to Gleaners this year
- Ford Mobile Food Pantries will pick up and distribute the formula that will feed thousands of babies in financially challenged families
- To help meet two basic needs, the Ford Volunteer Corps organized a Diaper and Formula Drive, and Gleaners has set up a text-to-donate campaign to buy additional cases of formula

DEARBORN, Mich., March 10, 2015 – As many Detroiters continue to face food insecurity issues, Ford Motor Company Fund is contributing \$100,000 toward an infant formula program at Gleaners Community Food Bank – enough to feed more than 7,000 babies for two weeks.

Ford employees are supplementing the contribution with hundreds of pounds of formula and thousands of diapers, collected during the annual Diaper & Formula Drive organized by the Ford Volunteer Corps, as part of a Ford Accelerated Day focused on children and families. Diapers are not included in most assistance programs and that added cost can stretch a household budget to the breaking point for families struggling to feed their children.

In all, **more than 7,000 cans of formula and thousands of diapers will be delivered to non-profit agencies throughout southeast Michigan today** by the local fleet of Ford Mobile Food Pantries, which is coordinated by United Way of Southeastern Michigan.

“Healthy, nutritious foods are often difficult to find for families living in economically depressed neighborhoods,” said Janet Lawson, director, Ford Volunteer Corps. “Ford’s donation will provide essential nutrition and a healthy start to infants who are at the most critical stage in their development.”

With more than 200,000 children facing food insecurity in southeast Michigan, additional support is always welcome from the community. Gleaners has set up a text-to-give option for Ford employees and the public to donate dollars toward the purchase of additional formula for Gleaners and the Food Bank Network. **To contribute to Ford Feeds Babies: text (FFB) to (41444) and follow the link to donate any amount by credit or debit card.**

“Hungry kids struggle more in school, are more prone to behavioral problems and are less likely to live healthy, successful lives than children who regularly eat well,” said Gerry Brisson, president, Gleaners Community Food Bank. “More than 40 percent of the people we serve are children and this generous donation from Ford Fund, the largest formula donation we have received this year, will go a long way toward bridging the gap in infant nutrition in our community.”

Over the past five years, Ford Motor Company Fund has contributed more than \$1.7 million to Gleaners Community Food Bank as part of its commitment to hunger relief in southeastern Michigan. Gleaners operates four Ford Mobile Food Pantries, and the Ford Resource and Engagement Center in southwest Detroit includes a Gleaners client-choice food service hub. The Ford Volunteer Corps also has enlisted thousands of Ford employees over the years to sort, pack and deliver meals at Gleaners locations.

About Ford Motor Company Fund and Community Services

Ford Motor Company Fund and Community Services works with community partners to advance driving safety, education and community life. The Ford Motor Company Fund has operated for more than 60 years with ongoing funding from Ford Motor Company. Ford Driving Skills for Life teaches new drivers through a variety of hands-on and interactive methods. Innovation in education is encouraged through programs that enhance high school learning and provide college scholarships and university grants. Through the Ford Volunteer Corps, more than 25,000 Ford employees and retirees each year work on projects that better their communities in 30 countries. For more information, visit <http://community.ford.com>.

About Gleaners Community Food Bank of Southeastern Michigan (Gleaners):

For over 37 years, Gleaners Community Food Bank has been "feeding hungry people and nourishing our communities." Gleaners helps alleviate hunger by providing the equivalent of nearly 77,000 meals per day to people who otherwise cannot afford the food they need. Headquartered in Detroit, Gleaners operates a total of five distribution centers in Wayne, Oakland, Macomb, Livingston and Monroe counties, which provide food to 510 partner soup kitchens, food pantries, shelters and other agencies throughout southeastern Michigan. Of every dollar donated, Gleaners uses 94 cents for food and food programs. One dollar provides three meals. Learn more at www.gcfb.org.

About United Way for Southeastern Michigan

United Way for Southeastern Michigan mobilizes the caring power of Wayne, Oakland and Macomb counties to improve lives in measurable and lasting ways throughout the region. The organization is led by a diverse group of volunteers from business, labor, government, human services, education and the community. United Way provides opportunities to invest in the metropolitan Detroit community through its annual Campaign and is a leader in convening partners to impact local residents each year by increasing economic self-sufficiency, protecting children and youth at risk, strengthening families, empowering neighborhoods and communities, and promoting health and wellness. Additional information is available at www.liveunitedsem.org

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