

AUTOMOTIVE

Aston Martin boosts CSR through automotive donation

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Aston Martin's Gaydon headquarters

By STAFF REPORTS

British automaker Aston Martin is giving back to its local community through the gift of wheels.

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After hearing that the nonprofit Helping Hands' delivery van had been stolen, Aston Martin stepped in with a new vehicle. While internationally recognized brands often align with global charities, choosing to help neighborhood organizations can help reinforce heritage through generosity.

Charity begins at home

The Leamington Spa-based Helping Hands operates in Warwickshire, the county that also holds Aston Martin's Gaydon headquarters. Founded in 2012, Helping Hands offers support to homeless and vulnerable members of the community through outreach such as a soup kitchen, mentoring, a charity shop and training to boost employability.

The van stolen in November was used for the charity's House2Home project, which delivers donated items such as curtains, rugs and furniture to those in need. These include homeless individuals being rehoused and those who are relocating after fleeing from domestic abuse.

Stratford MP Nadhim Zahawi and the Stratford & Leamington Business Forum introduced Aston Martin to the nonprofit's plight, and the automaker decided to offer assistance.

"As a company we have an ongoing commitment to CSR and supporting the communities in which we operate are very much a part of this," said Dr. Andy Palmer, president and CEO of Aston Martin. "Helping Hands is an excellent local charity, making a real difference in people's lives and we are delighted to were able to support."



Aston Martin and Helping Hands

Broadcasting the automaker's involvement in the charity, the donated van includes the brand's winged logo on its side.

British automaker Rolls-Royce is looking to ease stress for young patients with a pint-sized bespoke creation.

The brand is giving back to its local community, donating a toy vehicle to St Richard's Hospital Pediatric Day Surgery Unit in its hometown of Chichester, Britain. The custom motorized model is expected to help take children's minds off their upcoming operations by letting them drive themselves into the operating room ([see story](#)).

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