

AUTOMOTIVE

Rolls-Royce employees pick neonatal care organization as House Charity for 2018

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Rolls-Royce's pick for the year is the Ickles Pickles Partnership. Image credit: Rolls-Royce

By STAFF REPORTS

British automotive manufacturer Rolls-Royce has announced its charity of choice this year, following its tradition of allowing employees to pick one cause per year that the company supports through a number of initiatives.

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This year, the chosen charity is The Ickles Pickles Partnership, a group dedicated to providing neonatal care units to premature and sick babies. By placing the decision of which charities to support directly in employees' hands, Rolls-Royce is helping them forge a connection and creating a more personal investment in support for that charity.

"Thanks to the contribution of our committed employees, Rolls-Royce Motor Cars is making a long-standing and positive contribution in our local community by supporting local charities," said Andrew Ball, head of corporate relations, heritage and philanthropy at Rolls-Royce Motor Cars, in a statement.

Charity choice

While luxury has always been about catering to the most wealthy and influential, the vast resources afforded to luxury brands and consumers allow them to perform great acts of charity.

Rolls-Royce has a unique tradition where each year its employees pick a charity to be their House Charity for the rest of the year. A House Charity is supported through monetary donations along with a number of other initiatives to drive up awareness and funds.

This year, the employees of Rolls-Royce nominated and selected The Ickles Pickles Partnership as their House Charity for the year.

The decision was inspired by an analyst at Rolls-Royce whose twin children were born several months early, leaving them sick and in need of care. The Ickles Pickles Partnership was able to help this employee, and the organization's actions inspired the rest of the brand to choose it for House Charity of the year.

In the wake of the financial crisis of 2008 more brands have begun investing in charitable causes, hoping to counteract the "luxury shame" associated with that period, according to a Bain partner at The New York Times International Luxury Conference.

Bain found that 83 percent of brand employees care about their workplace's philanthropy involvement, especially in term of sustainability. Employees expect the company they work for to do good, which can in turn be a driver of loyalty, engagement and overall happiness at the brand ([see story](#)).



Mihir Ayoubi joins Rolls-Royce from its parent company BMW Group. Image credit: Rolls-Royce

The partnership with Ickles Pickles marks yet another year in Rolls-Royce's employee-chosen House Charity project. "We raise money to purchase lifesaving equipment for premature and sick babies in Neonatal Units up and down the country," said Lorraine Blackburn, ambassador for Ickles Pickles. "We were thrilled to hear that Rolls-Royce has chosen Ickle Pickles as its House Charity for 2018.

"We are extremely grateful and this will make such a difference to the Neonatal Units we support," she said. "Thank you to all involved for choosing us."

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