

NONPROFITS

## Burberry supports youth charities in new philanthropic initiative

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Burberry teams up with Marcus Rashford for charity initiative. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion label Burberry is getting into the holiday spirit by giving back to youth charities across the world.

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Burberry has teamed up with English professional soccer player Marcus Rashford MBE for this initiative to nurture the next generation. Together, they have pledged to support youth organizations and connect the community to those who are working to create a better future.

"Whenever you feel like you have very little, now that there are always people willing to give," said Mr. Rashford MBE, forward for Manchester United and the England national team, in a statement. "I've got a lot of belief in the young people of today."

"I want to support them as much as I can, believe in them and show them that the country can be better in the future," he said.

### Creating a better future

In London, Burberry is working with **London Youth**, a nonprofit that supports over 600 community youth organizations and creates thousands of opportunities for young people every year. Burberry and London Youth have selected fifteen youth centers which will receive grants to ensure their programs continue to make a change throughout the greater London area.

In Manchester, Burberry is supporting **Norbrook Youth Club** and **Woodhouse Park Lifestyle Centre**, which are both youth centers Mr. Rashford attended as a child. Youth volunteers from the two clubs will come together to help charities in the Wythenshawe area where the clubs are based.



*Professional athlete Marcus Rashford for Burberry. Image credit: Burberry*

The fashion house is also contributing to [Wide Rainbow](#), a non-profit based in New York City providing access to the arts and arts education in neighborhoods across the United States. Its donation to the organization will provide art supplies, food deliveries and music education to young people in these communities, as well as fund the creation of art murals to invigorate schools and shelters in New York and Los Angeles.

To extend the initiative beyond the U.K. and North America, Burberry is partnering with the [International Youth Foundation](#) to contribute to the Global Youth Resiliency Fund. The partnership will enable young entrepreneurs and community leaders, especially in Asia, to develop solutions to challenges like closing nutrition gaps and unlocking access to livelihoods.

Within the last year, Burberry has made efforts to support the community and toward environmental change.

In April, the British label debuted a curated edit of 26 styles from the spring/summer 2020 collection made from sustainable materials. The launch ran alongside Burberry's worldwide rollout of sustainability across all main product categories ([see story](#)).

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