

AUTOMOTIVE

Bentley introduces COVID-19 impact fund

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Bentley is teaming up with Cheshire Community Foundation (CCF) in launching a fund to assist initiatives responding to the COVID-19 pandemic. Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors is announcing its launch of a COVID-19 impact fund focusing on community projects in the Crewe area.

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The automaker is partnering with Cheshire Community Foundation (CCF) in launching a fund that will be open to not-for-profit organizations operating projects that tackle food poverty, mental health, debt relief and education. The initiative reflects the community betterment aspect of Bentley's Beyond100 strategy.

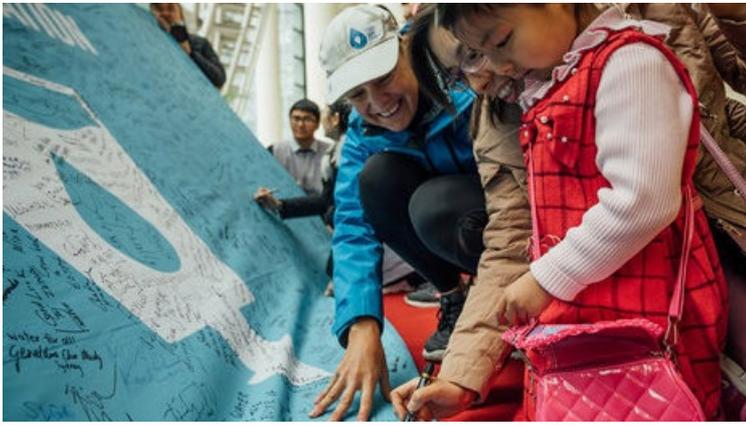
"The whole team at Cheshire Community Foundation is thrilled to support our valued partner Bentley with this grants program," said Zoe Sheppard, CEO of Cheshire Community Foundation, in a statement. "The impact of COVID-19 has been devastating to so many people in the local community, and this fund will enable Crewe charities and not-for-profit organizations to support those who really need it most.

"Bentley's generosity and commitment is truly inspiring," she said.

Assisting the community

The program will offer a series of one-off grants ranging from 5,000 to 25,000 pounds, or about \$7,000 to \$35,000 at current exchange. The grants will be open to not-for-profit organizations that have had its challenges amplified by the impact of COVID-19.

Examples of the kinds of initiatives that could be supported include hunger projects, food banks and social supermarkets. The fund is now open to applications via the Cheshire Community Foundation until March 31.



The fund will aim to assist organizations that have been hit hard by the COVID-19 pandemic. Image credit: Mina Guli

The Cheshire Community Foundation works with small charities across Cheshire, connecting them to companies that can partner to make a difference. Bentley Motors and the Cheshire Community Foundation have worked together for almost nine years.

Through the nine-year partnership, more than 200,000 pounds, or about \$280,000 at current exchange, has been donated through the Bentley fund.

The British automaker continues to work to better its surrounding communities and its internal ecosystem in response to the COVID-19 pandemic.

In January 2021, Bentley Motors returned to production and bolstered its COVID-19 testing program after a winter shutdown. As part of its comeback efforts, Bentley is improving its rapid antigen testing program to make sure employees returning to its headquarters in Crewe, England are COVID-free before full production resumes ([see story](#)).

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