

NONPROFITS

McLaren taps new global charity partner

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Executives from McLaren and Plan International. Image credit: McLaren

By LUXURY DAILY NEWS SERVICE

British automaker McLaren is partnering with children's charity Plan International in an effort to support STEM education.

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Plan International has a strong track record of challenging gender stereotypes by supporting girls' education around the world and promoting opportunities for fulfilling careers. This is a natural fit for the supercar maker, which encourages young people to explore careers in science, technology, engineering and math.

"I am delighted that McLaren Automotive will be supporting Plan International's work and I would like to welcome them and their dedicated teams around the world as our global charity partner," said Mike Flewitt, CEO of **McLaren**, in a statement. "We chose Plan International because we both share a deep passion for improving children's access to education around the world, with Plan International able to contribute its considerable expertise and skills to McLaren's own long-standing drive to furthering young people's educational choices and standards."

Supporting STEM

Plan International joins McLaren's other partners including the BBC and Lego in promoting STEM careers and positive role models for students. The automaker also works with educational institutions and helps empower parents and other adults to have positive conversations about education with children.

With a presence in 75 countries, Plan International also advocates for and supports global efforts for children's health care, clean water and other necessities.

McLaren hopes to encourage more girls to explore careers in STEM

In a video announcing the global charity partnership, executives from McLaren also explain how grassroots efforts through Plan International help the automaker further diversify its workforce. McLaren employees already represent more than 50 nationalities.

"The automotive industry has traditionally been male-dominated and we are inspired by McLaren's commitment to addressing this," said Rose Caldwell, CEO of Plan International U.K., in a statement. "We are looking forward to working together to raise awareness and to challenge gender stereotypes and support girls' participation in STEM

subjects and in education the most powerful tool to unlocking every child's potential."

Access to children's education is an important cause that many automakers support through various initiatives.

Last fall, Italian automaker Ferrari raised \$750,000 for Save the Children's educational programs through the auction of a new Ferrari Roma. Ferrari elected Save the Children as its charity of choice in part for its work in the U.S. offering books and educational materials amid school closures and the shift to digital learning during the pandemic ([see story](#)).

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