

AUTOMOTIVE

Porsche donates \$2.5M to charity in 75th-anniversary push

July 21, 2023



Porsche is donating just over \$830,000 each to two local German charities and an international aid foundation as part of its 75th-anniversary festivities. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is giving back to its community as part of a campaign celebrating an operational milestone.

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The company is donating just over \$830,000 each to two local German charities and an international aid foundation as part of its 75th-anniversary festivities. Strengthening its social commitment through financial contributions, per the brand, Porsche is also appealing to its staff to donate independently through its "Porsche Helps" internal platform.

"Porsche is a part of society and has always had a social responsibility," said Oliver Blume, chairman of the executive board at **Porsche AG**, in a statement.

"In our anniversary year we are strengthening our commitment," Mr. Blume said. "As a team, we are providing help where it is urgently needed in order to improve the quality of the lives of the people affected."

Social support

The charities receiving donations, the "Supp_optimal" project of the Brgerstiftung Stuttgart citizens' association, the Trinkwasserwald e.V. environmental protection association and the YOU Foundation, are all contributing to bettering the quality of life in the automaker's home city and province.

Supp_optimal provides meals to the homeless population and to those in need in the city of Stuttgart, Germany. Porsche has supported its endeavors since 2020, donating more than \$660,000 in 2022, providing around 53,000 meals to those less fortunate.

#Porsche is reinforcing its social commitments: to mark its 75th anniversary, the sports car manufacturer is donating 750,000 to three charities. More: <https://t.co/s6UFUrtOdG>
pic.twitter.com/MaHO23GEza

Trinkwasserwald has been a frequent collaborator with the manufacturer since 2017, replanting and reforesting nearly 120 acres of land in the Leipzig and Stuttgart regions in that time.

The duo also works to maintain high-quality groundwater and drinking water coming from the area they have cultivated, providing 100,000 with the life-sustaining liquid.

The YOU Foundation provides educational support to victims of earthquakes in Turkey and Syria. Porsche's donation allows the organization to create more mobile activity centers in the two countries, expanding their reach to 1,300 children.

The Porsche Helps platform connects the automaker's employees to the two local charities to help distribute meals, plant trees and support clean drinking water production.

"The Porsche Helps' initiative is a reflection of our indomitable team spirit," said Andreas Haffner, member of the executive board for human resources and social affairs at Porsche AG, in a statement.

"I'm delighted that we can channel this spirit together for a good cause."

Earlier this week, Italian fashion house Gucci donated a total of nearly \$1 million in grants and scholarships to 24 North American nonprofits and college students as part of its annual Changemakers initiative ([see story](#)).