

AUTOMOTIVE

Rolls-Royce commits funds to 2024 House Charity partner

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In 2023, the brand uplifted English charity Sophie's Legacy, which supports families of children afflicted with cancer. Image courtesy of Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce is introducing a new philanthropic collaborator.

Announced today, English organization Aldingbourne Trust, which supports those with learning and physical disabilities in the city of Chichester, is the brand's new House Charity for 2024. Over the next 12 months, the automotive manufacturer will help fundraise for the institution and its mission to provide vital services to those in need.

"Our House Charity is chosen by our staff from a shortlist of good causes close to their hearts, a tradition that began when we started production here at the Home of Rolls-Royce at Goodwood in 2003," said Andrew Ball, head of corporate relations at [Rolls-Royce Motor Cars](#), in a statement.

"It's always inspiring to see the whole team coming together in fundraising activities that make a huge difference to what are often small organizations, closely focused on our local area," Mr. Ball said. "As a company, we're deeply embedded in and involved with our neighboring communities; the House Charity is just one tangible example of our positive contribution to local life, over and above our substantial economic impact.

"We look forward to supporting Aldingbourne Trust during 2024."

Driving change

Rolls-Royce's charitable initiative has run since 2003, supporting philanthropic endeavors near the company's headquarters.

Aldingbourne Trust, located just 10 minutes away from the automaker's home, began its work in 1978. Today, it provides a variety of services to more than 1,500 local residents who have autism, autism spectrum disorders, Down's Syndrome and multiple physical ailments. The majority of its operations are based at the Aldingbourne Country Centre, a hotspot within the community, though it does have more than a dozen separate branches.



The organization was nominated by and voted for by Rolls-Royce staff. Image credit: Rolls Royce

“We were thrilled when we received the news: to have the support of a major company and household name like Rolls-Royce is incredible and will make a huge difference,” said Abigail Rowe, head of fundraising at Aldingbourne Trust, in a statement.

“People with learning and physical disabilities can still face enormous challenges in becoming full and active citizens,” Ms. Rowe said. “We believe in giving people opportunities to develop skills and employment near or in the places where they live; but we rely on donations from business and the public to fund much of this vital support.

“We’re very much looking forward to working with the Rolls-Royce team over the next 12 months.”

Swiss watchmaker Breitling also recently supported those in need, donating sales of a limited-edition timepiece to the Boomer Esiason Foundation, which helps those diagnosed with cystic fibrosis ([see story](#)).

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