

EVENTS/CAUSES

OTB Group introduces first corporate volunteer initiative

April 4, 2025



The corporation has launched Brave to Care, which grants its workers paid leave for lending a hand to local charitable projects. Image credit: OTB Group

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Italian luxury conglomerate OTB Group is assisting its employees who wish to give back to their communities.

The corporation has launched Brave to Care, which grants its workers paid leave for completing volunteer work at nonprofit organizations supported by the OTB Foundation. Formally announcing the initiative on March 31, the program has already seen great success, OTB Group shares.

"I am truly proud of the success of Brave to Care," said Renzo Rosso, chairman of OTB Group and OTB Foundation, in a statement.

"Thanks to this initiative, our people had the opportunity to live unique moments and actively participate in the many activities of OTB Foundation," Mr. Russo said. "In my circular vision of business where a company creates, produces, sells and gives back part of its value to society people's engagement is essential, and I am glad that our employees share this spirit."

"I hope other companies will follow our example and launch similar volunteer programs, choosing to donate their employees' time and professional skills to non-profit organizations."

Giving back

Brave to Care has already seen "broad participation," with 130-plus employees donating more than 700 volunteer hours to various causes.

The time is being spent at eight local charitable projects that the corporation's foundation has an existing relationship with, all of which are located in and around Milan, Bologna and Vicenza. A second version of the initiative is planned, which will increase the number of paid hours granted to staff and expand the offering to more organizations.



The community endeavors include support for disabled individuals, victims of gender-based violence, educators, local stores and young people in "situations of psycho-social distress." Image credit: OTB Group

"This is a highly impactful initiative that enriches both those who give and those who receive, fostering a strong integration of skills and sensibilities between the profit and non-profit sectors," said Arianna Alessi, VP of OTB Foundation, in a statement.

"We see active engagement from employees who, as volunteers, bring meaningful value to the activities they participate in," Ms. Alessi said. "For us, this is a significant first achievement, and we are now ready to expand our initiatives with additional options such as skills-based volunteering and Payroll Giving."

"We are leveraging our network to broaden our reach and involve other companies outside the Group."

Through the OTB Foundation, the group will seek to engage other local businesses in the initiative, assisting them in implementing their own corporate volunteering programs. The company is also going international with its support.

It recently renewed its sponsorship of the International Talent Support Contest, which rewards up-and-coming fashion, accessory and jewelry designers ([see story](#)).