

AUTOMOTIVE

Rolls-Royce extends House Charity partnership to 2026

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The company is circling back on a charitable collaboration. Image credit: Rolls-Royce

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce is continuing a philanthropic relationship.

For the first time, the company is bringing back a House Charity partner for a second year. This week, the company announced it is extending its 2025 House Charity collaboration with English community center Sage House's Dementia Support initiative into next year.

"For the first time since we began the House Charity programme back in 2003, we are extending our support for our current local good cause to a second year," Andrew Ball, head of corporate relations at **Rolls-Royce Motor Cars**, in a statement.

"Long experience has shown us that by the time we say goodbye to each House Charity, there is genuine trust, understanding, respect and affection between our respective organizations, and real momentum behind the fundraising effort," Mr. Ball said. "All of which is then set aside and started again from scratch with a new partner."

"Extending our support into a second year gives us the time and opportunity to really capitalize on all the good work done in the first year, enhancing our overall impact and making a more meaningful contribution over time."

Helping hand

By extending its partnership with Dementia Support at Sage House, the automaker hopes to continue its momentum in fundraising for the cause.

Rolls-Royce announced the news during a gala at its headquarters, where it was able to raise more than 50,000 pounds, or roughly \$65,000 at current exchange, for the charity. Going forward, all Charity House partnerships will last two years to maximize efficiency and community impact.



The House Charity initiative was introduced in 2003. Image credit: Rolls-Royce

Sage House provides support and care for those living with dementia, from pre-diagnosis to end of life, and their families. The program is said to have positively impacted thousands of lives in the West Sussex region.

"We could not be more thrilled and deeply honored to be chosen once again as the Rolls-Royce House Charity, particularly as this is the first time in the history of the programme that such an extension has been made," said Sally Tabbner, CEO of Sage House, in a statement.

"When the announcement was revealed at the gala event, it took us completely by surprise and transformed an already extraordinary evening into something truly magical," Ms. Tabbner said. "This continued partnership means we can reach and support even more families living with dementia, and we are profoundly grateful to Rolls-Royce for their belief in our work and for placing their trust in us for another year."

German automaker Porsche is also giving back, as it recently unveiled a large-scale collaboration with nonprofit organization Make-A-Wish International ([see story](#)).