

Social commitment: Porsche tackles things together

20/12/2024 In 2024, Porsche continued to support numerous social projects and once again encouraged many employees to take part in charitable activities. This commitment was further strengthened by brand ambassadors of the sports car manufacturer – including racing driver Timo Bernhard and skiing legend Aksel Lund Svindal.

Porsche is committed to supporting education and science, social affairs, sports, culture and the environment, with a focus on projects with a long-term impact. For many years, the company has been involved in numerous funding initiatives and it is particularly important to Porsche that these are supported by the whole team. The sports car manufacturer uses the 'Porsche hilft' intranet platform to provide its employees with appropriate volunteering opportunities.

Expanding the activities of volunteers

In 2024, Porsche again organised a large number of volunteer team activities at its locations in

Stuttgart. More than 550 employees took part. Together with the Trinkwasserwald e.V. organisation, they planted trees to generate additional clean drinking water. The Supp_Optimal team, meanwhile, distributed meals to those in need in Stuttgart.

Supp_Optimal: food distribution in Stuttgart

'Food for all' is the motto of the Supp_Optimal project. The Bürgerstiftung Stuttgart coordinates the preparation and distribution of food and hot meals to people experiencing homelessness in Stuttgart. Porsche has been supporting the project since 2020 and has donated around 1.5 million euros since then. As a result, more than 200,000 meals have been distributed to people in need. As part of 'Porsche hilft', more than 800 Porsche employees also took part in 32 volunteer activities on weekends.

Planting campaigns for high-quality groundwater and drinking water

The Trinkwasserwald e.V. association is committed to environmental education, awareness and near-natural silviculture, which is the care and culture of woodlands. Porsche has supported the organisation since 2017 and has donated a total of 1.6 million euros to date.

Voluntary tree-planting campaigns play a central role. By the end of 2024, the partnership had resulted in 62 hectares of mixed deciduous forest being planted in Leipzig and the Stuttgart region to promote high-quality groundwater and drinking water. This past year alone, four joint tree-planting campaigns took place, with about 180 employees from across the company planting approximately 5,600 trees. Porsche Brand Ambassador and racing driver Timo Bernhard was also there: "This is real Porsche spirit – for a good cause. It's a lot of fun to make a contribution to high-quality drinking water together with our Porsche colleagues."

Turbo for talents: goals for charity

As part of the annual Porsche Football Cup, the Turbo for Talents youth initiative collected donations for the Baden-Württemberg State Sports Association via its Goals for Charity campaign. For the fourth time, Porsche AG donated 500 euros for every goal scored by the young players. Thanks to so many balls hitting the back of the net, an impressive 30,000 euros was raised in September 2024. The funds went to the 'Moving more together' initiative, which works to integrate children and young people with a refugee or migrant background into sports clubs. “With the Goals for Charity campaign, we support many regional sports clubs and thus promote the integration of young people,” says professional footballer Sami Khedira, who is involved in the project. “This is a great contribution to our society. I am very proud to be part of this campaign.”

Porsche Tennis Grand Prix: Aces for Charity

At the Porsche Tennis Grand Prix in April 2024, Porsche AG once again donated 200 euros for every ace converted directly. A total of 178 Aces for Charity resulted in a rounded-up donation of 60,000 euros.

The donations benefited the charity partners of the tournament: the Agapedia Foundation for Children, Social Affairs and Education gGmbH and the Johanniter-Unfall-Hilfe Stuttgart. Both organisations are using the funds for projects that support refugees, including language courses that are intended to facilitate their arrival in Germany and their subsequent integration into the community.

The campaign has been an integral part of the traditional Stuttgart tennis tournament for many years.

24 Hours of Le Mans: Racing for Charity

At the 2024 24 Hours of Le Mans, Porsche AG carried out its Racing for Charity fundraising campaign for the second time. It donated 750 euros for each lap completed by the three participating Porsche 963s. The hybrid prototypes completed a total of 833 laps, with Porsche AG topping up the donation to 911,000 euros.

Benefitting from the money raised are the non-profit aid organisations Kinderherzen retten e.V. and Interplast Germany e.V., who received 350,000 euros each. The Ferry Porsche Foundation was also given 211,000 euros. Kinderherzen retten e.V. helps children with heart disease from medically less developed countries to lead a healthy life thanks to a single operation. The doctors of Interplast Germany e.V. perform plastic surgery operations on children from crisis areas and developing countries who have suffered injuries or burns. The Ferry Porsche Foundation supports seriously ill young people and their families.

Make-A-Wish

To mark its 75th anniversary in 2023, Porsche is donating around 1,800,000 euros to the Make-A-Wish foundation, which makes dreams and wishes come true for seriously ill children and young people. Inspired by the Porsche 356, the first Porsche sports car, the intention is to fulfil 356 wishes over three years, giving hope to children and their families during a difficult time. With the support of Porsche, the organisation has already fulfilled more than 200 of these wishes.

Educational initiatives in the context of refugee aid

With a training campus and a learning and counselling centre, the Stuttgart Community Foundation supports refugees and people with a migrant background as they look to enter education and

employment. The campus offers support with job applications, mentoring, tutoring and language. Porsche has been involved in the project since 2016 and donated another 30,000 euros in 2024.

Arthelps: psychological support through art therapy

Since the end of 2022, Porsche has been supporting the non-profit organisation Arthelps in providing psychological support to those affected by the Ukraine conflict. Through art, people can often express their feelings and experiences in a different way and communicate them to the outside world. In this way, therapists gain access to those affected and can help to guide them through their experiences. With the help of the donation from Porsche AG, Arthelps has so far been able to organise 1,327 creative workshops and around 1,446 therapeutic sessions for children, adolescents and women.

Children's Life Run: Porsche is committed to children's hospice work

The nationwide Children's Life Run works to raise awareness of the work of children's hospices. Following its involvement in 2022, Porsche was again the main sponsor of a 7,000-kilometre 'inclusion run'.

The third Children's Life Run was organised by the Federal Association of Children's Hospice e.V. and this year visited about 130 children's hospice sites across Germany. Different stages of the route were completed by different families, hospice staff, ambassadors and supporters. Andreas Haffner, Member of the Executive Board for Human Resources and Social Affairs at Porsche, is an ambassador for the run. "The work of children's hospices is so important, and for me, personally, being able to support them is a priority. Being able to spend time together is invaluable for the affected children and their families. Children's hospices provide significant support here. They give those affected valuable time together." Haffner sees the Children's Life Run as an important opportunity to raise awareness of a sensitive topic, with continuous education aiming to tackle what can perhaps be uncomfortable conversations.

Olympic Young Talent Foundation

Porsche AG has been supporting the OlympiaNachwuchs Foundation in Baden-Württemberg since 2016. It supports young athletes with a particular talent for Olympic sports such as athletics, rhythmic gymnastics, fencing, wrestling and cycling, helping them to manage their education, studies and family life alongside the requirements of training for a top-class discipline.

In 2024, thanks to support from Porsche AG, the foundation supported 84 young athletes across 23 sports on their journeys to the Olympics.

Aksel Lund Svindal, former professional skier and Porsche Brand Ambassador since 2019, emphasises the importance of this commitment: "As a former athlete, I know how difficult it is to balance education

and sport. Young athletes need an enormous amount of support for this. This makes partners like Porsche and the OlympiaNachwuchs Foundation all the more important."

Charitable projects in the Stuttgart Region

Christmas Campaign
The "Aktion Weihnachten" association supports people in need in the Stuttgart region, with alleviating personal hardship one of the core aims of this year's fundraising campaign. Various local projects are being supported as part of the organisation's Christmas Campaign, with the focus on three in particular: the Safe and Brave empowerment project of the AWO Stuttgart, which supports refugee women and children who are affected by domestic or sexual violence; the F.U.N.K. e.V., which provides mobility aids for children; and the Christmas Room project, which is run by Supp_Optimal and the food charity Harry ☒s Bude, and sees people in need being invited to a festive dinner under Stuttgart's Paulinenbrücke building. Porsche made its first financial contribution to this campaign in 2009. Kristin Bergemann, Head of Sports and Event Communications at Porsche AG, presented the club with a cheque for 10,000 euros this year.

"Weihnachtsmann & Co."
Porsche AG has been supporting the non-profit "Weihnachtsmann & Co." association since it was set up some 50 years ago. Andreas Haffner, Member of the Executive Board for Human Resources and Social Affairs at Porsche AG, presented the association with a 10,000-euro donation again this year, with the money supporting charitable institutions and organisations in the Stuttgart region. The donation was flanked by a voluntary work assignment by Porsche trainees and DHBW students at the Santa Claus & Co. stall at the Stuttgart Christmas market.

"It is common practice for us to look out for each other. Our solidarity goes beyond the factory gate. We try to help where help is urgently needed," says Haffner. "Supporting society is part of our culture at Porsche. That's why volunteer assignments are firmly planned into our training programmes. It is important to us that our junior members of the team develop not only professionally, but also personally."

Stuttgart Youth Centre – Mobifant and Flümo playbuses
The Stuttgarter Jugendhaus gGmbH – or Stuttgart Youth Centre – sponsors 41 facilities, cooperating with schools within the framework of school social work, and offering educational and social services, including careers support. For more than 40 years, Mobifant playbuses have been part of the organisation's offer. Thanks to the support of Porsche AG, the Flümo, a playbus specifically for refugees, has also been in operation since 2016. Equipped with a wide variety of play materials, these mobile units offer educational programmes for refugee children, with around 5,000 children enjoying access in 2024.

JOBLINGE gAG Region Stuttgart
At JOBLINGE, business, government and private individuals are working together to support young

people who have had a difficult start in life, helping them to have a brighter future. The aim is to make it easier for young people to fit comfortably into society and working life. Porsche has been supporting JOBLINGE since 2014, enabling a total of 179 young people to take up employment this year.

The Lukas project – support for employee children with different strengths
More than seven million people with severe disabilities live in Germany and they and their families often face major challenges. Through the Lukas project, Porsche is helping employees whose children need special support due to a mental or physical disability. The Porsche initiative started in 2019 and since then around 600,000 euros has been donated to integrative nurseries and all-day care facilities.

Reading and language promotion
Porsche is involved in various projects to promote literacy. These include the clubs of the Reading Foundation. With the help of the funding, 29 reading clubs have already been initiated in Stuttgart and Leipzig. These are rooms in primary schools that are equipped with special reading club furniture, age-appropriate books, media and materials.

Porsche also supports the initiative Leseohren e.V. in Stuttgart, with almost 600 volunteer reading mentors having now been trained by the association to read aloud in Stuttgart day-care centres, libraries and schools. The aim is to promote and strengthen language and reading skills while encouraging the enjoyment of books.

MEDIA ENQUIRIES



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Consumption data

Macan 4 (WLTP)*: Electrical consumption combined: 20.5 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all

sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Video

https://newstv.porsche.com/porschevideos/newstv.porsche.com_304624_en.mp4

Link Collection

Link to this article
https://newsroom.porsche.com/en/2024/company/porsche-tackles-things-together-social-commitment-2024-38245.html

Media Package
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