

Social commitment during the festive season

19/12/2025 Porsche has always seen itself as part of society and embraces this responsibility. That is why numerous charitable initiatives were supported again in 2025. Even in challenging times, the sports car manufacturer considers it essential to engage socially. CEO Dr. Oliver Blume and Board Member for Human Resources Vera Schalwig have once again underlined the importance of this commitment for Porsche and actively championed good causes.

Make-A-Wish

Mission accomplished: To mark its 75th anniversary in 2023, Porsche donated around €1.8 million to Make-A-Wish. The organisation fulfils dreams and wishes for seriously ill children and young people worldwide. Inspired by the Porsche 356 – the first Porsche sports car – the goal was to grant 356 wishes within three years. Now, Dr. Oliver Blume, Chairman of the Executive Board of Porsche AG, proudly announced that every wish has been fulfilled as planned.

These wishes were as diverse as the stories behind the children's and families' journeys: a winter

wonderland in the Rockies, a tandem skydive, a trip to the seaside, a visit to a locomotive museum – across the globe, Make-A-Wish and Porsche made children's hearts beat faster and helped them forget their often difficult everyday lives for a few precious hours. Dr. Blume commented: "The life stories behind these wishes move me deeply. I am all the happier that, with the support of Make-A-Wish, we were able to give the children and their families a little hope."

YOU Foundation

Just before Christmas, Porsche AG received a special honour: Dr h.c. Ute-Henriette Ohoven, UNESCO Special Ambassador and founder of the YOU Foundation, presented Porsche with the UNESCO Medal for its support of an educational project. The initiative was launched by the YOU Foundation in response to the devastating earthquakes in Turkey and Syria, which left many people in severe hardship through no fault of their own.

The foundation provided social and emotional support to children and young people affected by the earthquakes by introducing mobile educational programmes on site. This ensured access to high-quality learning content and allowed children to continue their education despite the disaster's impact. Porsche contributed more than €300,000 to make the project possible.

ARTHELPS: Psychological support through art therapy

ARTHELPS is a non-profit organisation founded by artists and creatives to support people from socially disadvantaged backgrounds or those living in crisis regions. Art enables individuals to express feelings and experiences in a unique way and to unlock their own creativity. Building on this idea, ARTHELPS launched an art therapy programme for children and young people affected by the conflict in Ukraine. This approach gives therapists access and allows them to provide targeted help to counter psychological problems. Since 2022, Porsche has donated more than €200,000 for this purpose. As a result, over 1,500 group therapy sessions and 1,400 individual sessions for children, adolescents and adults have been made possible.

Charitable projects in the Stuttgart region

"Aktion Weihnachten"

The „Aktion Weihnachten" ("Christmas Campaign") association supports people in need in Stuttgart and the surrounding region by funding various local projects. In 2025, the initiative focused on victim and trauma counselling provided by the Seehaus e.V. association in Leonberg, which assists people affected by crime. This year, targeted support was also given to people living with dementia – in particular through "robot cats" and sound bowl therapy. Porsche first contributed financially to this campaign in 2009. In 2025, Verónica Sapena-Mas, Head of Funding Projects at Porsche AG, presented

the association with a donation cheque for €10,000.

"Weihnachtsmann & Co."

Porsche AG has been supporting the charitable association "Weihnachtsmann & Co." ("Father Christmas & Co.") since its founding around 50 years ago. This year, Vera Schalwig, Member of the Executive Board for Human Resources and Social Affairs at Porsche AG, presented the association with a donation cheque for €10,000. With this contribution, "Weihnachtsmann & Co." funds charitable institutions and organisations in the Stuttgart region.

The donation was once again accompanied by voluntary work: Porsche apprentices and a dedicated team from R&D helped at the association's sales stand at the Stuttgart Christmas market. "I think it's fantastic that our apprentices have been involved here for years. It broadens their horizons and strengthens their social skills," says Vera Schalwig.

Olgäle Foundation for Sick Children e.V.

Porsche also maintains a long-standing relationship with the Olgäle-Stiftung für das kranke Kind e.V (Olgäle Foundation for Sick Children e.V.), established in Stuttgart in 1997. The foundation's mission is to support sick children and their parents during their stay at the Olgahospital children's clinic ("Olgäle"). In addition to ensuring optimal medical care, the foundation places great emphasis on social aspects, a child-friendly environment and psychosocial support for young patients.

This year brought a very special surprise: Vera Schalwig, Member of the Executive Board for Human Resources and Social Affairs, visited the children and described the initiative as a "matter close to her heart": "I am deeply impressed by the optimism of the children and their families. I'm keeping my fingers crossed for a speedy recovery for all of them."

MEDIA ENQUIRIES



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