Porsche hilft

24/07/2026 The “Porsche hilft” initiative complements Porsche's extensive financial aid with the placement of voluntary helpers.

Voluntary engagement is an integral part of Porsche's corporate culture. The “Porsche hilft” initiative complements Porsche's extensive financial aid with the placement of voluntary helpers.

A digital platform lists organizations and associations that need the support of volunteers. The selection of projects and organizations is aligned with the company's strategy, especially the sustainability aspects of engagement and empowerment. The platform enables every employee to find a suitable engagement, the support is delivered straight to the projects on site, and team cohesion among the employees is strengthened at the same time. Porsche is expanding the initiative continuously and broadening the array of possible assignments.

The existing offering is widely used. In 2025, volunteers contributed more than 3,000 hours of charitable work. For example, around 450 employees supported the “Supp_optimal – Food for All” initiative of the Bürgerstiftung Stuttgart and helped distribute roughly 3,000 meals to people in need. In addition, around 160 employees took part in planting activities organized by Trinkwasserwald e. V.,

planting more than 11,000 trees over the course of four events.

The annual Christmas campaign also took place in 2025: Porsche employees have the opportunity to fulfill a Christmas wish for children from disadvantaged backgrounds. In total, volunteers fulfilled more than 90 wishes and donated around €1,500.

With “Porsche hilft,” Porsche is focusing on people. The initiative makes it clear that each one of us can make an important contribution to society and help bring about positive change.

MEDIA ENQUIRIES

Thomas Hagg

Director Politics and Society (ad interim)
+49 (0) 711 / 911 24542
thomas.hagg@porsche.de

Maximilian Steiner

Team Lead Stakeholder Networks and Society
+49 (0) 170 / 911 6083
maximilian.steiner@porsche.de

Link Collection

Link to this article
https://newsroom.porsche.com/en/sustainability/partner-to-society/corporate-citizenship-projekt-porsche-hilft.html