

## AUTOMOTIVE

# Rolls-Royce wraps year four of youth mentorship program

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*For the first time, Rolls-Royce apprentices were invited to participate in the Dare to Dream initiative. Image credit: Rolls-Royce*

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce is supporting the next generation of student leaders.

For the fourth year in a row, 15 employee volunteers committed to mentoring high schoolers as part of Dare to Dream, a program created by the LoveLocalJobs Foundation, a registered charity organization connecting youth with leading local employers at its Goodwood Estate. For the first time, Rolls-Royce apprentices were invited to participate as the company continues to give back, allowing early career prospects to pay it forward.

"This is now the fourth year we have been working with Dare to Dream and everyone involved has found the journey very rewarding, from the young people taking part to our own team members acting as mentors," said Mark Adams, director of human resources at **Rolls-Royce Motor Cars**, in a statement.

"It was satisfying to see our apprentices take part this year," Mr. Adams said. "The talented apprentices that have successfully made it onto our prestigious program have a great deal of experience to offer young people seeking guidance.

"The ability for pupils to share their concerns, experiences and aspirations with those already in work is a huge confidence booster as they approach their GCSE choices."

## Driving forward

Taking CSR action in the Greater Sussex area once more ([see story](#)), Rolls-Royce welcomed freshmen from England's Chichester Free School, Bourne Community College and Ormiston Six Villages Academy this round.

Staffers from across the brand's divisions contribute to the annual philanthropic cause, lending bright minds from the surrounding community advice on life, academics and the workplace.

"We were thrilled to maintain our support of the Dare to Dream program this year and witness the continued positive impact it has had on the selected participants throughout the program," said Lydia Woodroff, HR sustainability business partner and Dare to Dream project coordinator at Rolls-Royce Motor Cars, in a statement.



*Employees serve as mentors for Rolls-Royce's Dare to Dream program. Image credit: Rolls-Royce*

"The mentees had the chance to meet some of our apprentices and observe how we foster people's early career development," Ms. Woodroff said. "They also watched the vehicle manufacturing process and experienced a customer reveal event, culminating in being photographed in a Rolls-Royce Phantom.

"We're grateful for this opportunity to showcase the diverse range of skills utilized within our organization, as well as the variety of roles we offer."