



Business Toolkit
Love Wānaka Community Fund

About

Love Wānaka is a giving platform that invites our visitors and visitor industry to protect this place, now and for generations to come.

Love Wānaka raises funds and awareness for critical climate, conservation, and biodiversity action. By connecting key industry operators, local businesses, and visitors, we're ensuring tourism in our region can drive positive environmental outcomes in a way that might not otherwise be achievable.

Love Wānaka also seeks to connect visitors with volunteer opportunities and acts as a hub for information and inspiration for sustainable, low-impact travel.

We're here to change the way we do tourism in our region, ensuring our industry gives back more than it takes. We hope you'll join us.

Big or small,
every donation
will help
accelerate the
restoration and
regeneration of
this place and
the taoka
(treasures)
it holds.



How it works

Love Wānaka seeks financial and in-kind donations from visitors and those within the visitor industry via industry touch-points, business partnerships, and in-district visitor activations.

All funds are pooled and held by our charitable partner - the Wakatipu Community Foundation - before being allocated to registered charitable organisations who work in the environmental space right here in Wānaka.

We tell the story of the impact we've made, together – before dusting ourselves off and doing it all over again.

20% of all funds are invested in an endowment fund, ensuring long-term, substantial funding opportunities into the future.

What we'll provide

Resources

We'll tee you up with all the print and digital assets you need.

Visibility

By supporting Love Wānaka, you'll be recognised as a business that's out there, doing good. Our visitors are increasingly aware of their own impact, and the impact of the activities and experiences they choose, so there's no better time to jump on board.

Support

We're here to make this easy. We'll work with you throughout this journey to ensure a best-fit approach for your business, and your clients.



Be part of the solution. Here's how your business can get on board:

Donate to Love Wānaka

Show your love with a charitable donation as and when you can, or keep it going with a donation per ticket, activity or experience sold. Every dollar goes back to protecting and regenerating our environment, plus all direct donations are eligible for charitable tax benefit.

Invite your guests to contribute

Make the first move by incorporating a donation into the cost of your product or experience or suggest a voluntary visitor donation at the point of sale. It's a powerful way to demonstrate your commitment to this place and invites your visitors to be part of the solution too.

Share the love

Display Love Wānaka assets in store, or use your online presence to connect your customers with opportunities to donate, lend a hand, or invest in our future. It's the telling of a new story about how to visit Wānaka and inspires the type of travel that we hope to see going forward.



**This is an invitation to come together as
an industry, leave a legacy we can be proud
of, and inspire change the world over.**

Let's Connect

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Love Wānaka is an initiative of Destination Southern Lakes [a collaboration between Lake Wānaka Tourism and Destination Queenstown] and is delivered in partnership with the Wakatipu Community Foundation: CC55258.

www.lovewanaka.co.nz

