



News release

4 August 2020

Planeterra Foundation raises \$100,000 in emergency funds for community tourism relief

- Non-profit raised \$100,000 to support community tourism businesses affected by COVID-19 shutdowns -

Earlier this week, Canadian non-profit Planeterra Foundation successfully closed their *Turn Travel Into Impact from Home* emergency fundraising campaign after successfully hitting their fundraising target of \$100,000. The campaign was aimed at encouraging travellers who have found themselves at home due to the spread of COVID-19 to continue to make an impact on small community businesses in the tourism industry.

Planeterra Foundation has disbursed 19 emergency relief grants during this time, and will continue to evaluate and support project partners until travel resumes.

“Just because this particular fundraising campaign has closed, does not mean we are done sending grants to our partners,” says Planeterra President Jamie Sweeting. “Our team continues to support our 85 community partners worldwide, and we are reviewing grant appeals on a regular basis, with more to disburse in the coming weeks.”

Planeterra’s *Turn Travel Into Impact from Home* campaign was launched at the end of March, when it became clear our community partners globally were going to need support to meet their basic needs during the pandemic, and ensure their recovery when travel reemerges post-COVID. After reaching their \$50,000 goal in June, Planeterra Founder and Chairman of the Board Bruce Poon Tip graciously offered to match donations for the remainder of the campaign, which helped the non-profit reach their second goal of \$100,000.

“We want to thank our global community of donors for their overwhelming support when our partners needed it most, but our work is far from over,” continued Sweeting. “The Planeterra team continues to help our partners that are dealing with the various stages of the pandemic. We hope



our growing community will join us as tourism and Planeterra reemerge stronger and more resilient than ever.”

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About Planeterra

Planeterra is committed to turning travel into impact by helping local communities earn an income from tourism. It is a non-profit organization created in 2003 by G Adventures’ founder, Bruce Poon Tip and was started with the purpose of connecting underserved communities to opportunities in the travel industry. Planeterra helps local organizations and communities use tourism as a catalyst to improve people’s lives, protect their natural environments, and celebrate their culture. For more information please visit www.planeterra.org

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