



Gary and Valley Neale of Brightwater Vineyards have launched a new label, Heroes of Humanity, as a fundraiser for the Fifehire Foundation. PHOTOS: MARTIN DE RUYTER/STUFF

Wine-loving 'heroes' can support charity

Fundraisers

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A Nelson winery has made it easy to give to charity while spreading some Christmas cheer.

Brightwater Vineyards has released two wines under the label Heroes of Humanity, and will donate a portion of the money from every sale to the Fifehire Foundation.

Brightwater Vineyards owners Valley and Gary Neale have been in the industry for more than 20 years, producing award-winning wines from their site in Main Road Hope.

A pinot noir and a sauvignon blanc are being sold under the Heroes of Humanity banner, with at least 20 per cent of each sale going to the Nelson-based charity.

Valley Neale said she and her husband always thought they would do some charity work when they retired, "but it's becoming increasingly obvious that we won't retire in the short to medium term".

The couple wanted to give back to the community, the only hurdle was which organisation to choose, she said. A chance call from Fifehire Foundation trustee Angela Ricker helped them decide.

"We thought, 'This is auspicious'."

The Fifehire Foundation is a charitable trust that provides assistance to Nelsonians in hardship and domestic crisis. It also gives grants to agencies that support local people in troubled situations. Employees of the organisation are paid by sponsors, so its costs are not funded by public donations.

Valley said the name for the new label came from the idea that the purchaser of the wine became "a hero of humanity".

The venture is a family affair – the label's heart-in-hands logo was designed by the Neales' son Joshua, a qualified digital designer.

Other companies got on board the charitable initiative by discounting the labels, boxes and bottles, "and this is being directly passed on as well", Valley said.



A pinot noir and a sauvignon blanc are being sold under the Heroes of Humanity banner, using a heart-in-hands logo designed by the Neales' son, Joshua.

Ricker said she was "excited and grateful" that the Neales had chosen the foundation for their initiative.

"They are part of our community, they know the money stays in this community. It's even more rewarding that everyone in our backyard is getting behind the Fifehire Foundation, everyone in our neighbourhood is coming out to help us, especially this time of year.

"We're extremely excited to receive their proceeds from this wine label and keep it in the community."

Gary Neale said the wines would be a perfect Christmas gift for Nelson companies, their staff and their families.

"It's a way that people can give without making any sacrifices themselves, because they're going to buy wine anyway. Buy this one and some of it goes to charity.

"Hopefully, some other producers will be able to offer their stuff in the same way."

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Gary Neale,
Brightwater Vineyards

Heroes of Humanity wines are available at Fresh Choice Nelson, Fresh Choice Richmond, Fresh Choice Takaka, New World Nelson, New World Stoke, Pak 'n Save, Liquorland New St, and Super Liquor Tahunanui, with more stockists to come.