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PATRICK GULPO & FLY CANVAS: EDUCATION FOR CHILDREN, ONE BAG AT A TIME

by [admin](#)



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FLARES



Patrick Gulpo is one of the [co-founding entrepreneurs](#) of Fly Canvas, a company with the ethos that “everyone carries something.” His optimism, and belief in humanity, has led him to create a [social enterprise](#) that produces fashion accessories like wallets and T-shirts that in turn help children in third-world countries receive the education they need to create change in their own communities.

Patrick Gulpo is Solving the Lack of Education in Third-World

Countries

[Fly Canvas](#) was to be a business that did more than just send a portion of their profits to deprived schools in Africa. Instead, they wanted a platform to help customers learn about the lives that disadvantaged children lead around the world. The name of their premier initiative is “before we can help, we must first know” – a key mantra that focuses the company on educating people about the problem they’re working to solve.

They understand that in order to make busy consumers dig deep, the products offered need to [stand out from the crowd](#). As such, the high-quality, limited-edition wallets, bags, and T-shirts from Fly Canvas focus on exclusivity and style to appeal to their customers. Each purchase of one of these high-style pieces sends a donation to help generate better education for children at the bottom of the pyramid.

Once a bag or a wallet is purchased, the first step is to show the power that donations are having. Schools might need funding in order to offer snacks and lunches to children who may not get a meal at home, or studying materials so they can become confident in literacy and numeracy. To encourage his customers to learn about the causes Fly Canvas supports, they include a booklet along with every purchase,



detailing the stories of those that Fly Canvas customers have helped. There's even an opportunity to start a dialogue through the company's pen pal scheme, which allows customers to opt to write back to people whose stories they have read.

About this Entrepreneur for a Change: Patrick Gulpo

[Patrick Gulpo](#) confesses that he's still a child at heart, profusely drawing in a notebook even as an adult. He also believes that everybody has a talent that should be shown to the world. With a strong interest in creativity, he has worked as a graphic designer, as an art teacher to young children, and as a marketing executive.



If his resume wasn't impressive enough, he can also speak two languages: English and Tagalog. When he isn't generating donations for an excellent cause, he likes to indulge in surfing and sewing.



Admin

Chief Evolutionary Officer at [Entrepreneurs for a Change](#)

Lorna Li is a business coach, entrepreneur and Amazon rainforest crusader, with a passion for green business, social enterprise, and indigenous wisdom. She helps changemaking entrepreneurs harness the power of the Internet to reach more people and make a bigger impact, while designing the lifestyle of their dreams. She is an [Internet marketing consultant to changemakers](#), and works with innovative tech startups, sustainable brands, social enterprises & B-Corporations on SEO, SEM & Social Media marketing.

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Tara Kehaka from Oakland was about to launch a new online business promoting sustainable tourism and accommodation. She trying to determine what kind of website she needed to power her business, in addition to the best way to name it. I can't say enough about Lorna's expertise in this field. So many options and routes to take when you're starting out. I'm starting my new business and have questions about choosing a domain name – Do hyphenated names work? How do I choose what domains to purchase? What types of names are going to be successful for SEO? Does .co work as well as .com? She clearly has a lot of experience and (I'm sure) has saved me a lot of time, work, and worry. It's good to know there's someone there who cares about changing the world, being green, and has all that experience to boot.”

– Tara Kehaka, Consultant at Mountain Sobek Travel



ABOUT ENTREPRENEURS FOR A CHANGE

Entrepreneurs for a Change is a podcast, community, and resource for entrepreneurs who are changing the world and the way we do business. We are about business for good, not business as usual. We are about making impact, while making profit. We are about loving our work, rather than hating our jobs. We are about designing a business that supports our lifestyle rather than work that takes over our lives. We are here to show you how you can have passionate work and adventure in life, through the mentorship of entrepreneurs who are already doing it

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