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LOW-INCOME AMERICANS AND HAITIANS SUPPORTED BY BLANKET AMERICA'S BOGO BEDDING PROGRAM

by [admin](#)



While it is hard to imagine, even countries as developed as the US have domestic poverty. The current economic slowdown doesn't help matters at all, but thankfully [social entrepreneurs](#) like Elizabeth Brown and Mesh Gelman of [Blanket America](#) are pioneering ways to let Americans help each other. Their [buy-one-give-one \(BOGO\) solution](#) provides much-needed bedding for low-income families in America.

How Blanket America is Solving Domestic Poverty

Despite being one of the wealthiest countries in the world, the US is not immune to poverty. Millions of American families are struggling to survive day-to-day without basic necessities such as food, health care, and standard living requirements. Blanket America believes Americans are eager to help one another, with the capability to donate as much as it can consume, and so they've found a way to allow consumers to directly be part of a positive change.

Blanket America specializes in quality sheets, pillows, bath items, blankets, and bedding, and their Buy 1, Give 1 program allows Americans to buy what they need while providing for others at the same time. The BOGO program is an opportunity for consumers to provide a matching donation for every item purchased through Blanket America. The gifts created through the BOGO program are managed through [Good360](#), the world's largest online product donation marketplace.



The founders of Blanket America don't want their good will to stop there. They are also working to solve [poverty issues in developing countries like Haiti](#). Their [Choose Haiti](#) bracelet, made from 100% recycled newspaper and bottles collected from Port-au-Prince by residents living in tent camps in Haiti create 3,000 jobs and provide a way for some of the waste materials

from the earthquake and consumer trash to go to good use.

About these Entrepreneurs for a Change: Elizabeth Brown and Mesh Gelman

Blanket America is an off-shoot of Extreme Linen which supplies mostly to retail outlets like Target, Kmart, Sears, and JC Penney. But the founders, Elizabeth Brown and Mesh Gelman, wanted to pioneer a business such as Blanket America that would be focused on giving. Elizabeth Brown hails from Columbia University and her studies revolved around art and anthropology. Haiti holds a very special place in her heart, having spent time on a spring break program there. Mesh Gelman took up Talmudic Studies in Jerusalem. Mesh believes that discipline is important when handling a task of any size, a philosophy he practices in all things, including his work with Blanket America's.



About

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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](#),

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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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