



NOTE: We sent a box of books to Canva HQ in Sydney. This is the letter that came with it.

**Dear Melanie, Cliff, Cameron & Team Canva**

**Canva: a force for good in the world.**

Behold! A package filled with books.

However, these aren't just books. They represent the voices of children, everywhere. Stories written and illustrated by an engaged and empowered young person wanting to change the world with their work. Not just for the joy of creative expression (although that alone is awesome), or for a tick or grade in a teacher's report. They're writing to change the world.

And, with the support of Canva, Upschool is being accessed in 148 countries, only 10 months since launching.

There are young girls tapping on keyboards in private schools in Sydney, and others clicking mice in clandestine classrooms in Afghanistan where the Taliban has decreed no female can access an education. There are young boys watching Canva tutorial videos in state schools in regional Victoria, and others using interpreters that periodically visit Indian slums, where they live, to transcribe their thoughts into words.

If that's not amazing enough, each of these children have selected, and are raising money for, a charity project that's helping to improve the lives of people and protect the planet. Some children don't even have access to enough money to live comfortably themselves, yet their work funds great organisations that are helping others in need. Such is the power of generosity and gratitude that these children are learning *through doing*.

Every child using **Upschool.co** is receiving an education that is imbued with purpose for a better tomorrow, and Canva is helping to make this happen.

We would love to share our story with you. We believe it's a story worth sharing. And spreading.

It wasn't that long ago that a young Melanie Perkins had a bold vision to build (in her words) '*The Future of Graphic Design*,' and she was boldly pitching this concept to over 100 VC firms, only to be shut down time and time again. But her vision was clear - and she could see a future that no one else could.

The (humbly) small team at Upschool firmly believes that we are building '*The Future of Education*'. We believe education should be free, purposeful and designed to allow children to build a better tomorrow. It should be engaging, and tailored to the unique preferences of each learner, supported by teachers who have the inspiration, tools and support to help children across the world '*find their magic*'.

If you believe in transforming education and harnessing the incredible utility of Canva to create meaningful local and global change, then we'd love to discuss how we can keep our courses, resources and learning materials free for children everywhere.

Will you make time to hear our story?

Please visit:  
[www.upschool.co/upschool-canva](http://www.upschool.co/upschool-canva)  
to see how we are currently using  
Canva and our plans for the future



With hope for the future (and a lot of #canvalove),  
**Richard Mills, Gavin McCormack, Jake Davies & Team**

+61 408 001 411  
jake@upschool.co  
www.upschool.co

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This is the message that is on the sticker inside each book.



This book has been written by a child, residing in any one of the 148 countries that **Upschool.co** currently broadcasts to, who wants to share two stories with you.

The first is a narrative, where a character discovers a problem and works to resolve it.

The second is the perspective of a child, expressed through images and words, designed in Canva, and imbued with meaning and purpose for a better tomorrow.

Both stories are inextricably intertwined within the pages of this single book for you to enjoy, and to learn from.

There are budding authors everywhere that have never heard of Upschool, nor accessed the free, quality education that it provides. Literally millions of children with a story to tell, but no way to tell it, and no one to listen. Teachers that struggle to inspire children to be the best version of themselves in a world crying out for something better. This needs to change.

Upschool galvanises teachers, parents and students everywhere through the power of education to drive the change they want to see in the world - for free. It supports generations of changemakers working towards a better future for the world, led by empowered and engaged young people.

At the core of this is Canva, and we need Canva's help.

Will you partner with Upschool to change the face of global education forever?

**With a lot of #canvalove,**

**Richard Mills, Gavin McCormack, Jake Davies & Team**

☎ +61 408 001 411

✉ [jake@upschool.co](mailto:jake@upschool.co)

🌐 [www.upschool.co](http://www.upschool.co)



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