**Wild & Kind CIC**

<https://wildandkind.com/>

Wild & Kind CIC is a Glasgow-based social enterprise providing ethical, direct to garment printing and embroidery services with a vision to tackle loneliness and isolation for people with marginalised gender identities.

Back in 2016, Founding Director Trudi Donahue, along with a friend, started running free craft workshops to meet like-minded people. The response to these events was huge, and so Wild & Kind was born out of the recognition of a need for safe social spaces for people with marginalised gender identities, which includes (but is not exclusive to): women, trans women, intersex folk, trans men, people who are gender fluid, gender queer and non-binary.

Since then, Trudi and her team have built an ethical garment print and embroidery enterprise, running ‘Wild’n’Craft’ workshops and taking on a 2000sq ft space in Bridgeton in early 2020 to increase the regularity of the workshops, as well as providing studio spaces for creatives.

Wild & Kind has been growing steadily over the last five years and gaining popularity with businesses and individuals nationwide. Besides their focus on tackling social issues, Wild & Kind actively looks to have a positive impact on the environment by promoting ethical alternatives to traditional, toxic printing methods, as well as exclusively using ethical garment suppliers which have proved to be a unique selling point for the organisation.

By securing a place on LaunchMe, they hope to realise their ambition of becoming one of the UK’s leading ethical garment print and embroidery companies, providing safe and meaningful employment opportunities while creating social change.

*“We are so excited to be a part of LaunchMe. Firstport have been there for us right from the start, and the support they’ve given us over the years is the reason why we are where we are now.*

*We’ve been growing steadily over the last 12 months, but it hasn’t been without its challenges. I’m hoping that LaunchMe will help me build the skills needed to manage the finance and development side of the company so that we can scale up to be a relatively large organisation, providing jobs and deliver even more social impact over the coming months.”* **Trudi Donahue, Director, Wild & Kind CIC**

Watch Trudi talk about her plans here: <https://vimeo.com/547991645>

Covid-19 had a significant, negative impact on Wild & Kind’s ability to operate sustainably. With continuing restrictions and social distancing requirements, running their studios the way they had originally intended to was no longer viable, which affected their ability to generate income whilst still incurring high overheads.

They applied to Adapt and Thrive to help refine their recovery plan so the organisation could continue to operate and to develop new services that would generate income. The Adapt and Thrive team supported Wild & Kind with their cashflow projections, clarifying aspects of their application and emphasising how the funding could make a positive contribution to their recovery plan.

Wild & Kind secured £17,212 to allow them to resume their workshops, which have become a source of support for so many, as well as generate income from the new services introduced as a response to the pandemic.

I applied for the Adapt and Thrive fund because the pandemic had completely turned our organisation upside down. We took on a 2000 sq ft space at the start of 2020 to help us realise our long term goal of opening a safe, creative space specifically for people from marginalised gender groups to come together both to work and to socialise. Within weeks of opening, the pandemic hit, and lockdown restrictions meant that our plans to run daily workshops and offer low cost equipment rental had to be put on hold.

*“The support I had in putting my application and plan together was unlike anything I have experienced before. My advisor was amazing and having one on one advice through a pretty stressful time was not only helpful in putting together a successful application, but took away a lot of the worries I had about my application.*

*The funding will allow us to refocus our time back towards offering creatives services until a time when we can safely have members come to and from the studio regularly.”*

Trudi Donahue, Founder, [Wild & Kind CIC](https://wildandkind.com/)

Image: Wild & Kind