



Parkestone Foundation Grant Acquittal 2024-2025

The Project: Cricut Machine and Accessories for Pride of the South

In response to our grant application made in June 2024, Pride of the South gratefully received an amount of \$1,499.88 from the Parkestone Foundation in order to purchase the a Cricut machine, accessories and supplies. The purchased items were as follows:

- A **Cricut Maker 3** machine for \$488
- A **Cricut Mug Press** machine for \$199
- A **Cricut EasyPress 3** machine for \$288
- Various accessories, equipment and blanks required to run the machines and make items

The purpose of the grant, as stated in the application, was to enable Pride of the South to both expand our range of merchandise and to promote our group and logo in order to increase visibility and reach more potential members. Our intention was also to generate income to allow POTS to continue our invaluable work in the LGBTQIA+ communities of Southern and wider Adelaide, both in continuing and expanding our regular groups and events, and in developing new programs in our community.

Outcomes of the Project

Thanks to the generous support of the Parkestone Foundation, Pride of the South has been able to significantly expand our creative capabilities and community engagement. After we spent time learning about the machines and their capabilities, we were able to use them to produce a range of beautiful, Pride of the South-branded mugs which were sold at our recent Southern Pride March stall. These items not only helped raise much-needed funds for our grassroots work, but also helped increase visibility and foster a sense of connection and identity within our local LGBTQIA+ community. We received many comments on how beautiful and professional the mugs were, thanks to the high standard of quality provided by the Cricut machines, and we are currently working on expanding our range to include multiple new pride-related designs to sell.

Another project currently in the works is the use of the Cricut machines to create Pride of the South logo t-shirts through a variety of methods including infusible ink, vinyl transfers, and stencils. While our members and supporters have previously had the opportunity to purchase POTS logo shirts and merchandise through a third-party website, Pride of the South had no control over the pricing of those third-party-created items, and we received very little income from them. In contrast, the T-shirts created we are creating using the Cricut machines will be able to be sold for lower prices than the third-party website items (making them far more accessible to lower-income community members); and POTS will receive 100% of the profit of the sales.



In addition, we have discovered that the Cricut machines' capabilities open up the exciting opportunity to turn reclaimed and thrifted T-shirts into Pride of the South logo shirts, which is an environmentally friendly and sustainable alternative to purchasing new and mass-produced blank t-shirts. This will decrease our impact on the environment as an organisation, as well as keeping more unwanted clothing out of landfill.

We have also been working on producing Pride of the South and LGBTIQA+ themed tote bags using iron-on vinyl. These tote bags are another great way we are promoting the Pride of the South logo and 'brand', starting conversations about what our group does, the events we offer and of course our annual Southern Pride March. Our goal for the next year is to increase production of these bags and make them available for free to our frequent members, as a way to keep our logo visible and relevant in the public eye, but equally importantly as a thank you for their loyal support of our group, community and activities.

Another upcoming project that we will utilise Cricut-produced stencils for will be our upcoming 'Painting POTS' pot painting workshop. We have used the Cricut to create a variety of stencils for participants to use while painting terracotta pots, including pride-themed stencils as well as nature and animal motifs. The machines have unlocked so many creative possibilities, and we are continuing to explore and experiment with new designs and products.

Future Plans for the Project

As we look to the future, we are hoping to increase the quantity of production of mugs, clothing and tote bags for both sale at our stalls and events, and also for providing free of charge to our supporters and members. Now that we have learned how to operate, manage and utilise the machines, we are looking forward to exploring their capabilities of the machines in more depth and trying more creative new ways to use them.

Specifically, we are planning to broaden our scope and start creating more generally LGBTIQA+-themed items in addition to our POTS logo items. We are currently working on creating more eye-catching new graphic designs that can be used to transfer onto shirts, tote bags and other items!

As we have had many membership changes in the last year, this project has mostly been managed by one committee member, so another goal we have is to train more of our new committee members in using the machines, to spread out the work and bring in more new ideas and creativity.

We are also investigating the machines' capabilities for use in producing professional-level packaging and labels for our fundraising stalls, using the cutting and print-then-cut functions on the Cricut Maker 3. For example, we are working on creating decorative labels for the polyhedral dice jars that we sell, incorporating creative names and fonts for the different sets as well as decorative borders and edges. We are using the Cricut Design space to create the designs,



using the print-then-cut function to download the design for printing, then return the printed label sheet to the machine for cutting. In addition, we are exploring the possibility of using the Cricut to cut out boxes for some of the jewellery pieces that we design, make and sell, for example bracelet boxes.

We are looking forward to many more years of creativity and colour thanks to the Parkestone Foundation's generous grant for our Cricut machine and accessories!

Summary and Thanks

Thanks to the extremely generous grant we received from the Parkestone Foundation for the purchase of a Cricut machine and accessories, we have been able to advance our organisation in many ways that would not have been possible otherwise. As an entirely volunteer-run and unfunded organisation without any regular income or backing, we are so incredibly grateful for the opportunity to purchase this equipment, and it certainly would never have been possible without the Parkestone Foundation! We would like to take this opportunity to thank the Foundation and the Trustees for their generosity in considering our application, we truly appreciate it. As a token of our gratitude and an example of the great things we are doing with the machine, we would like to present the Trustees with one of our rainbow Pride of the South mugs created using the Cricut Maker 3 and Mug Press. Thank you again!

