

# GRIMM & CO

Fundraising Handbook  
and Guidelines

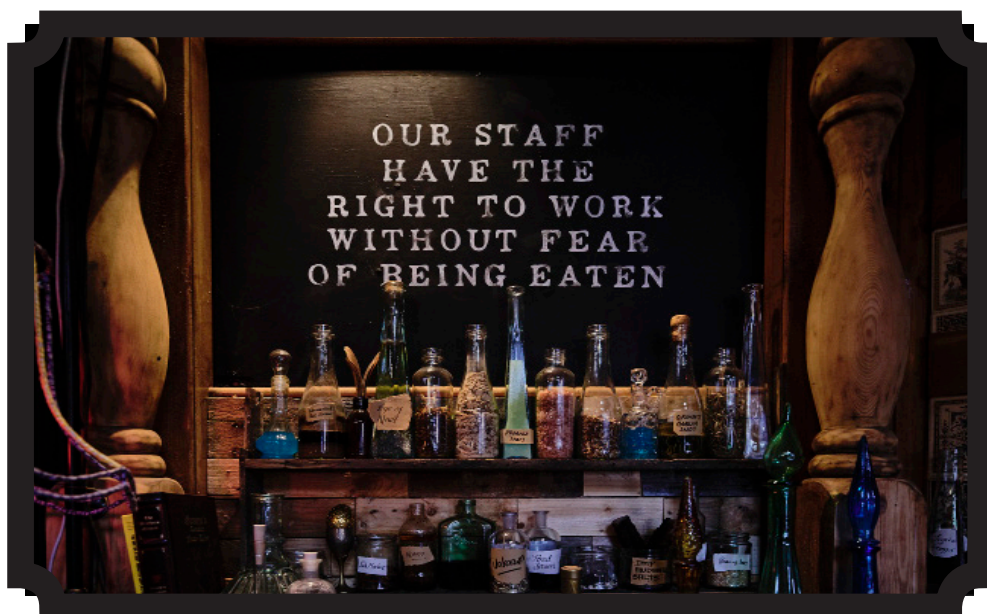


Thank you so much for taking an interest in our charity and the work that we do. We hope that you will be able to organise a fundraising event on behalf of Grimm & Co, and we really appreciate your support.

This handbook contains some guidelines for individuals or groups (magical or mortal) who would like to run a fundraiser to support the work that we do. It contains advice, tips for promoting your activity and resources for you to use (as well as the odd wild scheme and evil plot).

The first step is to complete the “Yes, I’d like to fundraise for Grimm & Co!” form at the back of this handbook, and return it to us at least 30 days prior to your event. This way, we can help you to plan and promote your event, and offer any other help you may need.

If you do have any questions, please do not hesitate to call the apothecary and speak to Louise Treloar, Fundraising Coordinator and general shop elf.



Based in the heart of Rotherham town centre, our apothecary has been open to magical beings since 1148, just before lunchtime. We have welcomed all sorts of fantastical being since that time, including witches, wizards, giants, troll, fairies, and many more besides. However, following discussions with Mary Portals, Queen of Shocks, in February 2016, Graham decided to take down the invisibility spell that had hidden the apothecary from mortal sight and open the doors to humans, mortals of all shapes and sizes. We are still getting used to some odd human foibles, and have found that our human customers have found a new use for some of our magical products. For example, we are told that humans use our ready blended potions as BATH SALTS! Curious.



A close-up photograph of a dark glass bottle of 'Heartburn For Dragons' liqueur. The bottle has a white label with the text 'HEARTBURN FOR DRAGONS' in a stylized, hand-drawn font. The bottle is sitting on a wooden bar surface. In the background, other bottles are visible, including one with a yellow label that says 'Pine'. The lighting is warm and focused on the bottle.

communication skills. We then provide a publishing platform so their voices and stories are heard. Visit the apothecary and see our Devious Dictionary, full of words and meanings invented by mini-mortals on a previous Grimm & Co project.



If Graham or Grizelda (Graham's sister, almost as old, and almost as grumpy) like these stories, they allow the children to leave down the beanstalk. A rare treat indeed!

During 2016, we welcomed 1337 children into our storymaking school workshops, in our out-of-school increase these numbers In addition to our usual story-making



workshops for schools, and activities for children and young people in the apothecary, we are also planning out-of-school activities such as Unthinking, Poetry and Place, Comedy writing workshops, script writing and film making, and much much more.



## JOIN US AND BE A PART OF THE ADVENTURE:

Every child who comes through our secret door does so for free! We want to ensure that activities for children will always be free, but we cannot run these fantastic workshops on goodwill and magic alone. There's one very important person who helps make the fairytale dream of Grimm & Co a reality... you!

We rely on your support and donations, which keep the spirit of Grimm & Co alive, and enables us to change the world, one story at a time!

A cake sale that raises £53 would pay for all the materials (paper, printing and binding) for a story making workshop. Running a quiz night that raises £160 would cover the cost for one child to take part in a week-long publishing project. Every little bit helps!

Let us know what you're planning on doing, and we'll be alongside you every step of the way to ensure your event is a success.

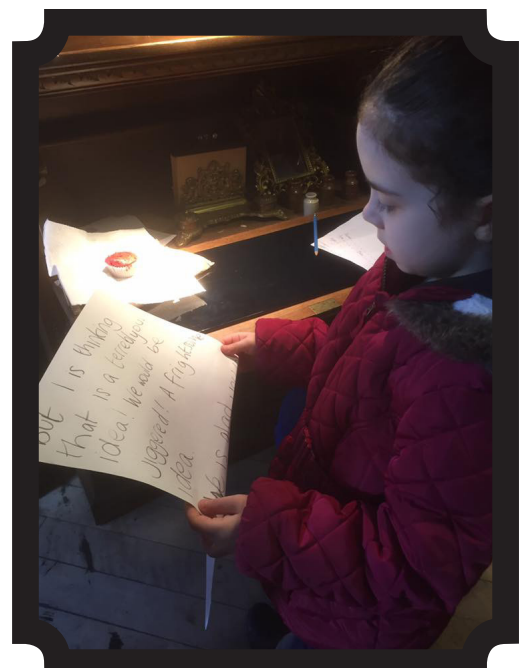
Here are some ideas of fun, exciting things that you could do:

- Host a coffee morning, and bake a few fairy cakes (with real edible fairy dust, of course)
- Be active! Do a sponsored run or bike ride, maybe even dressed as a magical creature or your favourite storybook character. How about a sponsored wizard walk?
- Do something we all love - read! Have a book morning with your friends – swap books, discuss your favourite book or have a book quiz.
- Run a magic related quiz at your local pub or at University.
- Host a fancy dress day, wearing the most magical of costumes.
- Do a raffle or auction of your old books, films, magazines, clothes and whatever else you may have stashed away.
- Organise a music event, with a band, raffle and food!
- Hold a garden party or BBQ.
- Talk to your company to suggest adopting us as Charity of the Year.
- Tick off a bucket list entry – have you always wanted to do a parachute jump? Take part in an extreme obstacle course? Or abseil down a very tall building? Have a (broomstick) race? Why not get sponsored while you do it?
- Organise a team treasure or scavenger hunt.



## IMPORTANT BITS:

- Be prepared – set a time, place and suitable date – the earlier people know, the better.
- Check your date doesn't clash with any other community or national events.
- Get organised – write a to-do list and allocate jobs.
- Set a budget and think about how much you'd like to raise. Sometimes it helps to let people know what your fundraising target is, as it gives them a more solid idea of how they can help.
- Publicise your amazing event! Shout from the rooftops! Tell your local newspaper or community group. Attach a banner to the back of your broomstick so that people can see while you are flying around. Let us know, and we can promote your event in the apothecary and using social media – why not put it on yours too?
- Be aware of health and safety, insurance, risk assessments, and food and drink licences, the bits that aren't as fun. Your council can help you out here, but let us know if you have any queries.
- Raffles and auctions can raise lots of money, and don't need a special licence if the tickets are sold and the winner announced on the same day. (Check with the local authority if you're not sure)
- You can set up your own online fundraising page, adding photos and stories, and promoting this through links with social media. The money and the gift aid is paid straight to Grimm & Co, so it's nice and easy for you.
- Your employer may have a match funding scheme as part of their Corporate Social Responsibility. Why not ask if they do, as they may match all the funds that you raise, doubling your impact!
- We want to show everyone how brilliant your fundraising event was, so please take pictures and videos (don't forget about consent) so that we can share and inspire others.
- After your event, please thank all those who supported you. Let them know how much was raised, what those funds will enable us to do, and how much they made a difference. Invite them to the apothecary as well, to see the magical world that we live in.





## RESOURCES:

We have some inspiring quotes and photos, which you are welcome to use to help to tell our story and encourage donations. We have included some here, but if you'd like more, please e-mail Louise at [info@grimmandco.co.uk](mailto:info@grimmandco.co.uk).

"They are absolutely fizzing with enthusiasm and ideas, and all they need is a little bit of encouragement to write their own story, which is exactly what they are getting here.... It's the most unique and marvelous showcase for things of the imagination and anything peripheral to magic. ...An absolutely wonderful resource for children of all ages."  
Joanne Harris, author and patron of Grimm & Co.

"The story of what this can do for a place like Rotherham, that needs stories telling about it, that needs to be able to invent its own story and retell its own story, through young people, through older people, through its network of volunteers. I think it's a very exciting and also very moving thing to just come here and see this maelstrom of activity. It's fantastic, it really is."  
Ian McMillan, poet.

"All students who visited Grimm and Co were completely engaged while they were there, in particular one student who is autistic and has significant behavioural problems had the time of his life! He relished being able to use his imagination freely, and was completely engaged and well behaved throughout the visit."  
Teacher, following a school visit.



"I absolutely loved my time spent writing and learning at Grimm & Co. Everyone I had the pleasure to meet was so welcoming and passionate about writing, making this whole experience even more enjoyable".  
Child, feeding back after a Grimm workshop.

Dear Our Grump Overlord, Graham. I really enjoyed the workshop. I found it really fun and I feel like it improved my writing skills and I learnt more about Victorian England. I don't know how it could be improved, but I do want to come to a workshop again. From, the most fabulous unicorn, Steph"

We can also provide postcards, information and bookmarks to give away to your supporters, to help you to explain to them what we are all about. Just ask if there is anything else you think you'll need!

Contact Us:

GRIMM & CO,  
THE OLD TOWN HALL,  
ROTHERHAM,  
S60 1QX  
01709829750  
[www.grimmandco.co.uk](http://www.grimmandco.co.uk)

Contact Louise on [INFO@GRIMMANDCO.CO.UK](mailto:INFO@GRIMMANDCO.CO.UK)

## SIGN ME UP!

Thank you for getting involved. We appreciate lots of time and effort goes in to your event, and we are eternally grateful. Please complete this form; letting us know what you're planning, we want to know so we can help you out.

Name of individual responsible for event: \_\_\_\_\_

Organisation/group name (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Have you volunteered with us before?: Yes/No

Details of your fundraising event:

What is it you're doing? \_\_\_\_\_  
\_\_\_\_\_

When is your event taking place? \_\_\_\_\_

Where will it be held \_\_\_\_\_  
\_\_\_\_\_

Declaration:

I have read and understood the Grimm & Co Fundraising Guidelines and I agree to observe and be bound by them.

Signature of Volunteer: \_\_\_\_\_

Date: \_\_\_\_\_

Approval:

Grimm & Co Approval: \_\_\_\_\_

Date: \_\_\_\_\_

Please use mortal mail to return to **GRIMM & CO, THE OLD TOWN HALL, ROTHERHAM, S60 1QX** .or by e-mail to [info@grimmandco.co.uk](mailto:info@grimmandco.co.uk)