

DUTIES & RESPONSIBILITIES OF BOARD MEMBERS

Position: President

Location: Remote with occasional on-site requirements (if applicable)

ROLE SUMMARY

The President serves as the primary leader and spokesperson for New Start Standardbred Adoption. This individual oversees daily operations, manages organizational communications, and coordinates the intake, care, and adoption of Standardbred horses. The President works closely with the board of directors, volunteers, and partners to ensure that New Start Standardbred Adoption remains mission-focused and operates with transparency, efficiency, and compassion.

KEY RESPONSIBILITIES

1. Leadership and Governance

- Lead and coordinate the activities of the board, ensuring the board fulfills its responsibilities for the governance and direction of the organization.
- Set and guide strategic priorities with board members, ensuring that goals align with the organization's mission and values.
- Facilitate board meetings, prepare agendas, and foster an environment for open, productive discussions.

2. Oversight of Operations and Horse Welfare

- Oversee day-to-day operations, including horse intake, care, rehabilitation, and adoption processes, ensuring all activities comply with ethical standards and best practices.
- Work closely with foster homes, and veterinarians to assess the health and rehabilitation needs of each horse and ensure they receive appropriate care.
- Coordinate with adoption applicants, owners, and foster homes, to ensure a thorough and compassionate adoption process, prioritizing each horse's welfare and suitability for potential adopters.

3. Communications and Public Relations

- Act as the spokesperson for New Start Standardbred Adoption, building and maintaining relationships with supporters, donors, media, and the equine community.
- Oversee and, where necessary, create organization-wide communications including social media, press releases, newsletters, and other public-facing materials.
- Respond promptly and professionally to inquiries from the public, donors, and media to promote the organization's mission and build trust within the community.

4. Volunteer and Staff Coordination

- Supervise and support a team of volunteers and board members, offering guidance, delegating tasks, and fostering a positive, mission-driven work environment.
- Lead volunteer recruitment, training, and retention efforts, ensuring all team members are adequately prepared to support horse care, administrative duties, and outreach activities.

5. Fundraising and Financial Stewardship

- Collaborate with board members to plan, execute, and support fundraising initiatives, including events, campaigns, grant applications, and donor outreach.
- Coordinate financial planning and budgeting efforts to ensure sustainability and transparency, helping to allocate funds effectively to support horse care and organizational growth.
- Encourage board participation in fundraising and advocate for financial policies that support the organization's mission.

6. Stakeholder and Community Engagement

- Build partnerships with local equine organizations, veterinary clinics, animal protection programs, and community leaders to enhance rescue and rehoming efforts.
- Foster relationships with the Harness Racing community, including breeders, trainers, and equine welfare advocates, to expand the organization's reach and impact.
- Represent the organization at events, fostering a positive public image and increasing awareness of the needs and success stories of Standardbred horses.

SKILLS AND QUALIFICATIONS

Experience: Prior experience in non-profit management, board governance, or leadership roles is preferred, especially in animal welfare, equine care, or a related field.

Equine Knowledge: Familiarity with the needs of Standardbred horses and general equine welfare standards.

Communication: Strong written and verbal communication skills; ability to effectively serve as the face of the organization.

Leadership: Demonstrated ability to lead teams, manage projects, and work collaboratively with diverse groups of people.

Organizational Skills: Exceptional ability to multitask, prioritize, and manage time effectively, with a focus on organizational goals.

Fundraising Knowledge: Experience in fundraising and donor relations; ability to inspire board and community support for fundraising initiatives.

Compassionate and Ethical: Deep commitment to animal welfare, ethical standards, and promoting humane treatment of all animals.

EXPECTED TIME COMMITMENT

Weekly Hours: Approximately 10-15 hours per week, with flexibility depending on specific events or initiatives.

Meeting Attendance: Regular board meetings, additional check-ins with board members and volunteers, and attendance at organization-related events as needed.

BENEFITS

- Opportunity to lead a passionate team and make a lasting impact on the lives of retired Standardbred horses.
- Gain valuable experience in non-profit leadership, animal welfare advocacy, and public relations.
- Be part of a community dedicated to the humane treatment and rehoming of retired Standardbred horses, improving their lives and prospects.

***Note:** This is a volunteer position, and no monetary compensation is provided. The role offers significant personal and professional rewards for those passionate about equine welfare and community service.*

Position: Vice-President

Location: Remote with occasional on-site requirements (if applicable)

ROLE SUMMARY

The Vice-President supports the President in leading New Start Standardbred Adoption and advancing its mission of rescuing, rehabilitating, and rehoming Standardbred horses. The Vice-President collaborates closely with the President to manage daily operations, assist in decision-making, and coordinate horse care and adoption efforts. Acting as a second-in-command, the Vice-President plays a key role in ensuring smooth operations and organizational continuity, stepping in for the President as needed.

KEY RESPONSIBILITIES

4. Assistance in Leadership and Governance

- Collaborate with the President to support and guide board activities, ensuring effective governance and alignment with the organization's mission.
- Act as a proxy in board meetings and other settings when the President is unavailable, helping maintain organizational continuity.

5. Operational Support and Horse Welfare

- Support daily operations related to horse intake, care, and rehabilitation by working with the President, foster homes, and veterinarians to ensure proper care and meet the unique needs of each horse.

6. Communications and Public Relations

- Support the development and distribution of organization-wide communications, including social media posts, newsletters, and website updates.

7. Volunteer and Staff Support

- Work with the President to manage, train, and support volunteers, ensuring all team members have the knowledge and resources needed to perform their duties effectively.

8. Fundraising and Financial Assistance

- Assist in the development and execution of fundraising events, helping coordinate logistics, promotion, and volunteer support.
- Collaborate with the President and board on fundraising efforts, participating in campaign planning, grant writing, and donor engagement activities.

9. Stakeholder and Community Engagement

- Act as an advocate with local equine organizations, veterinary clinics, animal protection programs, and community leaders to enhance rescue and rehoming efforts.

- Participate in events, conferences, and community outreach initiatives to raise awareness of the organization's work and the unique needs of Standardbred horses.

SKILLS AND QUALIFICATIONS

Experience: Previous experience in non-profit work, animal welfare, or equine care is preferred, especially in a supportive leadership role.

Equine Knowledge: Familiarity with Standardbred horses, general horse care, and rehabilitation practices.

Communication: Strong interpersonal and communication skills, capable of working effectively with diverse groups and assisting in public relations efforts.

Leadership: Proven ability to work closely with a leadership team, providing support and fostering a cohesive, mission-focused work environment.

Organizational Skills: Ability to manage multiple tasks, prioritize duties, and meet deadlines, with attention to detail and follow-through.

Fundraising Knowledge: Knowledge of or experience in fundraising, event planning, or donor relations is a plus.

Compassionate and Ethical: A commitment to animal welfare and a compassionate approach to supporting Standardbred horses and the people who care for them.

EXPECTED TIME COMMITMENT

Weekly Hours: Approximately 4-8 hours per week, with flexibility based on organizational needs and events.

Meeting Attendance: Regular participation in board meetings, check-ins with the President, and attendance at organization-related events as needed.

BENEFITS

- Opportunity to make a meaningful impact on the lives of Standardbred horses and gain experience in non-profit leadership.
- Work alongside a dedicated team of animal welfare advocates in a collaborative, mission-driven environment.
- Develop skills in board governance, animal welfare, public relations, and community engagement.

***Note:** This is a volunteer position, and no monetary compensation is provided. The role offers significant personal and professional rewards for those passionate about equine welfare and community service.*

Position: Secretary

Location: Remote with occasional on-site requirements (if applicable)

ROLE SUMMARY

The Secretary plays a vital role in the organization's administration, supporting the board with accurate record-keeping and file management. This position is essential for maintaining organizational records, managing adoption paperwork, and providing ongoing support to adopters through post-adoption check-ins. The Secretary will work closely with the President to ensure that all documentation and communications are organized, accessible, and professionally handled.

KEY RESPONSIBILITIES

1. Meeting Minutes and Documentation

- Record accurate minutes during board meetings, capturing essential details and action items to provide a thorough record for future reference.
- Distribute meeting minutes to board members promptly, ensuring clarity and accuracy, and maintaining confidentiality where necessary.
- Assist in preparing and organizing meeting agendas, following up on action items, and archiving records for easy access.

2. File and Document Organization

- Maintain and organize all records relating to horse intake, medical information, adoption paperwork, and rehabilitation progress, ensuring information is complete, up-to-date, and readily accessible.
- Oversee adoption documentation, including filing, and tracking completion of all required forms for each horse adopted through the organization.
- Implement a filing system to store and organize digital files, helping to create a streamlined approach to document management.

3. Post-Adoption Check-Ins and Communication

- Conduct timely post-adoption check-ins with adopters through email, ensuring each adopted horse is adjusting well to its new home.
- Address any questions or concerns from adopters during these check-ins, providing resources and support to ensure the horse's well-being and the adopter's satisfaction.
- Maintain a record of post-adoption communications and feedback, reporting any concerns to the board and providing insights to help improve the adoption process.

4. Adoption Support and Follow-Up

- Serve as a point of contact for adopters regarding post-adoption inquiries, building rapport and trust with the adoption community.
- Follow up on any required documentation, such as veterinary or health reports, from adopters to ensure each horse remains in good health and proper care.
- Maintain organized, ongoing communication with adopters, addressing questions and fostering positive relationships that encourage long-term commitment to the horses.

5. Administrative Support to the Board

- Provide general administrative support to the board, including organizing and distributing relevant documents, correspondence, and updates.
- Assist with data entry, reporting, and preparation of documents needed for board discussions, audits, or public reporting.
- Serve as a backup to other board members on administrative tasks as needed, supporting organizational continuity.

SKILLS AND QUALIFICATIONS

Experience: Prior experience in administrative roles, especially with non-profit or animal welfare organizations, is preferred.

Detail-Oriented: Strong organizational skills with high attention to detail, ensuring accurate documentation and effective follow-up.

Communication: Clear and compassionate written communication skills; ability to respond professionally to adopters and the public.

Filing and Record-Keeping: Knowledge of digital and physical filing systems, document management, and file maintenance.

Computer Literacy: Proficiency in email, Wix Websites, Microsoft Office, Google Suite, and any relevant database systems for record-keeping and communications.

Equine Knowledge: Basic understanding of horse care, especially Standardbreds, is helpful but not required.

EXPECTED TIME COMMITMENT

Weekly Hours: Approximately 6-10 hours per week, with flexibility based on the number of adoptions and board activities.

Meeting Attendance: Regular participation in board meetings and periodic check-ins with the President.

BENEFITS

- Opportunity to make a meaningful impact by supporting the rescue, care, and successful rehoming of Standardbred horses.
- Gain experience in non-profit administration, record-keeping, and adopter relations.
- Join a community of passionate animal advocates committed to promoting positive outcomes for horses and adopters alike.

***Note:** This is a volunteer position, with no monetary compensation provided. It offers rewarding experience in organizational management, animal welfare, and administrative support in a collaborative, mission-driven environment.*

Position: Treasurer

Location: Remote with occasional on-site requirements (if applicable)

ROLE SUMMARY

The Treasurer is responsible for overseeing the organization's financial health, focusing on fundraising activities and ensuring financial sustainability. Working closely with the President, the Treasurer will manage all aspects of fundraising, financial planning, and donor relations to secure resources needed to support the organization's mission. The Treasurer's role is key in maintaining the financial stability of New Start Standardbred Adoption and building a foundation for long-term growth.

KEY RESPONSIBILITIES

1. Fundraising Strategy and Execution

- Develop, implement, and manage fundraising strategies to meet the organization's financial goals, including annual and project-specific goals.
- Lead the planning, organization, and execution of fundraising campaigns, events, and initiatives that engage donors and increase funding.
- Collaborate with the board and volunteers to generate fundraising ideas, coordinate activities, and encourage board participation in development efforts.
- Work closely with the President to monitor the organization's financial health, tracking income and expenses to ensure effective resource allocation.

2. Budgeting and Long-Term Financial Planning

- Collaborate with the President to develop an annual budget that aligns with the organization's strategic goals and operational needs.
- Develop and implement a long-term financial stability plan, including identifying potential funding sources, planning for growth, and ensuring the organization's future financial health.
- Conduct financial forecasting and risk assessment to prepare for any challenges that may impact the organization's ability to meet its mission.

3. Grant Writing and Sponsorship Development

- Identify grant opportunities that align with the organization's mission and funding needs.
- Work with the Sponsorship Director to incorporate sponsorship packages and proposals concentrating towards corporate donors, focusing on mutually beneficial partnerships that provide value to both parties.
- Track application deadlines and reporting requirements for grants and sponsorships, ensuring compliance and maximizing funding potential.

4. Collaboration and Board Engagement

- Engage with other board members to foster a culture of financial awareness, providing insight and education on fundraising and budget matters.
- Participate in board meetings, presenting fundraising updates to keep the board informed and engaged in financial strategy.

SKILLS AND QUALIFICATIONS

Experience: Prior experience in fundraising, financial management, or non-profit development is preferred; experience in animal welfare or equine organizations is a plus.

Fundraising Knowledge: Familiarity with various fundraising techniques, including donor outreach, grant writing, and event planning.

Financial Literacy: Understanding of financial planning and budgeting, with attention to detail and transparency.

Communication: Strong written and verbal communication skills; ability to communicate financial information clearly to the board and donors.

Organizational Skills: Ability to multitask, prioritize activities, and meet deadlines in a dynamic, mission-driven environment.

Passion for Animal Welfare: A commitment to the mission of rescuing and rehoming Standardbred horses.

EXPECTED TIME COMMITMENT

Weekly Hours: Approximately 8-12 hours per week, with flexibility based on specific events, campaigns, and board activities.

Meeting Attendance: Regular participation in board meetings and check-ins with the President, along with attendance at fundraising events and community outreach activities as needed.

BENEFITS

- Opportunity to make a significant impact on the organization's financial health, directly supporting the rescue and rehoming of Standardbred horses.
- Develop skills in non-profit financial management, fundraising, and donor relations within a supportive, mission-driven environment.
- Work with a passionate board dedicated to animal welfare and creating positive outcomes for horses in need.

***Note:** This is a volunteer position and does not offer monetary compensation. The role offers meaningful experience in fundraising, financial planning, and non-profit development.*

Position: Donor and Industry Relations

Location: Remote with occasional on-site requirements (if applicable)

ROLE SUMMARY

The Director of Donor and Industry Relations serves as the primary point of contact for donor communications and acts as a liaison to the racing industry. This role is crucial in building and maintaining relationships with donors and key stakeholders within the racing community, nurturing awareness and support for New Start's mission.

KEY RESPONSIBILITIES

1. Donor Communications and Engagement

- Serve as the primary contact for donor communications, ensuring all messages reflect the organization's mission and values.
- Send timely thank-you messages and updates to donors, sponsors, and supporters.

2. Racing Industry Liaison

- Act as a liaison to the racing industry, building relationships with trainers, owners, racing organizations, and other stakeholders to promote awareness of the organization's mission.
- Attend occasional industry events, either virtually or in person, to represent New Start and build connections that support the organization's goals.

3. Industry and Donor Events Support

- Assist in planning or promoting small events or initiatives that strengthen ties with donors and industry stakeholders.
- Support communication efforts around industry or donor events, providing outreach, and assisting with follow-up to thank attendees and encourage future engagement.
- Work with other board members to ensure event messaging aligns with the organization's mission and values.

4. Stakeholder Feedback and Insights

- Gather feedback from industry stakeholders and donors to inform the organization's outreach and donor engagement strategies.
- Provide regular updates to the board on donor and industry relations activities, sharing insights on potential improvements or opportunities.
- Identify trends or interests within the racing industry that could inform future fundraising or sponsorship initiatives.

SKILLS AND QUALIFICATIONS

Experience: Previous experience in communications, relationship management, or customer service; familiarity with the racing industry is a requirement.

Communication Skills: Strong verbal and written communication skills with the ability to engage and inspire donors and industry contacts.

Relationship-Building: Ability to develop and maintain relationships within the racing industry and donor community.

Organizational Skills: Capable of managing time effectively, balancing donor communications and industry outreach.

Passion for Animal Welfare: A strong commitment to animal welfare and an interest in supporting the mission of rehoming Standardbred horses.

EXPECTED TIME COMMITMENT

Weekly Hours: 2-8 hours per week, with flexibility based on outreach needs and board activities.

Meeting Attendance: Participation in board meetings as needed, with occasional attendance at industry or donor events when possible.

BENEFITS

- Opportunity to make a meaningful impact by fostering community and industry relationships that support Standardbred horses.
- Gain experience in donor relations, communications, and partnership-building within a flexible, mission-focused role.
- Work with a dedicated board committed to promoting the welfare of Standardbred horses.

***Note:** This is a volunteer position with no monetary compensation. It offers a unique opportunity to develop skills in donor relations and industry outreach in support of New Start's mission.*

Position: Regional Development: Maritimes

Location: Remote with occasional on-site requirements (if applicable)

ROLE SUMMARY

The Director of Regional Development – Maritimes is a key leadership position responsible for overseeing and expanding the organization’s initiatives and programs within the Maritime provinces. This role works closely with the President to develop, implement, and evaluate strategies that promote the organization’s mission in this specific geographical area. The Director will engage with local communities, stakeholders, and volunteers, enhancing program outreach and ensuring effective services for Standardbred horses.

KEY RESPONSIBILITIES

1. Program Development and Oversight

- Lead the design, implementation, and evaluation of programs specific to the Maritime provinces, ensuring alignment with the organization’s mission and strategic goals.
- Conduct assessments of regional needs related to horse rescue, rehabilitation, and rehoming, identifying opportunities for program expansion and community support.
- Spearhead and organize fundraising activities specific to the Maritime provinces to secure resources for local programs and initiatives.
- Collaborate with the President and Treasurer to develop fundraising strategies, campaigns, and events that engage the community and promote donor support.

2. Community Engagement and Outreach

- Cultivate relationships with local communities, organizations, and stakeholders to promote awareness and support for New Start’s mission and programs.
- Organize and facilitate outreach initiatives, events, and educational programs to engage the public, raise awareness, and garner support for the organization’s work.
- Act as the primary point of contact for inquiries related to the organization’s activities in the Maritime region, ensuring clear and timely communication.

3. Volunteer Recruitment, Management, and Training

- Recruit, train, and manage volunteers across the Maritime provinces to support program initiatives, outreach efforts, and events.
- Foster a positive and inclusive environment for volunteers, recognizing their contributions and encouraging ongoing engagement.

4. Collaboration with Leadership and Strategic Planning

- Work closely with the President on strategic planning, budget development, and resource allocation specific to the Maritime provinces.
- Provide regular updates to the board and the President on regional developments, challenges, and opportunities, facilitating informed decision-making.
- Assist in the development of grant proposals, funding requests, and partnerships that address the needs of the Maritime region.

5. Advocacy and Representation

- Represent New Start at regional meetings, events, and conferences, advocating for the organization's mission and the welfare of Standardbred horses.
- Engage with local government officials, equine organizations, and racing industry stakeholders to promote collaboration and support for initiatives.
- Stay informed about regional issues affecting horse welfare and rescue efforts, advocating for policies that align with the organization's goals.

6. Marketing and Communication Strategies

- Collaborate with the marketing team to develop targeted communication strategies that resonate with the Maritime audience, enhancing visibility and support.
- Create and distribute promotional materials, newsletters, and social media content focused on regional programs, events, and success stories.
- Monitor and respond to feedback from the community and stakeholders, using insights to refine communication strategies.

SKILLS AND QUALIFICATIONS

Experience: Significant experience in program development, community engagement, or project management; experience in the animal welfare or equine sector is highly desirable.

Communication Skills: Excellent verbal and written communication skills, with the ability to engage effectively with diverse audiences, including donors, volunteers, and community members.

Organizational Skills: Strong project management skills with the ability to manage multiple priorities, meet deadlines, and work independently within a volunteer commitment.

Interpersonal Skills: Exceptional relationship-building skills, with the ability to collaborate with various stakeholders and inspire support for the organization.

Passion for Animal Welfare: A deep commitment to animal welfare, particularly related to Standardbred horses, and a desire to support the mission of rescuing and rehoming.

EXPECTED TIME COMMITMENT

Weekly Hours: Approximately 12-15 hours per week, with flexibility based on program needs and outreach activities.

Meeting Attendance: Regular participation in board meetings, check-ins with the President, and attendance at community events and outreach activities as needed.

BENEFITS

- Opportunity to make a significant impact on the welfare of Standardbred horses through regional program development and community engagement.
- Gain extensive experience in non-profit program management, community outreach, and volunteer coordination.
- Work with a dedicated team of individuals committed to improving the lives of horses in the Maritime provinces.

***Note:** This is a volunteer position with no monetary compensation. It offers valuable experience in regional development and community outreach within a mission-driven organization.*

Position: Development & Marketing

Location: Remote with occasional on-site requirements (if applicable)

ROLE SUMMARY

The Director of Development and Marketing is responsible for driving the organization's outreach, sponsorship, and donor engagement strategies. This role is crucial in promoting New Start's mission and cultivating community support, primarily through developing newsletters, coordinating the horse-specific sponsorship program, and managing other marketing initiatives. Working closely with the President and Treasurer, the Director of Development and Marketing helps build sustainable funding channels to support the organization's long-term financial goals.

KEY RESPONSIBILITIES

1. Newsletter and Content Creation

- Develop and distribute a monthly digital newsletter, sharing updates on horses in care, recent adoptions, and upcoming events.
- Highlight stories that showcase the organization's impact, creating compelling content that fosters donor loyalty and engagement.
- Work with the President to align newsletter content with organizational goals and key updates.

2. Horse Sponsorship Program Coordination

- Manage the horse sponsorship program, coordinating with the President to match sponsors with horses and track sponsorship contributions.
- Maintain regular email communication with sponsors, sharing personalized updates, photos, quarterly donor-specific newsletters, and stories on their sponsored horse.
- Collaborate with the President and Treasurer to ensure accurate records of sponsorship donations.

3. Social Media and Donor Engagement Support

- Assist in creating content for social media or email campaigns, promoting specific fundraising needs, events, or special stories.
- Support donor engagement activities, including thank-you messages and periodic check-ins with monthly sponsors to encourage continued support.
- Track donor responses and feedback to inform future outreach strategies.

4. Fundraising Event Support

- Provide support for occasional fundraising events, such as online campaigns or small community events, by helping with promotion and communication.
- Assist in creating event-related materials, such as digital flyers or online posts, and coordinate volunteer involvement if needed.

SKILLS AND QUALIFICATIONS

Experience: Some experience in marketing, fundraising, or communications; experience with non-profit or animal welfare organizations is a plus.

Communication Skills: Strong written communication skills; ability to craft engaging, clear, and mission-focused content.

Organization and Time Management: Ability to manage time efficiently, balancing regular tasks and project deadlines within a part-time commitment.

Basic Design Skills: Familiarity with tools like Canva or basic graphic design for creating simple visuals (preferred but not required).

Passion for Animal Welfare: A genuine commitment to animal welfare and New Start's mission of helping Standardbred horses.

EXPECTED TIME COMMITMENT

Weekly Hours: 4-10 hours per week, with flexibility based on specific tasks or fundraising activities.

Meeting Attendance: Participation in monthly board meetings and occasional check-ins with the President and Treasurer.

BENEFITS

- Opportunity to support impactful programs by engaging with the community and encouraging donor relationships.
- Gain experience in non-profit marketing and development on a part-time, flexible schedule.
- Work with a dedicated team to support the rescue and rehabilitation of Standardbred horses.

***Note:** This is a volunteer position with no monetary compensation. It provides meaningful experience in non-profit development and donor relations within a mission-driven organization.*