



2710 10th Line, Bradford, Ontario

Wishing Well Sanctuary

Board Job Descriptions

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I want the sanctuary to really be a sanctuary for all. ~ Brenda Bronfman	2
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Wishing Well Sanctuary

An oasis of discovery and development, repose, and renewal, our Wishing Well Sanctuary is a centre for personal growth, inner peace, healing and joy. We are also a farmed animal sanctuary with approximately 50 rescued animals. We therefore we can say that we truly are a sanctuary of all! This delightful retreat is just north of “Ontario’s food basket” (the Holland Marsh) near Bradford, Ontario. Just 45 minutes from central Toronto.



A peace pole was raised at the inaugural Wishing Well Sanctuary Open House, held in May 2012. On it are inscribed the words *May Peace Prevail On Earth* in Braille, English, French, Ojibway, Sanskrit, Hebrew and paw prints. We are all connected!

Wishing Well Sanctuary is a charitable organization; therefore, donations assist in feeding and caring for the animals at the Sanctuary and also assist in providing programs to youth and their families who otherwise could not afford to attend.

I want this sanctuary to really be a sanctuary for all. ~ Brenda Bronfman

Mission, Vision, and Values

Wishing Well Sanctuary is undergoing a strategic realignment in order to ensure that, going forward, we remain true to our mission, vision, and values. We will continue to ensure that our animal family receives excellent care and we will focus on our mission to promote mental health and well-being for children, youth, their families and caregivers; we will be extending sanctuary to those affected by trauma, addiction and other difficulties, by providing courses, seminars, and workshops.

We will continue to provide a safe haven for abused and neglected animals, to promote care and respect for all beings through humane education, and to foster personal and community responsibility to alleviate suffering. We also remain committed to promoting greater awareness of our relationship with, and impact on, the environment, by providing programs that encourage responsible stewardship of our planet.

During our review process, we have come to the understanding that a realignment of priorities is necessary in regards to board composition, governance, strategic staff skill set, and allocation of priorities. While complex and challenging, Wishing Well Sanctuary is well on the path to embracing these structural changes and solutions.

Now in our eighth year, we look forward to broadening the scope of our programs to include even greater community enrichment. We hope you will join us as we move forward and continue serving the people that reach out to us, the animals in our care, and those that support us in so doing.

Director: President

Job Title:	Director: President	Job Category:	Administrative
Organization	Wishing Well Sanctuary	Time Commitment	1. One day per week at Sanctuary 2. Works from home approx. 10 hours per week 3. Attends 1 Board Meeting per month
Location:	2710 10 th Line Bradford, ON		
Level/Salary Range:	Volunteer	Position Type:	Volunteer
Reports to:	Board of Directors & Founder	Organization Address	2710 10 th Line Bradford, On

Job Description
Role and Responsibilities
<ul style="list-style-type: none"> • Works closely with Founder. • Helps to raise funds for the charity under the guidance of the Director responsible for Fundraising. • The President acts in a position of trust for the corporation and is responsible for the effective governance of the organization.
Duties and Responsibilities:
<ul style="list-style-type: none"> • Provides guidance and leadership on Board governance. • Establishes overall long and short term goals, objectives and priorities for Wishing Well Sanctuary in meeting the needs of the community • Be a primary spokesperson for Wishing Well Sanctuary to the media and community at large • Addresses the Scheduled Board Meeting • Reports to Board on the status of major programs • Is a signing authority on behalf of the Board for financial and legal purposes • Represents the organization to Government and Municipal officials • Sets monthly Board meeting agenda and sends it out to all Board Members within one week of the Board meeting • Enhances relationships with other community groups and agencies
Board Responsibilities:
<ul style="list-style-type: none"> • Runs monthly board meetings
Preferred Skills:
<ul style="list-style-type: none"> • Good interpersonal, communication, and time management skills are essential.

Director: Fundraiser

Job Title:	Director: Fundraiser	Job Category:	Administrative
Organization	Wishing Well Sanctuary	Time Commitment	1. One day per week at Sanctuary 2. Works from home approx. 10 hours per week 3. Attends 1 Board Meeting per month
Location:	2710 10 th Line Bradford, ON		
Level/Salary Range:	Volunteer	Position Type:	Volunteer
Reports to:	Board of Directors & Founder	Organization Address	2710 10 th Line Bradford, On

Job Description
<p>Role and Responsibilities Works closely with Founder.</p> <p>Fundraising is one of the major responsibilities of a non-profit board of directors. The board needs to be prepared to effectively pursue the fundraising goals it establishes in support of the organization. The board works in conjunction with the staff to bring great influence and strength in support of the organization's broader fundraising plan.</p> <p>Strategic Direction of Wishing Well Sanctuary (WWS):</p> <ul style="list-style-type: none"> As a charity fundraiser, your remit is to increase the contributions of individuals and groups to a charity by building relationships and exploring new fundraising opportunities from various sources You'll need to be able to network, since success in the role depends heavily on being able to forge positive relationships with supporters. Another area of your role will be to raise awareness of the charity's work, aims and goals Your role is to provide leadership, financial support, and connection to donors and potential donors; Works with the other Board members and staff driving the day-to-day execution of most fundraising activities Due to the WWS' ongoing fundraising needs, the fundraiser has a standing committee for resource development; chairs the standing committee for resource development. The fundraising standing committee functions as the formal mechanism through which plans are developed and brought to the board for approval and execution. As a Major donor fundraiser, you will focus on developing relationships with key

supporters who can donate high-value gifts. And as a **Legacy fundraiser**, you will encourage supporters to consider leaving a gift to the WWS charity in their will.

This type of fundraising may suit people with an interest in law or accountancy

- While the fundraising standing committee may have the more formal and focused responsibilities, all board members have an important role to play. The fundraiser, in preparation for fundraising development, is greatly aided by all board members. In so doing, he/she acts as a leader in getting all board members to participate in the planning process, reading and providing feedback on the development of the case for support, understanding the development strategies being planned, and understanding their collective and individual roles
- Advocates on behalf of WWS as an important early part of the fundraising process
- Works with Board members in bringing two critical forms of leverage to the process: reach into the community through their own spheres of influence and the collective volume of their connections
- As an advocate for WWS, you should always be ready to tell the story of the organization and articulate the main points of the case for support. Walks around with a few key statistics and a story or two illustrating the good work of WWS, combined with the board member's passion to engage the prospect

Responsibilities:

As a charity fundraiser, you'll need to:

- Motivate and facilitate supporters to maximise the funds they raise
- Inspire new supporters to raise money, while maintaining and developing relationships with existing supporters
- Organise traditional activities, such as sponsored outdoor events and house-to-house collections of donated goods and money
- Develop new and imaginative fundraising activities, many of which involve organising events
- Raise awareness of the charity and its work at local and national levels, e.g. giving talks to groups or seeking photo opportunities with the media
- Develop and coordinate web-based fundraising, online auctions and merchandise sales
- Increase funds by researching and targeting charitable trusts whose criteria match the charity's aims and activities
- Develop and implement a strategy for individual and corporate supporter recruitment and development
- Recruit, organise and manage volunteers to carry out various functions within the charity
- Oversee corporate fundraising, including employee giving and matched giving from employers
- Manage and update databases to record donor contact and preference information
- Write applications and mail-shots, using direct mailing to reach a range of potential and current donors
- Make risk analyses and balancing time-cost ratios to focus effort on the fundraising activities that are most appropriate and will have the highest chance of success.

Banking:

- Accepts, tracks donations, and reports them to the Treasurer so that automatically donation receipts are sent.

Board Responsibilities:

- Attends monthly board meetings
- Prepares and presents monthly fundraising initiatives to the board
- Communicates as necessary with the sanctuary's accountant
- Researches applicable legislation from time to time that may be relevant to the sanctuary's fundraising initiatives and reports findings as needed to the board.

Preferred Skills This type of fundraising may suit people with an interest in law or accountancy. Personality traits that are beneficial for fundraisers include leadership skills and organizational abilities.

Director: Marketing and Communications

Job Title:	Director: Marketing and Communications	Job Category:	Administrative
Organization	Wishing Well Sanctuary	Time Commitment	1. One day per week at Sanctuary 2. Works from home approx. 10 hours per week 3. Attends 1 Board Meeting per month
Location:	2710 10 th Line Bradford, ON		
Level/Salary Range:	Volunteer	Position Type:	Volunteer
Reports to:	Board of Directors & Founder	Organization Address	2710 10 th Line Bradford, On

Job Description
<p>Role and Responsibilities</p> <p>Works closely with the Founder.</p> <p>Helps to raise funds for the charity under the guidance of the Director of Fundraising.</p> <p>As the Marketing and Communications Director, you will take the reins for the overall strategy and success of WWS' marketing and communications program including, but not limited to, the oversight of all aspects of internal and external digital marketing; brand messaging; content marketing; media relations; event management; and overall brand management. You'll work directly with our founder to establish our Sanctuary as a leading market force, and develop and maintain effective working relationships with all teams in the charity.</p> <p>Responsibilities:</p> <ul style="list-style-type: none"> • Manage the marketing plan budget and establish goals and objectives for all marketing activity, and track results and report on completion with WWS board on a regular basis • Stay abreast of current market conditions and trends and incorporate new innovations into charity marketing plans—this includes the production and distribution of marketing plans to channel partners • Ensure that all marketing material, and all initiatives, represent value to WWS supporters, including webinars, white papers, and case studies • Manage the charity's website, blog, SEO/SEM programs, resource center, and other marketing initiatives • Conduct surveys as needed to determine position in the market and advance aggressive marketing plans targeted to addressing supporter needs

Board Responsibilities:

- Attend monthly board meetings
- Prepares and presents marketing and communications reports to the board

Preferred Skills

- Strong understanding of web lead generation, including content marketing and SEM
- Strong understanding of traditional promotion, including conferences and PR

Additional Notes

This is an amazing opportunity for an experienced marketer who's looking to develop and deliver a fully integrated marketing strategy.

Director: Animal Care Specialist

Job Title:	Director: Animal Care Specialist	Job Category:	Administrative
Organization	Wishing Well Sanctuary	Time Commitment	1. One day per week at Sanctuary 2. Works from home approx. 10 hours per week 3. Attends 1 Board Meeting per month
Location:	2710 10 th Line Bradford, ON		
Level/Salary Range:	Volunteer	Position Type:	Volunteer
Reports to:	Board of Directors & Founder	Organization Address	2710 10 th Line Bradford, On

Job Description
<p>Role and Responsibilities</p> <p>Works closely with Founder.</p> <p>Helps to raise funds for the charity under the guidance of the Director of Fundraising.</p> <p>Specific Job Skills: Affection for animals, concern for their welfare, and a willingness to accommodate animals in the workplace. Ability and initiative, working with minimal supervision and direction.</p> <p>The WWS animal care specialist has knowledge about supervision and provision of the care, management, treatment, and sanitary conditions for animals, with a primary responsibility of prevention and control of diseases transmitted from animal to man and comprehensive care of residents of WWS.</p> <p>Duties and Responsibilities</p> <ul style="list-style-type: none"> ● Provides routine daily care for animals in veterinary treatment, obtains medical history from handlers in order to make informed decisions about necessary care and reports findings to WWS veterinarian ● Trains Sanctuary Caretaker on doses and administration of oral and topical medications as directed by the veterinarian. Ensures that Sanctuary Caretaker maintains sanitary conditions for all components of the veterinary treatment facilities to all areas and equipment. Be present during euthanasia when requested by veterinarian ● Is knowledgeable of the performance of routine diagnostic laboratory tests such as fecal smears, urinalysis, blood counts, and chemistries. Ensures that laboratory test results are recorded. Ensures that animal health records, immunization records,

animal registration files, animal bite case reports, and other administrative office files are initiated and maintained

- Provides technical guidance, management, and training to Sanctuary Caretaker. Prepares budgets, trains Sanctuary Caretaker in emergency care of animals

Board Responsibilities:

- Attends monthly board meetings
- Prepares and presents monthly financial reports to the board
- Communicates as necessary with the Founder on Animal Care
- Researches applicable legislation from time to time that may be relevant to the sanctuary's animal care, and reports findings as needed to the board

Preferred Skills: Good interpersonal, communication, and time management skills are essential.

Director: Treasurer/Secretary

Job Title:	Director: Treasurer/Secretary	Job Category:	Administrative
Organization	Wishing Well Sanctuary	Time Commitment	1. One day per week at Sanctuary 2. Works from home approx. 10 hours per week 3. Attends 1 Board Meeting per month
Location:	2710 10 th Line Bradford, ON		
Level/Salary Range:	Volunteer	Position Type:	Volunteer
Reports to:	Board of Directors & Founder	Organization Address	2710 10 th Line Bradford, On

Job Description	
Role and Responsibilities	
Works closely with the Founder. Helps to raise funds for the charity under the guidance of the Director of Fundraising. Supervises, trains, and gives guidance to the bookkeeper and the accounting volunteers. Completes accounting duties when bookkeeper or accounting volunteers are not available.	
Accounts Payable: Quickbooks <ul style="list-style-type: none"> ● Enters statements and bills from various vendors ● Enters all cash receipts ● Produces cheques for Founder's signature, to pay bills ● Mails cheques to vendors ● Photocopies vet bills and give to Caretaker for placement in animal files ● Files all receipts/statements in proper folder in filing cabinet ● Troubleshoots vendor issues 	
Accounts Receivable: Quickbooks and Donations database: <ul style="list-style-type: none"> ● Processes donation cheques, if any, weekly (Accounts Receivable) ● Accesses Wishing Well email once per week. Searches for Paypal new mail. Enters Paypal information into both databases. Moves mail messages to Paypal folder as complete ● Notifies Volunteer (TBD) when new sponsorship certificates are required ● Accesses Wishing Well Paypal account once per week. Transfers money from paypal to Sanctuary bank account 	

- Sales, such as facility rentals, tours, merchandise, are only entered into Quickbooks

Banking:

- Prepares bank deposit book
- Reconciles accounts using bank statements at months end

Payroll/Staffing:

- Prepares payroll bi-weekly using CRA calculator
- Enters payroll in Excel spreadsheet and Quickbooks
- Prints payroll cheques and staff pay stubs
- Prepares and sends CRA payroll remittances once per month
- Files payroll information in applicable binder
- Prepares weekly barn float

Tours/Events:

- Prepares cash floats for sanctuary tours and events

Board Responsibilities:

- Attends monthly board meetings
- Renders to the board members at the regular meetings or as required of him/her, an account of the significant or unusual transactions and of the financial position of Wishing Well Sanctuary
- Prepares and presents monthly financial reports to the board
- Communicates as necessary with the sanctuary's accountant
- Communicates as necessary with CRA
- Researches applicable legislation from time to time that may be relevant to the sanctuary's finances, staffing, and general administration, and reports findings as needed to the board
- Takes the minutes of each meeting and presents them at the subsequent meetings at the direction of the Board
- Is responsible for the safe custody of all corporate books and records, and must **not** release any information from these books and records except as authorized by the Board as required by statute