

SHAW PIT BULL REFUGE



and
PORKCHOP'S
PHAT FARM
COLUMBUS, MS

EMPLOYEE HANDBOOK

Fundraising, Treats & Outreach

A paid part-time nonprofit position

Hands-on work with dogs, pigs, goats, poultry, and property

About seven acres · Columbus, Mississippi

If something is unclear, ask management before making assumptions
or committing the organization to something.

Welcome to Shaw Pit Bull Refuge and Porkchop's Phat Farm!

Shaw PBR is a nonprofit rescue and refuge for pit bull-type dogs, and Porkchop's Phat Farm is home to pigs, goats, chickens, ducks, geese, and other farm animals. Together, we care for animals across approximately seven acres in Columbus, Mississippi.

This position was created to help us expand our fundraising, product sales, outreach, and marketing efforts. It combines practical work with the animals and property with the opportunity to develop new ways to bring in financial support.

The position includes baking and packaging dog treats, finding businesses interested in carrying them, managing merchandise and inventory, participating in appropriate local events, researching fundraising opportunities, building relationships with potential supporters, and gathering photos, videos, and information about our dogs for adoption and social media content.

Because this is a new position, many of the details will develop as we learn what works best. We welcome thoughtful suggestions and new ideas, but the position also requires someone willing to take initiative, conduct research, experiment with different approaches, and follow through without needing constant direction.

Our goal is to build sustainable support for the animals while developing a position that can support its own cost over time.

Understanding the Position

A new role that requires initiative

This is not an established position with a proven fundraising program, a ready-made list of donors, or detailed instructions for every situation. Some procedures and tracking systems are already in place, while others will need to be developed as the work progresses.

You will be expected to research fundraising opportunities, identify potential business partners, explore marketing ideas, contact prospective supporters, and determine which approaches are worth pursuing. That includes learning about opportunities we may not have considered and figuring out how to put promising ideas into practice.

Not every idea will work. Some calls will go unanswered, some businesses will decline, and some fundraising efforts may bring in little or no money. That is part of the process. What matters is approaching the work thoughtfully, keeping accurate records, learning from the results, and adjusting your approach rather than repeatedly doing the same things without a clear reason.

Management will provide information, establish priorities, answer questions, and help evaluate opportunities. However, the expectation is that you will do the research and groundwork, bring forward practical recommendations, and take responsibility for moving approved projects along.

The financial reality

We are a small nonprofit, and our resources are limited. We cannot offer a large starting wage or traditional employment benefits. The purpose of this position is to help generate the support needed to care for the animals and sustain the work being done here.

Continued employment depends on satisfactory performance and the position's overall results. We understand that fundraising takes time and that not every effort will succeed. We will consider the quality and consistency of the work, initiative, follow-through, relationships developed, sales, fundraising results, and progress toward building sustainable revenue.

However, effort alone cannot sustain a paid position indefinitely. If the position does not generate sufficient financial support or demonstrate a realistic path toward doing so, we may need to change the responsibilities, reduce the hours, or discontinue the position.

We want this expectation understood from the beginning so that both the employee and management have a clear understanding of what the position is intended to accomplish.

Our existing team and its limitations

The people already working here spend most of their time caring for the animals, administering medications, maintaining the property, and handling the daily responsibilities of the refuge and farm. The work is hands-on, and the needs of the animals come first.

We are a small team, and we do not have the staffing capacity to organize and operate large fundraising events, provide a team of employees to work outside events, or regularly send staff to activities such as Celebrity Wait Nights. We also cannot commit to labor-intensive projects that pull people away from their regular animal-care responsibilities.

This position is intended to help expand our reach without adding those demands to the existing team. We need someone comfortable approaching people, making calls, developing business relationships, and representing the organizations professionally. Our current staff can provide background information and guidance, but we cannot be the people who make calls, attend events, or carry fundraising projects forward.

Small, manageable local booths and other appropriate outreach activities will be part of the job when the time, cost, requirements, and likely benefit make sense. Any event or commitment must be presented to management before it is accepted.

Priorities and Responsibilities

The work will change somewhat from week to week, but the general priorities are:

- 1. Treat production and sales.** Bake and package treats, maintain inventory, keep existing shop relationships in good order, and find additional places to sell the product.
- 2. Fundraising research and outreach.** Identify realistic opportunities, research potential supporters and partners, make contact, test ideas, and follow through.
- 3. Merchandise and manageable events.** Track shirts, hats, and other merchandise; arrange appropriate sales opportunities; and participate in approved local events.
- 4. Dog enrichment and marketing material.** Spend scheduled time with the dogs, learn about their personalities, and gather useful notes, photos, and short videos for adoption and social media content.
- 5. Accurate records and communication.** Keep inventory, sales, fundraising contacts, expenses where applicable, mileage, and activity records current. Let management know what is working, what is not, and what needs attention.

Priorities may shift based on shop inventory, upcoming events, animal needs, and fundraising opportunities. Ask management when two important tasks compete for the same time.

Fundraising, Marketing, and Outreach Expectations

Fundraising is a central part of this position, not an occasional extra task. You are expected to devote time to finding opportunities and turning promising ideas into practical efforts.

Research and develop opportunities

Research is your responsibility. Start by learning about potential businesses, community organizations, employers, civic groups, charitable programs, matching-gift opportunities, in-kind donations, and other sources of support that may be a good fit for Shaw PBR or Porkchop's Phat Farm.

Look into how each opportunity works, who qualifies, what is required, when applications or requests are accepted, whether there are fees or other costs, and what kind of commitment would be expected from us. Do not assume that an idea is suitable simply because another nonprofit has used it.

Possible starting points include:

- Businesses interested in carrying our dog treats or offering a small ongoing contribution.
- Monthly food or animal-care partners.
- Matching-gift opportunities and employer giving programs.
- Donations of goods or services, such as printing, supplies, repairs, or other business services.
- Community groups willing to consider a modest donation or a short presentation.
- Memorial and honor gifts, medical-care appeals, and support for senior dogs.
- Small, manageable promotions or fundraising partnerships with local businesses.

These are starting points, not a complete list. We expect you to find additional possibilities through your own research.

Test, track, and improve

A promising idea should be researched before it is presented as a plan. When appropriate, start with a small test rather than investing significant time or money immediately.

Track what you did, who you contacted, the response, the cost, the amount raised or sold, and any useful lessons. If an approach does not work, consider why and whether it should be adjusted, tried again later, or set aside.

We do not expect every attempt to succeed. We do expect consistent effort, sensible judgment, accurate records, and a willingness to learn from both successes and failures.

Build relationships and follow through

Outreach may involve phone calls, emails, visits, applications, proposals, and follow-up conversations. You should be comfortable introducing yourself, explaining what our organizations do, making a clear request, and answering basic questions.

A refusal does not necessarily mean an opportunity is permanently closed. A business may be unable to help now but willing to reconsider later, or it may prefer a different kind of request. Record the response and any appropriate follow-up date.

Do not pressure people, make promises on our behalf, or commit us to a donation, partnership, expense, event, or other obligation without management approval.

Events and public outreach

We would like for you to participate in appropriate local sales or outreach events when they offer a reasonable opportunity to sell products, introduce people to the organizations, or generate support.

The position is not responsible for arranging large, labor-intensive on-site fundraisers or supplying staff to work outside fundraising events such as Celebrity Wait Nights. We do not have the available personnel for those commitments. Our existing staff's primary responsibility is caring for the animals, and we cannot routinely pull them away to staff events or provide extensive event support.

Before pursuing an event, research the fees, attendance, expected audience, setup requirements, staffing needs, schedule, and likely benefit. Discuss the opportunity with management before registering, paying a fee, or making a commitment. A smaller opportunity that can be managed well may be more useful than a large event that costs too much or requires more people than we have available.

Dog Treats, Shops, and Merchandise

Treat production

Treat production is a regular responsibility and takes priority over less urgent outreach tasks.

Use the approved recipe, shape, bag size, packaging, and labeling procedures. The mixer handles the initial mixing; you will knead, cut, and arrange the treats for baking.

The current baking process is:

- Bake for 15 minutes.
- Open the oven door and let the treats sit for 15 minutes.
- Remove them and allow them to cool for 15 minutes.
- Count 12 treats into each bag, vacuum-seal the bag, and place it in the outer packaging.
- Apply the required labels and expiration date.
- Record the quantity and expiration information in the inventory spreadsheet.

Labels and pricing materials should be prepared as needed. Treats must be packaged, dated, and recorded accurately. If you notice a problem with a batch, packaging, or equipment, stop and bring it to management's attention.

Baking may be scheduled weekly, approximately every 10 days, or as needed based on shop inventory. A separate Friday bake may be necessary when 7-Mahers needs product for Saturday. The schedule should reflect actual demand so we do not produce more than can reasonably be sold.

Home baking may be considered after the initial 30-to-60-day on-site period, provided the process is working well and management approves the arrangement.

Finding and maintaining retail locations

Two current outlets are 7-Mahers, which is open Saturdays, and Best Friends, which is open Monday through Friday. Expanding the number of suitable retail locations is an important goal.

Research and contact potential outlets such as veterinary clinics, groomers, feed stores, boutiques, coffee shops, and other businesses that may be a good fit. Keep a record of each contact, including the business name, contact person, date, response, and appropriate next step.

For each location carrying our treats, record:

- The date and number of bags delivered.
- The expiration dates.
- The number sold and the number remaining at each follow-up.
- The payment received and the number of new bags left.
- Any concerns, requests, or agreed-upon follow-up.

A business that declines should also be recorded so that we do not repeatedly approach the same person without a reason.

Payments and inventory

Treats, shirts, hats, and other merchandise must be tracked accurately. We need to know what we have, where it is, what has sold, and what money has been received.

Our payment options may include Venmo, Cash App, PayPal, Givebutter, and credit cards through Square at our own events. Arrangements with individual shops may vary.

Follow the approved payment and recordkeeping procedure for each location. Cash must be secured in the locked cashbox, returned to the rescue, and exchanged there. Cash must not be left overnight. Report discrepancies promptly rather than attempting to resolve unexplained differences on your own.

Merchandise and Approved Events

Merchandise sales and local booths can support both revenue and awareness. Maintain an accurate record of each item, including its type, size or color where applicable, quantity, location, and sales.

For approved events, responsibilities may include researching opportunities, confirming booth fees and nonprofit rates, arranging the approved setup, transporting supplies, displaying treats and merchandise, greeting visitors, answering basic questions, and recording sales.

A typical booth may require a canopy, table, treats, shirts, hats, and the cashbox. Use a checklist to ensure that the necessary supplies are available and returned afterward.

At the end of the event, reconcile the inventory and sales records and secure all cash. Report the outcome, including expenses, sales, contacts made, and anything that could improve a future event.

A booth is an opportunity to introduce people to our organizations as well as to sell products. Be approachable and helpful, but keep information accurate and refer questions to management when you are unsure of the answer.

Dog Time and Marketing Material

Scheduled time in the play yard is intended to give the dogs enrichment while helping us gather useful information and good-quality images for adoption and social media content.

You will need to learn each dog's personality, preferences, energy level, favorite toys, tricks, and comfort with attention. You must also be comfortable and capable of getting dogs out of and back into their kennels and the play yard, following all handling instructions.

During these sessions:

- Observe the dog's personality and behavior without forcing interaction.
- Note favorite toys, known tricks, energy level, and preferences.
- Record whether the dog seeks attention or prefers a little space.
- Take clear photos and short videos that show the dog's face, personality, toys, or tricks when appropriate.
- Write a few straightforward notes that may help with an adoption bio or social media post.
- Submit the notes and original photos or videos according to the agreed-upon schedule.

You are gathering material, not independently publishing content. Social media posts and public-facing content for the organizations are reviewed and posted by management.

Dog time is generally planned for Thursday and Friday when no treat bake or upcoming event requires that time. Friday may instead be needed for the 7-Mahers bake or event preparation. Play-yard sessions remain on site and may be postponed because of unsafe weather or other concerns.

Schedule, Location, and Working Arrangements

The position is expected to average approximately four hours per day, or about 20 hours per week. Exact days and times will be arranged with management based on current needs.

A typical week may include:

- **Monday through Wednesday:** Treat production, packaging, shop visits, sales, research, calls, and outreach.
- **Thursday:** Dog time, photos, videos, notes, or other assigned work.
- **Friday:** Dog time when available, or baking and preparation for Saturday sales or events.
- **Saturday:** An approved booth or event may replace a weekday shift.

This is a general outline, not a fixed schedule. Treat demand, shop inventory, event dates, and other priorities may change the plan.

The first 30 to 60 days will be spent on site so you can learn the routines, meet the animals, understand the products, and become familiar with our procedures. After that period, home baking or office work may be considered with management approval. Shop visits, approved events, and dog time still require in-person attendance.

Once a shift is agreed upon, we count on you to be there and ready to work. Notify management as soon as possible if you cannot attend or need to change your schedule. Discuss schedule changes in advance whenever possible.

Hours are flexible within the needs of the position, but they must be coordinated with management. Additional time must be approved and handled under the organization's applicable timekeeping and pay procedures.

Management and Communication

Kenneth Shaw is the primary contact for hiring, day-to-day on-site questions, animal handling and training, treat baking, and related operational matters.

Aimee Shaw is the primary contact for social media imagery and content questions, fundraising matters, spreadsheets, financial records, and related administrative issues.

Management will provide direction, answer questions, and help evaluate opportunities. Because the position is new, procedures and spreadsheets may change as we determine what works best. Employee suggestions for improving them are welcome.

We cannot provide constant supervision or make every decision for you. Keep management informed of progress, bring forward useful ideas, and raise concerns before they become larger problems. Ask before acting when an animal's safety, money, an expense, public information, or an outside commitment is involved.

Do not guess when information is missing, and do not promise something on behalf of Shaw PBR or Porkchop's Phat Farm without approval.

Employment Expectations and Workplace Conduct

We expect staff to:

- Be dependable, punctual, and prepared for assigned work.
- Work independently while following management's direction and established procedures.
- Treat animals, coworkers, visitors, shop owners, and community members respectfully.
- Maintain honest and accurate records of inventory, sales, fundraising contacts, mileage, and money.
- Protect confidential information and the reputation of the organizations.
- Keep work areas and supplies orderly and secure.
- Communicate problems promptly and professionally.
- Avoid gossip, personal disputes, or public complaints as a substitute for addressing concerns directly.
- Never handle animals, money, products, equipment, or drive for work while impaired.

This work can be physically demanding, messy, unpredictable, and emotionally challenging. The right person will be dependable, detail-oriented, comfortable talking with the public, willing to learn, and able to keep moving when an idea does not work the first time.

Initial evaluation period and continued employment

The first 30 to 60 days are an initial evaluation period spent on site. During this time, management will assess reliability, safety, accuracy, work quality, communication, independence, and ability to learn the routines.

Because this is a new position, evaluation will also include how well you research opportunities, develop workable ideas, follow through, keep records, build relationships, and contribute to sales and fundraising. We will look at progress over time rather than expecting every individual effort to succeed.

Completing the initial period does not guarantee continued employment. Ongoing employment depends on satisfactory performance and whether the role is producing meaningful results and has a reasonable path toward supporting its cost. Management may adjust priorities or procedures as we learn more about the position.

Animal safety is non-negotiable. Failure to follow animal-handling procedures that puts an animal at risk may result in immediate termination, depending on the circumstances.

Vehicle and mileage

A dependable vehicle and valid driver's license are required. Approved work-related mileage is reimbursed at \$0.50 per mile, with the date, destination, and miles recorded in the designated spreadsheet. Travel between the refuge, shops, and approved events may qualify.

Pay, benefits, and time off

This is a part-time paid position. We do not offer health insurance, retirement benefits, or similar benefits.

Vacation accrues at one hour for every 40 hours worked, up to 26 hours per year, based on the current policy for a 20-hour workweek.

Holiday pay for major holidays is calculated using the average hours worked over the previous five working days. For example, 20 hours worked over five working days results in four hours of holiday pay. When a holiday falls on a weekend, up to two hours may be paid on the preceding workday, subject to the organization's policy.

All work hours must be recorded accurately. Overtime and additional hours must be handled in accordance with applicable law and the organization's timekeeping procedures. Discuss any extra hours or schedule adjustments with management in advance.

Drug testing

Shaw PBR may conduct occasional drug testing. Employees must not be impaired while working, handling animals, driving for work, or representing the organizations.

Dress and personal safety

Wear non-slip shoes and clothing suitable for animal care, baking, lifting, outdoor work, and events. Clothing may become dirty or damaged. Do not wear hoop earrings or long necklaces around animals.

Resolving concerns

Raise misunderstandings, questions, and concerns promptly with the person who can help resolve them. If a concern involves animal safety, financial handling, or a commitment made on behalf of the organization, notify management immediately.

Privacy and Public Information

Protect donor information, adopter details, animal medical records, internal discussions, and other confidential information. Do not share private information with visitors, followers, businesses, or others who do not have a legitimate need to know.

Be accurate and respectful when discussing the organizations. If you are asked a question you cannot answer, refer the person to management rather than guessing.

Photos, videos, and notes gathered for Shaw PBR are for the organization's use. Do not independently publish material or make public statements on behalf of the organizations without authorization.

Frequently Asked Questions

Can I work from home?

Possibly, after the initial 30-to-60-day on-site period. Home baking and office work require management approval. Dog time, shop visits, and events remain in person.

Will I be expected to raise a certain amount immediately?

The position is new, so results will take time to evaluate. However, you are expected to research, make contacts, test ideas, keep records, and demonstrate consistent progress. Continued employment depends on performance and the position's ability to generate sufficient support over time.

Can I organize a large fundraising event or volunteer to staff an outside event?

Not without prior approval. We do not have the staffing capacity for large on-site fundraisers or outside events that require our existing team to provide personnel. Research manageable alternatives and discuss any proposed commitment with management first.

Will management provide all the fundraising ideas?

No. Management will share background information and evaluate proposals, but independent research, idea development, testing, and follow-through are essential parts of this position.

What if an idea fails?

Not every idea will work. Record the results, consider what you learned, and recommend whether to adjust the approach, try again later, or move on to something else.

What if I am unsure about an animal or a public question?

Do not guess or take unnecessary risks. Ask management about animal handling, and refer questions to the appropriate contact when you do not have an approved answer.

Contact Information

Shaw Pit Bull Refuge & Porkchop's Phat Farm

368 Old New Hope Road

Columbus, MS 39702

Office: 662-386-SHAW (7429)

Facebook: facebook.com/ShawPBR

Websites: shawpbr.org / whatisabaitdog.org / pcphatfarm.org

Kenneth Shaw: 662-386-9153

Aimee Shaw: 662-386-1012 / aimee@shawpbr.org

Instagram: instagram.com/shawpitbullrescue

Acknowledgment of Receipt

I acknowledge that I have received and read the Shaw Pit Bull Refuge and Porkchop's Phat Farm Employee Handbook. I understand that it describes the duties, workplace expectations, safety procedures, and employment policies associated with this position.

I understand that this is a new fundraising, marketing, and outreach position that requires independent research, initiative, trial and error, accurate recordkeeping, and consistent follow-through. I understand that satisfactory performance and the position's ability to generate sufficient financial support are important considerations in continued employment.

I understand that animal care and safety take priority, that I must follow established animal-handling procedures, and that I must promptly report injuries, safety concerns, financial discrepancies, and other significant problems to management.

I understand that I must obtain approval before committing the organizations to expenses, events, partnerships, or other obligations; protect confidential information; accurately record my work hours, mileage, inventory, and sales; and ask management when instructions or procedures are unclear.

I understand that I am responsible for reviewing and following the policies in this handbook and that management may update duties and procedures as the needs of the organizations change.

Employee name (print)

Date

Employee signature

Management signature

Date