

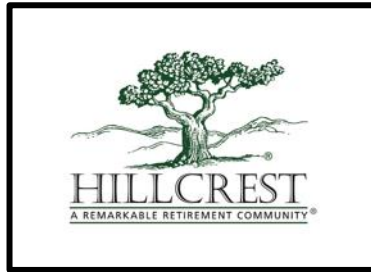


**CHIEF DEVELOPMENT OFFICER**

**HILLCREST**

**La Verne, California**

**[Hillcrest Retirement Community](#)**



The Aspen Leadership Group is proud to partner with Hillcrest in the search for a Chief Development Officer.

The Chief Development Officer will manage the development department in order to provide an effective, full-scale, fundraising and community relations programs for Hillcrest. The Chief Development Officer will create and realize a multi-year plan to raise sufficient funds to cover the charitable and capital needs of Hillcrest as well as plan specialized events (mixers, dinners, programs, etc.) to educate and instill within donors a desire to support Hillcrest and its various causes.

Hillcrest's mission, vision, and values make it a hallmark for senior living in Southern California. Hillcrest provide residents with an enriched life experience while offering them more control over their future health care needs and services.

Hillcrest's roots were planted in 1947, when La Verne residents partnered with the Church of the Brethren to create a retirement home for the community. With six-and-a-half acres and a little good fortune, Hillcrest provided La Verne's seniors with ten cottages, a chapel, and manor.

Over the years, Hillcrest has evolved with the times, growing to accommodate healthcare needs and a rising population. The property now spans more than 50 acres and has undergone numerous upgrades, replacements, and additions. The community now includes The Village Center, a progressive Aquatic and Fitness Center, the Dean Kieffaber Interfaith Chapel with its beautiful hand-carved oak doors, new residential homes in Pinecrest, Birch Court, Maple Court, and The Village Suites. Hillcrest maintains first-rate healthcare facilities to offer services that fit the needs of each resident. Just minutes from downtown La Verne, Hillcrest's trees and gardens blend beautifully with the surrounding neighborhood in an environment as active and diverse as its residents.

## REPORTING RELATIONSHIPS

The Chief Development Officer will report to the President and Chief Executive Officer, Matthew Neeley.

## PRINCIPAL OPPORTUNITIES

*Hillcrest operates as a nonprofit in the best sense of the word. Residents, volunteers, and associates work together to raise funds to support the capital and benevolent needs of Hillcrest. This includes serving those residents who outlive their resources or skilled nursing community members whose resources may be insufficient to cover the costs of their living and/or care. It also includes a capital campaign to transform and remodel its skilled nursing environment into a resident-centered neighborhood with new social gathering areas, outside gardens, and an improved structural layout to enhance privacy, dignity, and quality of life for residents and their families. To date we've successfully raised \$4 million of the needed \$6 million to fund the capital improvements. The Chief Development Officer will raise funds that will directly improve the quality of life for older persons and their families.*

*The Chief Development Officer serves as a member of the Executive Planning Team and actively participates in strategic planning efforts that guide the organization. The successful candidate will be invited to every Board meeting and serves as the Management liaison/leader to the Board Development Advisory Committee.*

*Educational opportunities and conferences in aging services philanthropy—a field that is growing exponentially—are available to advance the knowledge base of the incoming Chief Development Officer. In 20 years, the successful candidate will see that they have had the great opportunity to play a pivotal role in strengthening and sustaining a regional nonprofit organization during an important period of its history by successfully completing a capital campaign and helping to raise needed benevolent funds to serve the broader community.*

*The successful candidate will experience great satisfaction for having helped thousands of individuals enjoy their active retirement; they will also feel great satisfaction for having helped create environments that honor older adults through every stage of life, including the very personal and sacred end-of-life moment.*

—Matthew Neeley, President and CEO

## PRIMARY RESPONSIBILITIES

The Chief Development Officer will

- successfully work with others to raise funds to meet the capital and charitable needs of Hillcrest;
- work in collaboration with others to identify the charitable needs of Hillcrest;
- organize meaningful development opportunities that match donor interest with charitable needs of the organization, providing giving opportunities accessible by donors at all levels;
- establish and lead the major capital campaigns and planned giving fundraising program;
- build lasting relationships with major donors;
- plan special events such as mixers, dinners, programs, etc. to educate and instill within these major donors a desire to support Hillcrest and its various causes including the annual Good Samaritan Dinner;
- educate and prepare the CEO and board to accomplish their respective roles and responsibilities in fund development;
- program the participation of the CEO in development activities;

- research and solicit grants from foundations and other funding sources;
- provide direction and strategies for donor recognition;
- oversee the maintenance of accurate, organized, and complete files on all major and planned gifts;
- provide direction for campaign and development committees;
- provide planned giving oversight including facilitating estate planning/planned giving seminars;
- set development department goals and track efforts;
- work effectively with peer and partner organizations and community leaders;
- participate in and provide leadership for Hillcrest's public relations efforts, including the Hillcrest Business Associates Committee;
- oversee the planning, scheduling, and coordination of development mailings;
- oversee the creation and distribution of press releases;
- provide departmental support to the Resident Fundraising Committee;
- oversee the creation of collateral materials to promote major and planned gift efforts including brochures, letters, newsletters, and articles for newsletters;
- develop and monitor adherence to the annual budget;
- participate with the Leadership team to assist the CEO in planning, directing, and coordinating activities regarding operations, facilities, finances, formulation of policies, long-range planning, and other concerns as directed;
- lead, manage, and supervise the development staff in accomplishing department goals;
- oversee all aspects of employment of direct staff including hiring, orientation, training, counseling, review, discipline, promotion, and discharge;
- ensure compliance with all applicable laws and regulations including Federal regulations and Title 22, Divisions 5 and 6 of the California Health and Safety Code; and
- participate in public-related activities of Hillcrest, such as Country Fair, or other activities.

#### KEY COLLEAGUES



**Matthew Neeley**  
**President and Chief Executive Officer**

Matthew Neeley is a health care executive with over 25 years of leadership in various settings and roles since 1992. For the past 10 years, he has served as President and Chief Executive Officer of Brethren Hillcrest Homes, a nonprofit life plan community in La Verne, California. Previous to that he served as Chief Operating Officer and as Vice President of Health Services from September 2008 and January 2005, respectively. Prior to joining Brethren Hillcrest Homes, he served in executive and administrative roles for several for-profit health care organizations, including Marriott Senior Living Services, Sunrise Senior Living, and Life Care Centers of America, and Regency

Health Services.

Mr. Neeley has dual Masters degrees from Arizona State University in Business (MBA) and in Health Services Administration (MHSA) and a BS in Business Management and Certificate in Gerontology from Brigham Young University.

He is actively engaged in community organizations, having served as Treasurer of the La Verne/San Dimas Meals on Wheels, as Chairman of the Board for Community Senior Services, as President of the La Verne Rotary, and as Chair of the Chaffey College Gerontology Advisory Committee. He currently serves

as a Board member for Bright Prospect, a nonprofit college access organization based in Pomona, California. As an adjunct professor, Mr. Neeley has taught several Masters level Gerontology courses for the University of La Verne.

Mr. Neeley is a values-driven, visionary leader, whose commitment to the field of aging services has been recognized on both a state and national level. In 2007, Mr. Neeley was recognized nationally as one of 30 emerging leaders in the field of Aging Services. In 2015, he was recognized as Mentor of the Year by LeadingAge California, a Sacramento-based association serving 400 aging services organizations statewide. For the past five years, he has facilitated the EMERGE Leadership Development Program, preparing approximately 125 fellows on their leadership journey to senior management.

On a personal level, his interests include composing and publishing music, sketching, painting, and writing poetry. He loves fly-fishing and organic gardening. Mr. Neeley is fluent in written and oral Spanish. He and his wife Angela have four children and are active in their faith community.



**Winnie Dang**  
**Chief Financial Officer**

Ms. Dang joined Hillcrest in 2016 with over 10 years of public accounting experience.

She has assisted a number of Fortune 500 companies in addressing accounting improprieties and has advised and executed accounting investigations in a number of international locations including India, Brazil, Mexico, China, and South America.

Ms. Dang previously served as a Member of the Board of Directors for California Lutheran Homes and was a volunteer at the Los Angeles Forensic Elder Abuse Center.

She received a Master of Science in Gerontology from the University of Southern California and a Bachelor of Arts in Economics and International Relations from Claremont McKenna College. She is a Certified Public Accountant and a Certified Fraud Examiner.



**Scott Snider**  
**Associate Director of Development**

Scott Snider serves in a supportive role within the Development Department as the Associate Director of Development. In this role, he assists the Chief Development Officer with research and grant preparation and as a community liaison for the Development Department and Hillcrest.

Prior to joining the Development Team, Mr. Snider spent ten years in Community Services for the City of La Verne.

Mr. Snider is very involved in the local community serving on the La Verne City Council's Senior Citizen Advisory Committee, the City of La Verne's General Plan Advisory Committee, and as the Vice Chair of the La Verne Chamber of Commerce.

Mr. Snider earned a Masters in Gerontology (MSG) from the University of La Verne and a Bachelor of Arts in Psychology from Cal State University, San Bernardino.



**Ryan Harrison, PsyD**  
**Director of Resident Life & Wellness**

Dr. Ryan Harrison joined Hillcrest in 2012 following 15 years in private practice as a certified holistic health practitioner and consultant.

Dr. Harrison holds a Doctorate in Psychology with an emphasis in Health & Wellness from the University of the Rockies, where he completed original research on the intersection of older adult depression and complementary and alternative medicine, using data provided by the CDC and its National Health Interview Survey. He continues to keep active in higher education by teaching courses as a Senior Adjunct Professor for a local university and by regularly guest lecturing on older adulthood and wellness.

A Certified Wellness Practitioner, Dr. Harrison also holds a number of professional wellness-related certifications including; Nutritional Consultant, Lifestyle & Weight Management Specialist, Holistic Stress Management Specialist, Mind-Body Group Skills Training, Dementia Care Practitioner, Senior Group Fitness Instructor, and more.

Dr. Harrison is responsible to further the Hillcrest vision to create a Center for Aging Services Research. Through collaborations with local universities, Dr. Harrison has conducted multiple joint research projects related to older adult well-being, leading to improved outcomes and published findings in peer-reviewed journals.



**Jon Blickenstaff**  
**Board Member**  
**Chair of the Board Development Advisory Committee**  
**Former Mayor of La Verne**

Jon Blickenstaff serves as Vice Chairman of Governing Board of Tri-City Mental Health Center. Mr. Blickenstaff was first elected to the La Verne City Council in April 1980 and was elected Mayor in 1982. He retired from his career of 35 years in public education, having served in the Azusa Unified School District as a teacher, assistant principal, and as principal for 27 years. He is a graduate of the University of La Verne and holds a master's degree and administrative credential from California State University, Los Angeles.



**Dr. Jackie Doud**  
**Board Member**  
**Vice Chair of the Board Development Advisory Committee**  
**President Emerita, Mount St. Mary's University**  
**Resident of Hillcrest**

Jacqueline Powers Doud is President Emerita of Mount St. Mary's University. She served as the college's eleventh, and first lay president from July 2000 – 2011. Dr. Doud also serves as a trustee of the Thomas and Dorothy Leavey Foundation and serves as a Director of the National Catholic Reporter and the Jesuit School of Theology of Santa Clara University.

Dr. Doud's tenure has been noted for her promotion of in-depth strategic planning for the college's development. Key goals under her successive strategic plans have been to increase the college's endowment which reached \$100 million at her retirement. The university continues to educate traditionally underserved students, many of whom are first generation students.

## **CANDIDATE QUALIFICATIONS AND QUALITIES**

Hillcrest seeks a Chief Development Officer with

- demonstrated success in nonprofit fundraising and major gift development;
- excellent people skills with the ability to engage, inspire, and motivate others;
- excellent oral and written communication skills and the ability to comfortably speak in public;
- computer skills including MS Office and donor database software (Raiser's Edge preferable);
- a sincere interest in serving older adults and their families; and
- personal character compatible with and supportive of a Christian environment.

A bachelor's degree is required for this position as is at least five years of experience in fundraising management, including major and planned giving.

## **SALARY & BENEFITS**

Hillcrest offers a competitive salary and benefits package.

## **LOCATION**

Hillcrest is located in La Verne, California. Founded in 1887 and incorporated in 1906, La Verne is nestled in the foothills of the San Gabriel–Pomona Valleys. La Verne is situated approximately 35 miles east of Los Angeles and has a population of over 33,000. Although La Verne is located in metropolitan Los Angeles County, it is a "close-knit" community which has been able to retain its "small town" traditions and virtues.

## **DIVERSITY AND INCLUSION**

Hillcrest is an Equal Opportunity Employer, Hillcrest does not discriminate on the basis of race, color, national origin, gender, sexual orientation, age, marital status, religion, or disability.

## **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a letter of application and a résumé. Before submitting your materials, please review them for accuracy. Review of applications will begin immediately and will continue until the successful candidate has been selected.

*To nominate a candidate, please contact Anne Johnson:*

*[annejohnson@aspenleadershipgroup.com](mailto:annejohnson@aspenleadershipgroup.com).*

*All inquiries will be held in confidence.*