

ASPEN LEADERSHIP GROUP

CHIEF DEVELOPMENT OFFICER
[HOPEWEST](#)
GRAND JUNCTION, COLORADO



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

The Chief Development Officer will lead the strategic development, operational oversight, and coordination of all philanthropic efforts for HopeWest programs including capital campaigns, major, annual, and memorial giving, planned giving, endowment, grants, special events and future fundraising efforts.

HopeWest, through creativity, volunteerism, and philanthropy, profoundly changes the experiences of aging, illness, and grief—one family at a time. Whatever challenges someone is facing with aging, serious illness, or grief, the team at HopeWest wants to help. They help shoulder the burden of dealing with extreme health and end-of-life situations. They ease pain and relieve stress. They stand beside patients and loved ones with sincerity, respect, and a sure hand to guide through difficult times.

HopeWest's commitment to serving the community began 31 years ago with a vision to offer compassionate support and comprehensive care to individuals and families throughout western Colorado. Programs have expanded over the years to include hospice, palliative care, grief support for adults and children, and PACE (Program of All-Inclusive Care for the Elderly). HopeWest is committed to meeting the unique physical, emotional, and spiritual needs of patients and families, ensuring they receive exceptional care and comfort during life's most difficult moments. Having just wrapped up 2023, its care impact was significant. HopeWest served nearly 2,000 patients in hospice care, 250 in palliative care, 560 children and teens through HopeWest Kids navigating grief, 530 adults through its bereavement program, and grew service in its PACE program from 93 to 176 participants.

As a nonprofit, philanthropy is key to supporting the mission of HopeWest and is raised through grants, individual and corporate gifts, events, and support from HopeWest's retail businesses—Spoons bistro & bakery and Heirlooms for Hospice. More than \$3.5 million is raised each year in support of HopeWest's programs and mission. HopeWest is proud of its tradition of collaboration and innovation alongside generous communities. It's the friends and neighbors across the Western Slope who make the type of care provided by HopeWest possible for anyone in need.

HopeWest ensures that no one is ever turned away for care, which is only possible with the support of its valuable volunteers. Volunteers are at the heart of the work of HopeWest. Nearly 1,000 volunteers give approximately 77,000 hours to provide companionship for patients and families, assist with grief support groups, help with music and art projects, provide administrative support, greet customers at Heirlooms, and so much more.

REPORTING RELATIONSHIPS

The Chief Development Officer will report to the President and Chief Executive Officer, Cassie Mitchell, and will serve on the organization's Executive Leadership Team. The Chief Development Officer will oversee a team of seven team members.

FROM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER

At the heart of HopeWest beats a story woven with threads of compassion, dedication, and the relentless pursuit of world class care for those facing the challenges of aging, illness, and grief. Our history is not just a chronicle of years past, it is a testament to the profound impact we've made on our community, offering comfort and support to countless families on the Western Slope of Colorado for more than 30 years.

Today, HopeWest is preparing for the next 30 years with a robust, focused, and aggressive strategic plan that we live in our day-to-day work. With a Senior Leadership Team who live the values, mission, and vision of the organization, we seek our next Chief Development Officer. The Chief Development Officer for HopeWest will play a mission critical role ensuring the needed funds to innovate to meet unmet needs and relieve suffering, provide unfunded care for programs such as children's and adult bereavement, to weather the storms of healthcare reform, and ultimately, keep the mission thriving—changing the experiences of aging, illness, and grief—one family at a time.

As we look towards the future, our philanthropy team stands on an exhilarating trajectory, fueled by innovation, creativity, and boundless opportunities for transformative fundraising. We are not just raising funds, we are crafting experiences, forging connections, and igniting passions that resonate with our supporters and donors. And what truly sets us apart is our philanthropy team—a vibrant ensemble brimming with enthusiasm, dedication, with an unwavering commitment to our mission. Eager to learn, undeterred by the prospect of hard work, and driven by high standards, they are truly catalysts of change.

If you are looking to invest your skills and time in an organization and a community where you can see and hear the daily impact being made, HopeWest might be right for you. We look forward to exploring further.

P.S. Western Colorado is an outdoor mecca, with hiking and biking at our back door, and world class skiing within a couple hours, we live the outdoor lifestyle most could only dream of.

—Cassie Mitchell, HopeWest President and Chief Executive Officer

PRIMARY RESPONSIBILITIES

The Chief Development Officer will

- develop and execute a comprehensive fundraising strategy aligned with HopeWest's mission, goals, and strategic priorities;
- identify and pursue funding sources including individual donors, corporate sponsors, foundations, and grants;
- set annual fundraising targets, diversify revenue streams, and position HopeWest for sustainable philanthropic success;
- cultivate and maintain relationships with major donors, corporate partners, and foundation representatives;
- develop personalized cultivation and stewardship plans that engage and retain donors, ensuring a high level of donor satisfaction and long-term support;
- build an effective donor recognition program;

- oversee the development of compelling grant proposals and manage the grant application process;
- collaborate with program managers and finance staff to ensure accurate reporting and compliance with grant requirements;
- coordinate and oversee fundraising events and campaigns, leveraging them as opportunities to engage donors, raise awareness, and generate financial support;
- plan and execute annual giving campaigns utilizing various channels such as direct mail, online giving, and social media;
- lead major gift and planned giving fundraising initiatives, including prospect research, donor identification, solicitation, and stewardship;
- provide support, educate, guide, and collaborate with the Advancement Board to engage their networks in fundraising efforts and improve their effectiveness, engagement, and impact;
- work closely with the marketing and communication team to promote HopeWest's mission and develop fundraising collateral, donor communications, and campaigns;
- work closely with the finance team to create and manage the development department's budget, ensuring financial resources are allocated strategically;
- implement systems to track fundraising progress, donor engagement, and other KPI's;
- provide regular financial reports as needed;
- build, lead, manage, and inspire a high-performing development team, providing mentorship, support, and professional development opportunities;
- foster a collaborative and inclusive work environment that encourages innovation and results-oriented performance; and
- represent HopeWest at fundraising events, conferences, and networking opportunities to expand the organization's donor base and visibility.

LEADERSHIP

Cassie Mitchell, MSN, MBA, RN

President and Chief Executive Officer

A Kentucky native, Cassie Mitchell has worked in health care for 30 years as a trained Certified Nursing Assistant (CNA) and Registered Nurse (RN). For 20 of her 30 years in health care, she has compassionately served thousands of patients and their families in some of their greatest times of need through hospice care. Mitchell was drawn to hospice care during her work as an ER nurse because of the additional, special care she was able to give to hospice patients. Her career in hospice began as an admission nurse and nursing supervisor, eventually moving into roles to include inpatient unit management, intake, and admission team leadership, 24/7 call center oversight, clinical operations, and business development.

Before joining HopeWest, Mitchell served as the Chief Operating Officer at Bluegrass Care Navigators (BCN) in Lexington, Kentucky. Bluegrass Care Navigators serves a third of the State of Kentucky delivering care to more than 20,000 patients annually, 6,000 of whom receive hospice care.

PREFERRED COMPETENCIES AND QUALIFICATIONS

HopeWest seeks a Chief Development Officer with

- a commitment to the mission of HopeWest—to profoundly change the experiences of aging, illness, and grief, one family at a time through creativity, volunteerism, and philanthropy;
- in depth knowledge of fundraising strategies and techniques, including major gifts, grant writing, corporate partnerships, capital campaigns, and planned giving;
- an ability to develop and execute comprehensive fundraising strategies that further mission, goals, and strategic priorities, particularly within the nonprofit sector;
- an ability to identify and pursue funding sources including individual donors, corporate sponsors, foundations, and grants utilizing traditional, contemporary, and emerging fundraising practices;
- a history of setting and achieving annual fundraising targets through diverse revenue streams;
- experience developing and managing impactful donor recognition programs;
- excellent written and verbal communication skills including an ability to craft compelling fundraising appeals and presentations across platforms;
- experience building, leading, managing, and mentoring high-performing teams including a history of leading teams towards achieving ambitious fundraising goals;
- a commitment to an inclusive work environment that encourages innovation and results-oriented performance;
- familiarity with relevant fundraising software and databases;
- curiosity and a drive to stay informed about current fundraising trends, leadership best practices, and emerging technologies;
- an understanding of all relevant laws and regulations governing fundraising activities and donor relations; and
- experience with Raiser’s Edge (preferred).

A bachelor’s degree or an equivalent combination of education and experience and at least eight years of fundraising experience in the nonprofit sector is preferred for this position as is at least four years of development leadership experience. HopeWest will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to the organization, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

SALARY AND BENEFITS

The salary range for this position is \$140,000 to \$170,000 annually. HopeWest offers a comprehensive package of benefits including incentive compensation eligibility, health insurance, dental insurance, life insurance, employee assistance program, flexible scheduling, paid time off, extended medical leave, family medical leave, 403(b) and 457(b) retirement plan, local discounts, tuition assistance program, and continuing education.

LOCATION

This position is in Grand Junction, Colorado.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of HopeWest as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and will continue until the successful candidate has been selected.

To apply for this position, visit: [Chief Development Officer, HopeWest](#).

To nominate a candidate, please contact Steven Wallace, stevenwallace@aspenleadershipgroup.com.

All inquiries will be held in confidence.