

Rose Cappa Rotunno, Vice President, Institutional Advancement

MOUNT VERNON (January 22, 2021) – Wartburg has announced the appointment of **Ms. Rose Cappa Rotunno**, a professional fundraiser with over 30 years of experience as **Wartburg’s new executive leader for the office of Institutional Advancement** (formerly Development and Marketing).

As Vice President of Institutional Advancement, Ms. Cappa-Rotunno will be responsible for the management of activities related to fundraising, donor relations, community relations, event management; and other activities that enhance streams of income from individuals, foundations and corporations. Ms. Cappa-Rotunno was most recently President and Founder of The Event Department (Wartburg’s event consultant) where she produced more than 30 events and fundraising campaigns annually. Prior to The Event Department, Ms. Cappa-Rotunno worked for the United Negro College Fund as an Area Development Director, as Director of Special Projects and Corporate Relations for the American Red Cross, and Assistant Director for Alumni Relations at Pace University. She has a Bachelors Degree in International Business Management from Pace University. A longtime Westchester presence, Ms. Cappa-Rotunno independently produced the **Westchester Women’s Summit**. **She was recognized in 2013 as the Professional Fundraiser of the Year by the Association of Development Officers and in 2016 by 914 Magazine with a Women in Business Award.**

As Wartburg’s event consultant, Rose and her team were responsible for Wartburg’s hallmark fundraising events “Jazz in June,” “Music on the Meadow,” “Music Under the Stars,” the “Fall Festival,” and the return of The Institute for Music and Neurologic Function’s “Music Has Power” awards. This past month, the IMNF marked their **25th Anniversary** with a unique and informative virtual event hosted by Moby, American musician, songwriter, singer, and producer. The program (and IMNF fundraiser) was featured December 30th on the social media platform “Twitch.” There were more than 300,000 viewers of the event.

Dr. David Gentner, President & CEO of Wartburg, said: “Wow, sometimes the stars align and as we emerge from the devastation of the pandemic, Ms. Cappa Rotunno will bring her unrivaled reputation and years of non-profit fundraising experience to this organization.”

About Wartburg

Wartburg, located in Westchester County, NY, offers integrated, comprehensive senior residential and healthcare services. Unlike conventional retirement communities, Wartburg provides a wide range of services to both residents living on their beautiful 34-acre campus and people in their own homes. From independent, assisted living and award-winning nursing home care to inpatient/outpatient rehabilitation, home care and adult day care services, their continuing care approach has earned them a trusted reputation. Wartburg also provides caregiver support at every stage with an array of options to find the level of care that considers the whole family. Wartburg was named one of the “Best Nursing Homes in New York State” by *U.S. News & World Report* for the **9th** consecutive year in 2019.

Website: www.wartburg.org

Facebook: facebook.com/thewartburg

Instagram: instagram.com/wartburgadultcare

Twitter: twitter.com/thewartburg

YouTube: youtube.com/wartburgny

LinkedIn: linkedin.com/company/the-wartburg-adult-care-community

About IMNF

The IMNF is a not-for-profit, 501(c)(3) organization. Founded in 1995, the IMNF is driven by over 35 years of clinical observations on the actual effects of music on individuals who have different types of physical and neurological disorders. Directed by renowned music therapist Dr. Concetta M. Tomaino, the IMNF conducts research on the relationship between music and the brain, provides patients with music therapy, and offers our professional peers around the world the latest music therapy education and training information about best practices. Through the scientific exploration of music and the brain, the IMNF seeks to establish new knowledge and to develop more effective music therapy treatments to awaken, stimulate and heal through the extraordinary power of music.

IMNF Website Homepage: www.imnf.org

IMNF Facebook Page: www.facebook.com/musictherapy.imnf

IMNF YouTube Page: www.youtube.com/imnf2008

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2019 Music Has Power Awards