



Riverdale Neighborhood House

Riverdale Community Center

FOR IMMEDIATE RELEASE

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RIVERDALE NEIGHBORHOOD HOUSE NAMES MARCIA SANTONI NEW EXECUTIVE DIRECTOR

Bronx, NY, March 19, 2020 - Riverdale Neighborhood House (RNH) and Riverdale Community Center (RCC) announced today that Marcia Santoni has been appointed Executive Director, effective April 1, 2020.

Ms. Santoni will assume this leadership role after three transformational years at Pioneer Works, the community based cultural center in Red Hook, Brooklyn, where she was COO/Managing Director. Under her leadership, Pioneer Works grew strategically and financially—more than doubling its budget from \$3.5 million to \$8 million and making its mark on New York City’s cultural landscape.

Previously, Ms. Santoni worked with Pathways Housing First, spearheading the Housing First Partnership, a national platform that disseminates the evidence-based Housing First model to end homelessness. Prior to making her shift to the non-profit sector, Ms. Santoni spent 17 years in marketing communications at Ogilvy, where she was a Senior Partner. At Ogilvy, she built a wide range of corporate- and mission-based brands, including The Office of National Drug Control Policy, Goldman Sachs, and Symphony Space. Ms. Santoni holds a BA from Wesleyan University and an MBA from Columbia Business School.

Known for her inspiring management and strategic skills, Ms. Santoni will complete the merger of RNH and RCC and work with the Board and leadership to establish a vision for the organization’s next chapter. “Historically RNH and RCC have played an important role in Riverdale, quietly providing services and programs for the multi-generational groups that make up this unique community,” said Ms. Santoni. “Like the city itself, Riverdale and its surrounding neighborhoods are evolving, and I am excited to be joining this community-based organization at a pivotal time for renewed definition, possibility and growth”

As Executive Director, Ms Santoni will oversee a team of 100 employees that serves approximately 4,000 children and families across three locations in Riverdale.

Amanda Salzhauer, Chair of the Board of Directors said, “The board of Riverdale Neighborhood House is thrilled to welcome Marcia Santoni as our next Executive Director. She is a strategic thinker and community builder who will help guide us into the next decade.”

About Riverdale Neighborhood House

Riverdale Neighborhood House (RNH) and Riverdale Community Center (RCC) are community-based organizations in Riverdale that joined forces in 2018 in order to better serve communities from Marble Hill to the Yonkers border. Our educational, recreational, and community programs provide a welcoming place for community members of all ages to participate in services and activities that help build a stronger, healthier community.

Riverdale Neighborhood House was originally established in 1872, by Grace Dodge, a philanthropist and education advocate, to serve as a lending library for neighborhood workers. RNH evolved to become a settlement house, part of the settlement house movement that aspired to bridge gaps in struggling urban neighborhoods. Over the years, RNH helped launch a number of important institutions: The Riverdale Press, Riverdale Senior Services, and the local branch of the New York Public Library.