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[April 23, 2016 \(/news-farleys-friends-rochester-charity/2016/4/23/alyssa-belasco-appointed-to-board-of-farleys-friends\)](#)

[Alyssa Belasco Appointed to Board of Directors of Newly Established Upstate NY Charity \(/news-farleys-friends-rochester-charity/2016/4/23/alyssa-belasco-appointed-to-board-of-farleys-friends\)](#)

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As an experienced marketing, communications and nonprofit fundraising professional, Alyssa Belasco serves as the Development and Program Manager for the Women's Foundation of Genesee Valley.





Ms. Belasco is a native Rochesterian with a love for her city and a passion for rebuilding Rochester through promoting and supporting nonprofit organizations, local businesses, arts and entertainment. Ms. Belasco graduated Cum Laude from SUNY Brockport with a degree in Communications and Media Arts. She resides in the North Winton Village neighborhood of the City of Rochester with her husband Bill, and their two dogs, Biggins and Ollie.

In addition to her role at the Women's Foundation, Ms. Belasco is a Freelance Writer, most notably for her column "The (Doing) Good Life" which is featured monthly in Rochester Magazine. She is also the Co-Founder of Flower City Philanthropy, where she hopes to start a charitable revolution by closing the gap between intention and action and inspiring people in the Rochester area to think and act charitably every day. Ms. Belasco has been referred to as a serial volunteer, enjoying giving back whenever possible.

In January 2016, Ms. Belasco was recognized as an ATHENA Young Professional finalist by the Women's Council, a Greater Rochester Chamber of Commerce Affiliate, which honors emerging women leaders who demonstrate excellence, creativity and initiative in their business or profession. She serves on the Associate Board of Directors for Gilda's Club Rochester and Co-Chairs the Communications Committee for the Women's Council. Ms. Belasco is a member of NextGen Rochester- a peer-led form of philanthropy that involves young professionals who are interested in making giving back part of their lives, the United Way Young Leaders Club (YLC), and Young Executives for Success (Y.E.S!) which supports Dress for Success Rochester.

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