

Lisa LaTrovato Named as PGA REACH WNY Pathfinder Trustee

LaTrovato Makes Four Year Commitment to Youth, Military, and Diverse Populations through PGA REACH WNY



EAST AMHERST, NY (April 9, 2024) – Lisa LaTrovato is a multifaceted business woman who has a passion for giving back and uplifting women. Currently, Lisa is the Director of Leadership & Legacy Giving Programs at Buffalo Toronto Public Media. Throughout her career, Lisa has overseen major events, worked on major gift solicitations, grants, annual funds, public relations, and marketing.

Through her multiple career moves and boards she sits on, it is easy to see the impact Lisa is making on her community. Most recently, Lisa has become the Board President of Friends of Buffalo Creek Academy International where she makes an impact on education for children displaced by conflict, natural disaster, drought, or famine. In 2022, “Jennie’s Circle” was started, which is a giving circle that focuses its resources on helping our current mental health crisis for all ages and backgrounds. Lisa’s passions extend into women as well as she has started the Fifty Fabulous Women Giving Circle to bring professional women together to support small not for profits that serve women and children. Lisa believes in reaching her hand back to help up the next generation of women and PGA REACH WNY.

“The impact PGA REACH WNY has on youth, veterans, and diversity matches my values and it is an honor to be asked to serve,” said LaTrovato. “PGA REACH WNY removes the barriers to golf by providing access to everyone who would like to learn more about golf and how to play. Barriers of finance, access to a course, and equipment are completely removed. In order to want to achieve something you have to know what options exist to you; PGA REACH WNY does just that for the community.”

The mission of PGA REACH WNY is to positively impact the lives of youth, military, and diverse populations through the game of golf. PGA REACH WNY was created with a goal of providing support to various organizations within the boundaries of the Western New York PGA Section. Through the game of golf, the Foundation will work to fund and conduct programs supporting its mission, including the Western New York Section PGA Junior Golf initiatives and various other underprivileged youth golf programs. The Foundation will also conduct and/or support a variety of initiatives that serve the founding pillars: youth (PGA Jr. League), military (PGA HOPE), and diversity in golf (PGA WORKS).

“Having someone as energized and impactful as Lisa join our growing Foundation Trustee group is significant for us,” said Director of Development & Foundation Operations, John Osberg. “With Lisa’s deep fundraising development and community organizing/building expertise, in addition to her lifelong desire to serve others, her passion and commitment to driving accessibility in the game of golf will steadfastly ensure that PGA REACH WNY continues to exceed its mission driven expectations. Lisa is yet another crucial player in our planning and execution process as PGA REACH WNY continues to grow its commitment to Positively Impacting Lives Through the Game of Golf!”

About Lisa LaTrovato

Lisa’s journey began as a Congressional Liaison where she found herself campaigning and fundraising. A successful campaign led Lisa to the Children’s Hospital of Buffalo. With a 15 year career here, Lisa played an integral role in helping to raise the \$52 million fundraising goal to help build the new John R. Oishei Children’s Hospital. Looking to grow and accept a new challenge, Lisa accepted a position as Donor Relations Manager at Hauptman Woodward Medical Research Institute. Currently, Lisa is the Director of Leadership and Legacy Giving Programs at Buffalo Toronto Public Media.

Lisa has recently been honored with a nomination as a finalist for the prestigious Athena Award twice and recognized as a Women of Influence by Buffalo Business First. In 2022 she was inducted into her High School Hall of Fame at Gates-Chili High School in Rochester, NY.

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