



# What's your cause?

by Brenda Fishbaugh

**I believe that every business benefits by "giving back" to a cause they really believe in.**

Wendy Jake, owner of **Tiki Tan** in South Bend, IN has a daughter in the military who has been deployed twice, and this is what inspired Wendy to support the local branch of St. Joseph Valley Blue Star Mothers. Tiki Tan supports our military by sending care packages overseas and to Walter Reed Hospital. They have a bin in their salon's lobby to collect items for their annual "Shop for a Soldier" promotion and send a big shipment overseas every Thanksgiving. What a great cause!

Charity DOES begin at home. **Anytime Sun** of Allentown, PA raises money to fund autism research, as the owners' son is autistic. The whole salon participates in a fundraising walk to support "Autism Speaks". Autism is also the chosen charity of **Molto Bella Tanning** in Pittsburgh, PA. Owners Nichole Valiquette and Kayley Peterman sponsor an annual fundraising dance for Gethin, a friend's autistic son who needs a safety dog to watch him, as he has no understanding of safety. What a difference Molto Bella can make in one family's life!

**Sun Kissed by Brenda** of Gainesville, TX supports the well-loved charity, Relay For Life, a nationwide event to benefit the American Cancer Society. Salon owner, Brenda Wooley, says, "I chose Relay For Life because I have a close friend who

has stage 4 melanoma, as well as many other clients who have battled, or are battling cancer of one form or another. 'Relay' is close to my heart because I can't go through the treatments, I can't wear the scars, I can't make it better – but I can walk. So, my team and I raise money and we walk all night in support of those who are fighting, who have fought. In memory of those who've lost their battles and in celebration of those who've won their battles. I walk because we never know if it will be our loved ones or ourselves."

Do you think your salon can't make a difference?

Sun Kissed raised \$7,739 with a spray-tan-a-thon. Over all, their team raised over \$18,000!

**Tandulgence Tanning Salon** of Ashburn, VA supports Journey 4 A Cure. Their mission is to enhance the lives of children and families currently battling cancer while increasing awareness about the realities of pediatric cancer. J4AC began when a local area resident's seven-month-old son, Declan, was diagnosed with cancer and passed away a few days before his first birthday. So, his family was determined to raise awareness of this horrible disease that has taken lives of so many young children. "We have an annual toy drive at the salon around the holidays and deliver the toys we collect to the pediatric oncology units of


local hospitals," explained Manager, Joe Antinozzi.

Shirley Marshall, co-owner of **Golden Tans** in Wheatfield, IN is participating in an Alzheimer's Walk. She was asked to walk last year with a friend whose mother is in a nursing home and suffers from this dreaded disease. Inspired by last year's walk, Shirley is the Team Captain this year!

If you regularly read this column, you probably know I'm an animal advocate, so I had to share this next salon's charity efforts!

Stephanie Sarvis Tickel, of **Angel's Summer Tans**, in Columbia, SC collects and donates money to

support homeless animals in her area. To raise additional money, the salon offers free or discounted tanning sessions.

Finally, here's the latest from my company: look for Eye Pro's endangered animal fundraiser, offering leopard print eyewear, with \$1 per pack donated to the Clouded Leopard Project to help protect these very rare, Asian cats. 

*How does your salon give back?  
Email [Brenda@EyePro.net](mailto:Brenda@EyePro.net).*



### About the Author:

Tanning industry veteran Brenda Fishbaugh is president of Eye Pro, Inc., makers of disposable eyewear. She travels extensively training salons on the effects of UV light on vision.