

time in the next few days to drive to the designated clinic in nearby Newport Beach to donate blood.

Busch and Dini face a current fundraising crisis. A client mentioned to them that her nephew is very ill and has no medical insurance. "Of course we're going to help pay for his surgeries," says Busch.

These gestures tend to be quiet and private. For a long time, every Tuesday a local hospital sent two AIDS patients to Kriza for complimentary beauty services, and Zilberman didn't even tell people that this was going on. His salon already had a legacy of contribution to the community because of the \$20,000 check presented after last fall's fashion show extravaganza to benefit patients living with AIDS.

The community taps into its givers. At Avant, clients, staff and people in the greater community regularly solicit contributions to causes. "They ask us to donate something, and nine times out of 10 we do," says Busch. Dini adds that the salon will make a donation as long as 80 percent of the money raised goes to the cause rather than to administration and salaries.

### Year-Round Philanthropists

Ihloff's salon is a perennial source of charitable efforts. In business for 20 years, the salon's initiation into community service was a program 15 years ago to do hair and make-up for battered women and children, helping the moms return to the workforce. After that Ihloff was hooked, and today the charitable activities run non-stop.

All during the last school year, Ihloff's salon donated spa services to teachers nominated as outstanding by students and community members. In December, the salon took a booth at an elementary school's fundraising event and donated a percentage of every gift certificate sold to the school. In May, the salon partnered with six other Tulsa businesses to sponsor "Run for the Pink Roses" to benefit the Susan G. Komen Foundation, an organization dedicated to breast cancer awareness and research. In July, the salon served as an ambassador for the Tulsa Public Schools Ropes Course, a trust-building and team-building program. The salon also works with non-violent female inmates to assimilate them back into society, and somehow the staff found time to provide free hair cuts for **Continued**



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