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# Joseph's Salon event raises \$2,400 for Kids Hope United



The team members who organized "Haircuts for Hope" are pictured. They are (l-r) Susi Cetta, director of Major Gifts and Endowment at Palmer Trinity School; Joseph's Salon owners Joseph Alves and John Valentine, and Judith Pasternac, director of Programs Services at Kids Hope United.

**BY NANCY EAGLETON**

The owners of Joseph's Salon in Palmetto Bay, Joseph Alves and John Valentine, and their entire staff generously donated their time and talented services on Sunday, Aug. 26, to raise more than \$2,400 to benefit Kid's Hope United.

The event was titled "Haircuts for Hope" and Joseph's Salon was full of clients who took advantage of \$25 haircuts and manicures to support the salon team who "believe in giving back."

"We wanted to get involved in the community," said Alves as he described how this event was planned. "We wanted to do something to benefit kids."

Alves worked to organize the fundraiser with one of his clients, Susi Cetta, who is the director of Major Gifts and Endowment Campaign at Palmer Trinity School in Palmetto Bay, and Judith Pasternac, director of Programs Services at Kids Hope United.

"We've been planning this for a few months. I met with all my staff because I needed their involvement and they were all very supportive," Alves added. "We'd like to make this an annual event."

The team is proud to support Kids Hope United, which is a non-profit organization with the vision of a safe, nurturing home for every child. The organization is committed to protecting children and providing assistance and valuable services to vulnerable children and families.

For more information on Kids Hope United or to make a donation, visit the website at [www.kidshopeunit-ed.org](http://www.kidshopeunit-ed.org).

Alves and Valentine of Joseph's Salon and Pasternac of Kids Hope United said they wanted to thank the

customers, salon staff, media and others who helped make this event a success.

One of Alves regular customers, Cindy Ventura, was present on Sunday as Sparkles the Clown to paint faces and entertain the many children who were in the salon.

Neighboring businesses — Lots of Lox, which is located in the same plaza as Joseph's, and Panera Bread, located in Pinecrest on 136th Street — donated bagels, cookies and other tasty refreshments for the fundraiser.

Joseph's Salon is located at 14973 S. Dixie Hwy and is open Monday through Saturday with hours that vary by stylist. Customers can call the salon at 305-233-5279 or visit Joseph's website at [www.josephs-salon.com](http://www.josephs-salon.com) to schedule an appointment.

The full-service salon provides such services as haircuts, color and style, nail services, and skin care. Joseph's Salon also features its own collection of hair care products that include shampoos, conditioners, styling aids and spa essentials.

"We wanted to develop a full product line with ingredients that were botanical and vitamin enriched," Valentine said. "Our line has less chemicals and preservatives and gives our clients shiny, healthy hair."

Alves was pleased with the success of his first charity fundraiser.

"It gives you a good feeling to give back to the community. My clients support me. They are like my family."

Customers agreed. One of Alves longtime clients, Edna Sturge, supported the benefit by bringing her whole family in for various services.

"I've followed Joseph to different salons for 20 years," Sturge explained. "He's one in a million. It's more than a salon here; it is a family."