

GIVING BACK

Palm Springs salon helps center for abused boys

BY NINA RONDA

The Desert Sun

In this weekly feature, The Desert Sun spotlights valley firms performing good deeds.

Here the focus is on the generosity of a small business doing its part in support of a children's charity in the Coachella Valley.

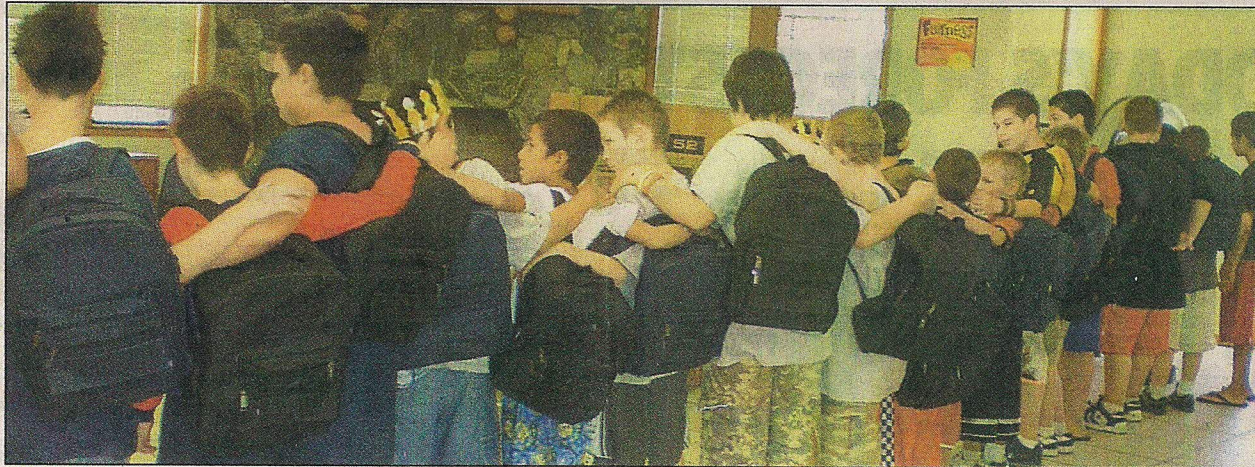
Salon helps youth

Entourage Hair Salon in Palm Springs does much more than cut and style hair.

For the past two years, owners Sheila and David Tolford have donated a portion of each month's profits to Father's Heart Ranch in Desert Hot Springs.

"We have a big heart for children and our goal is to help abused children as much as we can," they said.

"This subject is very close to us as Sheila, herself, was an abused child," David



COURTESY PHOTO

Young boys gather together at Father's Heart Ranch, a safe and nurturing home for abused children in Desert Hot Springs, the day before the first day of school. Their backpacks and school supplies were donated by the community. For the past two years, Entourage Hair Salon owners Sheila and David Tolford have been donating a portion of each month's profits to the ranch.

added.

And the generosity doesn't stop there.

Not only does the salon's entire staff participate in two annual fundraising events

where 100 percent of all haircut proceeds are donated to the ranch, but several salon customers have joined in by donating personal funds to the ranch also.

Additionally, the Tolfords provide free haircuts to the residents of the ranch several times throughout the year.

Father's Heart Ranch is on 11 acres in Desert Hot

Springs and serves as a group home for abused and neglected boys.

The ranch is owned and operated by former Major League Baseball player Albie

Pearson and his wife Helen.

Due to various types of abuse, the children have been removed from their homes by Child Protective Services and placed with the ranch.

"We are still growing, but currently have four cottages open, with six boys residing in each," Pearson said.

Father's Heart Ranch is working toward an expansion of its program to provide care for teenagers, also.

For information on Father's Heart Ranch, visit www.fathersheartranch.com.

Entourage Hair Salon is in the Stater Bros. Center at 1717 E. Vista Chino, Suite A-4, Palm Springs.

Information: (760) 778-1998

What is your business doing to give back to the Coachella Valley? Share your thoughts with us by e-mailing [Nina Ronda](mailto:Nina.Ronda@thedesertsun.com) at nina.ronda@thedesertsun.com for our feature The Business of Giving Back.