

A Perfect Match

For Peggy Parfitt, partnering with A Fund For Women simply made sense. "I was struck by the similarities in our mission," Parfitt said as she explained the reasoning behind a generous \$60,000 matching gift to AFFW. It begins this year with a \$10,000 gift to AFFW, celebrating the Parfitt Surgery Center and Aesthetica Skin Health Center's 10th anniversary, and continues through 2010 with an increase of \$1,000 each year.

"At its heart, our business is aimed at giving our patients, many of whom have suffered some kind of trauma, the confidence they need to take on challenges and realize their potential. When I learned about AFFW's focus on helping women succeed by encouraging fresh opportunities and eliminating barriers to self-sufficiency, I knew this was something Rick and I could enthusiastically support. For us, it seems like a perfect fit," Parfitt said.

She noted that the Parfitt surgery and skin care centers had helped victims of domestic abuse, patients who had been scarred in accidents, or women and girls who wanted to remove tattoos, in some cases as part of an effort to move away from a gang affiliation.

Parfitt said that the philosophy behind the Parfitt Surgery Center is about recovering, or enhancing, a patient's appearance, not about transformation.



Peggy Parfitt

"If someone comes in with a picture of a celebrity's nose, for example, and says, 'That's what I want, that's who I want to be,' we will say, 'You're in the wrong clinic,'" she said. "We counsel our patients and encourage a lot of soul searching. We want them to have the procedure for reasons that are right for them."

In addition to celebrating the Surgery Center's 10th anniversary in 2006, Peggy and her husband and business partner, Dr. Rick Parfitt, are also celebrating the completion of a new facility, located in the Discovery Springs development in Middleton next to the Aniu Spa and Salon. The projected completion date is October 1st of this year.

Funds to A Fund for Women

Parfitt Facial Plastic Surgery Center and **Aesthetica Skin Care**, Middleton, have contributed \$10,000 to **A Fund For Women (AFFW)** to celebrate their tenth anniversary of business in the Greater Madison area.

Dr. Richard Parfitt also pledged to sponsor AFFW's annual fundraising event for the next five years, adding \$1000 each year for a total of \$60,000. **Peggy Parfitt**, general manager, said the tenth anniversary celebration gift was based on AFFW's support of women and children locally.

AFFW provides grant money to support non-profit organizations with programs that improve educational and employment opportunities for women and girls, and enhance their ability to lead self-sufficient lives. The fund was formed in 1993 when a visionary group of original donors raised \$100,000 to create the endowment. Since then, AFFW has given a half million dollars in grants benefiting the community.