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SERVING WALNUT CREEK AND ALAMO



JOSIE LAIRD/OFFICE OF DR. JEROME POTOZKIN

DR. JEROME POTOZKIN, left, Walnut Creek dermatologist, celebrates the \$25,000 results of his Face Up for Charity event, along with medical coordinators Stephanie Mohtashemi and Stacie Miller, and Gloria Sandoval, executive director of STAND! Against Domestic Violence, to which the money was donated.

Face Up for Charity

After Hurricane Katrina, **Dr. Jerome Potozkin**, a dermatologist in Walnut Creek, wanted to do something to help. So he held a Vanity for Charity event, where his patients' fees during one day of services were donated to the victims of the catastrophe. At the end of the day, the event had raised more than \$18,000, said **Josie Laird**, office manager.

So Potozkin decided to hold a similar event this year, with the money going to STAND Against Domestic Violence. He set aside May 8 as a day that he limited his practice in his Walnut Creek office on Tampico to cosmetic procedures, such as Botox, Restylane, collagen, hair laser and other skin laser treatments. And when the day was done, Face Up for Charity had resulted in a contribution of \$25,000.

Instead of the normal fees being paid to the doctor, patients made their checks out directly to STAND, a nonprofit organization that "provides prevention, intervention and treatment services of all members of families impacted by domestic violence," said **Gloria Sandoval**, executive director of STAND, in a news release.

Potozkin has been a longtime supporter of the organization, which provides emergency shelter, transitional housing and other core services to women and children.

"Several years ago, I offered my plastic surgery services to clients of STAND," said Potozkin in the release. "Fortunately, none of their clients in the shelter have needed my services. So I thought I would support STAND this way, instead."

"This was the best day my business has ever had. It was wonderful to support such a worthy cause."

Potozkin's clients were notified of the special one-day fundraiser and many participated.

"Dr. Potozkin's generosity has given me the very rare opportunity to feel great in two ways — helping provide support to victims of domestic violence while doing something for myself to help me look better," said **Brenda Jones**, one of the doctor's patients.

The donation to STAND is

also an anniversary present, as the organization is celebrating its 30th year.

"When I was told that a doctor donated \$25,000 to the program, I was really happy. That's a lot of money, more than I make in a whole year," said **Marcy K.**, a former resident of STAND's transitional housing program, in the news release. "The money will help the program help other women like me and their children to be safe and free of violence in their lives."

The reaction to the results of the fundraiser was much the same from everyone in Potozkin's office and at STAND.

"Wonderful! (It was) an awesome fundraiser, almost unbelievable," said **Diane Rosenstine**, executive assistant at STAND.

Hats off to Dr. Potozkin and all involved.

*Send items for the column to goodneighbor@cctimes.com or mail to **Jacquie Oliverius/Good Neighbor**, 2640 Shadelands Drive, Walnut Creek, CA 94598. Submissions to the "Good Neighbor" column about upcoming events must be received by noon Wednesday, at least one week prior to the event date.*