

## ABOUT US



All Shades of Pink, Incorporated is a Maryland non-profit 501(c)3 organization formed in September 2007. The mission of All Shades of Pink is to assist women (and their families) diagnosed with breast cancer with resource referrals, non-medical advice and/or emergency financial assistance during their treatment period.

According to the American Cancer Society over 200,000 women in the United States were diagnosed with breast cancer in 2006. All Shades of Pink believes that various acts of kindness help in reducing the stress that breast cancer families may experience. Our purpose is to perform acts of kindness to as many breast cancer families as we can reach.

We invite you to support our mission by making a donation, volunteering in one of our programs, and/or sharing your story of strength and encouragement. Together we can stand strong in the fight against breast cancer, performing one small act of kindness to people in need of kindness.

*Denice Whalen-White*  
Executive Director

## Help Families Fight Breast Cancer Support All Shades of Pink

All Shades of Pink, Incorporated

P.O. Box 501  
Glenn Dale, MD 20769  
Phone: 301.356.4688  
Fax: 1.866.800.0303



*All Shades of Pink*

*Helping Families Fight Breast Cancer*



[www.allshadesofpink.org](http://www.allshadesofpink.org)

*Small acts of kindness to people in need of kindness*

## Our Programs

All Shades of Pink (ASOP) operates an umbrella program called **People In Need of Kindness**, better known as P.I.N.K. Various initiatives are underway to help lessen the stress breast cancer patients and their families may experience day-to-day. P.I.N.K. programs are designed to lift the spirits of the patients and their families during a time of concern and worry.

### Comfort Blanket

In 2008, ASOP partnered with the Women's Health Center at Doctors Community Hospital in Lanham to provide crocheted blankets to breast cancer patients shortly after surgery. ASOP Comfort Blankets are designed to provide a healing balm in times of pain, a soothing comfort in times of stress and a gentle embrace in times of loneliness.

Each blanket is hand-made and fashioned by an ASOP volunteer, and every blanket is as unique as the person who creates it.

### Emergency Assistance Fund

ASOP leads fundraising efforts that enable us to serve as a stop-gap resource to area families in need of financial assistance during breast cancer treatment. Currently serving the Prince George's County and Washington, D.C. metropolitan areas our Emergency As-

sistance Fund is limited to providing help with patients' utilities including telephone, electric and gas and in extreme cases, transportation, food and medicine.

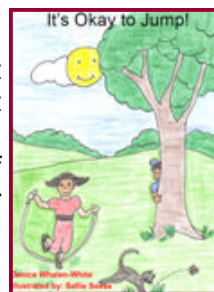
### Kids Education Program

ASOP realizes that a breast cancer diagnosis affects the whole family, children included. Often, youngsters don't fully grasp what breast cancer is and how it can change the dynamics of their family and their lives. Conversely, many parents fear some children may be too young to understand what's happening, and don't engage in in-depth conversation about the disease.

As the first peg in our Youth Education Program and as an effort to bridge the communication gap, we've published a valuable resource that may make the discussion about what may happen after mom is diagnosed a bit easier.

Written by Denice Whalen-White and illustrated by Sally Seese, a breast cancer survivor, ***It's Okay to Jump*** is a 28-page story and coloring book for kids ages 6-12 that follows a family of four through a breast cancer diagnosis, treatment and recovery.

Please visit our Pink Café at [www.allshadesofpink.org](http://www.allshadesofpink.org) to order a copy of ***It's Okay to Jump*** today!



## VOLUNTEER OPPORTUNITIES

All Shades of Pink welcomes your assistance in helping us reach and provide assistance to as many families as possible. You can help in several ways:

- Become a "Supporter" with a donation of only \$25.
- Make a direct monetary donation to our Emergency Assistance Fund to assist families with utilities.
- Crochet and donate a blanket to our Comfort Blanket program.
- Donate movie passes or gift certificates from local area restaurants.
- Volunteer for or attend our annual **P.I.N.K. Silent Auction** in April and our **P.I.N.K. Awareness Reception** in the fall.
- Join our P.I.N.K. Support Group for breast cancer survivors



For more information about our programs and events, please visit [www.allshadesofpink.org](http://www.allshadesofpink.org) or email us at [asop@allshadesofpink.org](mailto:asop@allshadesofpink.org).