



## All Shades of Pink At A Glance

### Pink Signature Initiative

All Shades of Pink provides a variety of supportive services collectively called the Pink Signature Initiative.

**Comfort Blankets.** This first signature service grew out of Whalen-Whites' childhood hobby of crocheting. Growing up in Charlotte Hall, MD., a peninsula hamlet on the shoreline of the Potomac and Patuxent rivers, Whalen-White past the time stitching potholders, teapot cozies and afghans.

Years later when a member of her church became ill, she pulled out her crocheting hook and crafted an afghan for the person. "I was amazed at how much comfort the blanket brought," Whalen-White recalls.

Today, a booming regional network of volunteers from Southern Maryland, Washington, D.C. to Baltimore, MD, crotchet blankets to donate to breast cancer patients at ten area hospitals:

Doctors Community Hospital (Lanham, MD)	Calvert Memorial Hospital (Prince Frederick, MD)
Prince George's Hospital Center (Cheverly, MD)	Civista Hospital (LaPlata, MD)
Washington Adventist Hospital (Takoma Park, MD)	Northwest Hospital (Randallstown, MD)
Howard University Hospital (Washington, D.C.)	Johns Hopkins Cancer Center (Baltimore City, MD)
Providence Hospital (Washington, DC)	Sinai Hospital (Baltimore, MD)

The blankets unfold to a generous 4' x 4' afghan used to warm frail shoulders and knees, and soften the sharp edges of despair.

**Emergency Utility Assistance.** All Shades of Pink helps breast cancer patients literally keep the lights on in their homes. The organization has paid more than \$40,000 in utility bills for women who were in danger of having their electric, gas, or water service disconnected.

**Helping Moms Talk to Their Children.** For mothers, talking about their breast cancer diagnosis, treatment and prognosis to their children can be difficult. All Shades of Pink helps moms have this important conversation. The organization has published a storybook, *Helping Mom Fight the Bad Cancer Bubbles*, and a coloring book to get the conversation going. Parents and caregivers use the books to help children understand what breast cancer is, how the cancer will be treated, and how their lives will be affected.

### Early Detection Promotion

Finding breast cancer early saves thousands of lives each year reports the American Cancer Society. In response, All Shades of Pink launched the "Facing Our Fears" campaign in 2010 to encourage women to get screened for breast cancer and to do self-breast exams regularly. "Facing Our Fears" offers a brochure and speakers to educate and motivate women to monitor their breast health. The campaign has reached more than 10,000 women with plans to double its impact by 2015.