

Denice Whalen-White



Her life motto, "I'm here to serve, not to be served" truly sums up what Denice Whalen-White is all about. She is a woman with a lot of energy to take on the needs of others less fortunate. Her passion is to help families and assist individuals in understanding the seriousness of breast cancer and how it is a disease that does not always mean lost of life.

In September 2007, Denice formed a non-profit organization entitled All Shades of Pink, Incorporated ("ASOP") in which she is the Founder and President (www.allshadesofpink.org). The mission of ASOP 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. She spearheads several programs – the Comfort Blankets, the Emergency Assistance Program, and most recently the Youth Educational Coloring Book. Beautiful pink and white comfort blankets (many she creates) are donated free of charge to local area hospitals to be given to breast cancer patients immediately after their surgery. The Emergency Assistance Fund helps families of breast cancer patients currently receiving chemotherapy and/or radiation treatments that are facing a financial crisis in paying their utilities. The coloring book "*It's Okay to Jump!*" is an easy read story of what a family experiences when mom is diagnosed with breast cancer. Written by Ms. Whalen-White, this book is a resource for families with young children to help them cope and anticipate the changes that will occur in the family. Copies of the coloring book can be obtained through the ASOP website (www.allshadesofpink.org).

In April 2008, Ms. Whalen-White received a Citation from Maryland Governor Martin O'Malley for the work All Shades of Pink is performing in the community. At the National Working Mothers Summit in May 2008, Ms. Whalen-White was bestowed with a U.S. House of Representative Citation from Congressman Chris Van Hollen for her outstanding work in the Community.

Ms. Whalen-White is a member of the Mentorship Advisory Committee of the nonprofit organization DC Campaign to Prevent Teen Pregnancy. Previously Ms. Whalen-White was highly active as a Board member with the nonprofit women's organization, Women of Virtue, Incorporated ("WOV"), where she was responsible for over 4 years in organizing and hosting annual breast cancer awareness teas each year. In 2005 she and other Board members of WOV took on the project of compiling an easy to read book of stories, poems and experiences from breast cancer patients, friends, family members and physicians. This book entitled "*Reflections of Women of Virtue: the Breast Cancer Experience*" is now available through the WOV website (www.wovinc.org).

Ms. Whalen-White was recognized by the Points of Light Foundation as a *Daily Points of Light Recipient* (May 31, 2007) and in 2006 was the Alston & Bird Staff Pro Bono Award recipient for all of her community service work that she so



willing undertakes. She is extremely active in motivating her fellow co-workers in giving their time, money or talents to several community organizations. In her office, she is instrumental in overseeing the CAIR Coalition Administrative Volunteer program. CAIR is an immigrants' rights organization that Ms. Whalen-White coordinates staff volunteers from her office to assist as needed in working at the organization's office in providing administrative and clerical assistance.

Over the past several years she has developed initiatives to raise funds for "So Others May Eat" (SOME) through the sale of an office cookbook, a "jeans day" campaign and a "Suited for Success" campaign during National Volunteer Week. Denice has routinely volunteered her time and money for such worthy organizations as Catholic Charities, Bread for the City and has been a participant in the National Race for the Cure walks sponsored by the Susan G. Komen Foundation for the past 15 years.

Not only is Ms. Whalen-White actively involved in her community, but with her church as well. A member of Mt. Calvary United Methodist Church in Charlotte Hall, Maryland, she travels 60 miles each way, sometimes 2 to 3 times a week to participate in various committee meetings, bible study, worship services and special events. As a Certified Lay Speaker, she assists her pastor in preparation and leading worship services and regularly provides sermons as needed outside her home church. Three years ago she started a prayer blanket ministry whereby afghans and shawls are crocheted or knitted, full of prayers by the creator and blessed by the entire church body. These blankets/shawls are given freely to those in need of healing, comfort and solace. Ms. Whalen-White is also the lay representative for her church to the United Methodist Baltimore-Washington Annual Conference and maintains Mt. Calvary's website and newsletter. In 2008, she was appointed as a member of the Baltimore-Washington Annual Conference Commission on the Status and Role of Women (COSROW).

As an entrepreneur, Denice is an independent home consultant for The Longaberger Company. Each year she donates a significant number of baskets, pottery and other items to other nonprofit organizations for their fundraising activities as well as contributes all proceeds from the Horizon of Hope campaign to breast cancer organizations such as the American Cancer Society, the Susan G. Komen organization and All Shades of Pink.

While her children were in school, she was an active parent in the Home and School Associations and School Advisory Boards, holding various positions from 1987 through 1999. In 1999 she received recognition as Prince George's County Catholic School Volunteer of the Year.

Ms. Whalen-White is a generous giver of her time, talent and treasures and is a blessing to all whom she meets. "To whom much is given, much is required," sums up Ms. Whalen-White's contributions to family, friends, co-workers, community and society.