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January 18, 2008

Dear Friends:

September 5, 2007 became a special day in my life as **All Shades of Pink, Incorporated** (ASOP) was born. Breast cancer was a cause I found myself drawn to many years ago. God so ordered my steps and life to launch this project, by surrounding me with so many knowledgeable and qualified people who have a passion for the cause as I do.

The primary mission of ASOP is to help families fight breast cancer. Many families do not have sufficient medical coverage and often have to supplement their medical expenses when dealing with breast cancer, such as additional prescriptions, co-pays, travel, etc. This often creates a deficit of available funds to address the day-to-day needs of the family. ASOP wants to help ease some of the stress families experience in situations like these. We are establishing three programs to address such needs:

1. The P.I.N.K. Comfort Blanket Program
2. ASOP Emergency Assistance Program
3. Kids Night Out Program

P.I.N.K. Comfort Blanket Program. Volunteers have already donated 8 pink and white afghans to this program. Blankets will be donated to our Partner hospitals and provided to breast cancer patients after their surgery with a special note of encouragement in their battle to survive.

ASOP Emergency Assistance Program. We will start fundraising for this program beginning in 2008. Funds will help breast cancer families facing termination of their utility services because of inability to pay due to associated medical costs. We hope to be a bridge of emergency assistance for families who do not qualify for aid under federal and/or state programs.

Kids Night Out Program. We have received two donations of local area restaurant gift certificates (\$25 each) to be used for this program. Registered breast cancer families can request a restaurant gift certificate and/or movie passes (one per family) to have a night of fun on ASOP. We hope to initiate this program during the third quarter of 2008.

These three acts of kindness will be done to help **People In Need of Kindness.**

Finally, we are happy to report that as of December 31, 2007, ASOP received donations totaling \$2,488 from individuals wanting to help jump start this worthy cause. These donations will help fund ASOP's programs and start-up expenses.

We received one request from seeking information to understand the disease. We were able to provide website resources to the caller and provided them with informational literature we had collected. We also had one request to speak to a survivor on what to do, as the caller was just diagnosed with breast cancer. We were pleased to put her in touch with one of our buddy volunteers.

The Application for Recognition of Exemption under Section 501(c)(3) of the Internal Revenue Code (IRS Form 1023) has been filed. A favorable determination is anticipated by mid-Spring. Special thanks are extended to Phyllis Slade-Martin and Lynn Taylor-Moore in assisting me in the completion of this form as well as James Croker, Jr. of the law firm Alston & Bird LLP.

Happy New Year and have a great 2008!

Sincerely,
Denice Whalen-White
Founder & Executive Director