

# Operation Warm

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Contact me to begin your CSR program:

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# Our Mission

Operation Warm provides **warmth, confidence, and hope** through basic need programs that connect underserved children to community resources they need to thrive.



# Our Brand-New Coats & Shoes

Operation Warm works directly with manufacturers to create high-quality coats & shoes



# #morethanacoat

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Over the last 22 years, Operation Warm and our partners have used **the coat as a bridge** for families in need to access everything from flu shots to new books.

Last year, our survey data told us that in addition to coats, **shoes were an essential need** for the children we serve.

We give children the gift of **warmth, confidence and hope.**

We help families by alleviating a financial burden.

We champion volunteering, at every level.

We build community bonds by providing access to resources.

# Our Impact

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**4+**

million  
children served



**1300+**

Community &  
corporate partners

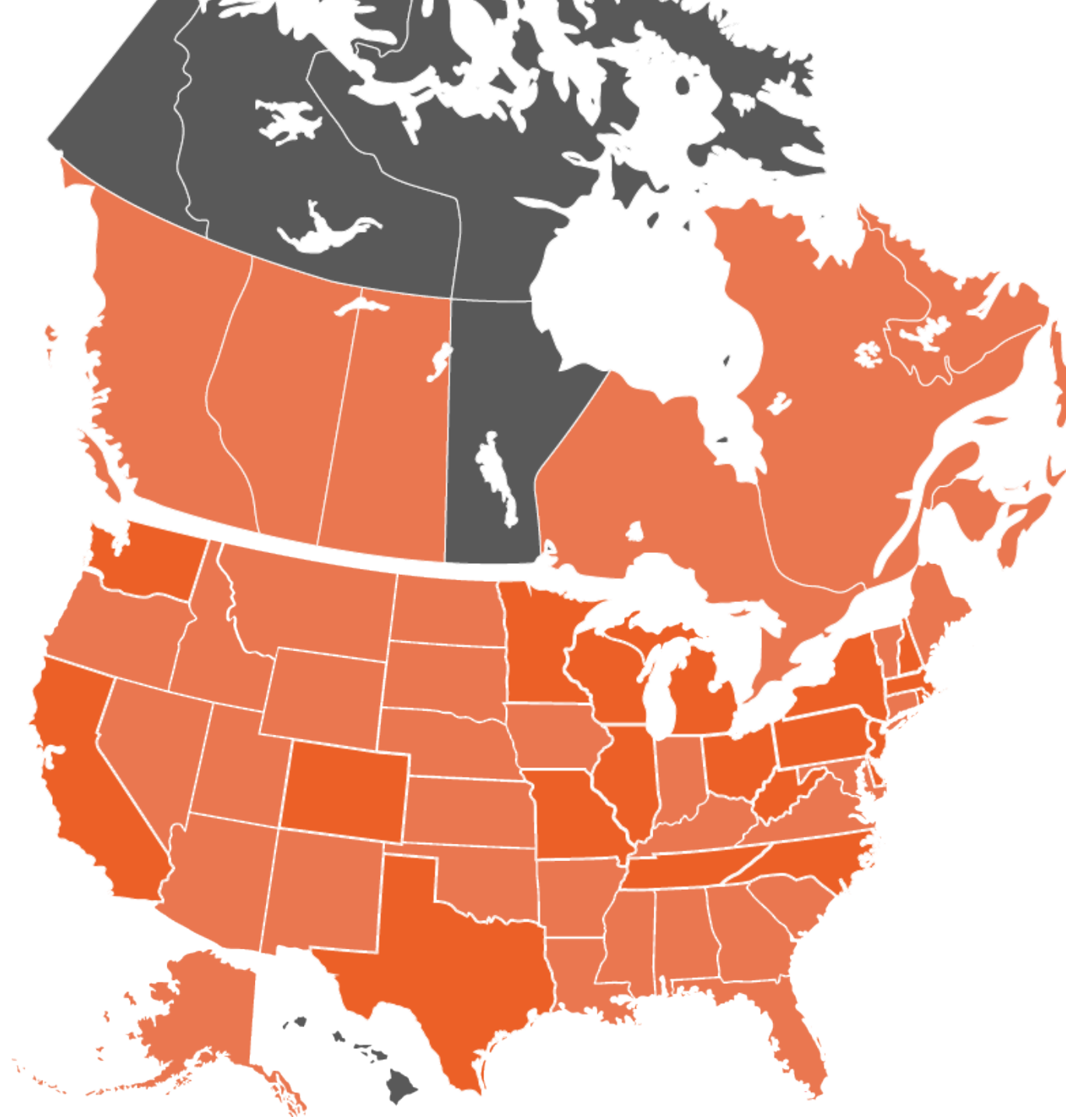


**22**

Years  
of service

# National Reach; Local Impact

In 2020, Operation Warm shipped coats and shoes to 62 states and provinces.



# The Children We Serve

Brand-new winter coats are gifted to children attending Title 1 schools or students receiving free or reduced lunches, living in shelters, or through a human or direct-service organizations

Poverty is defined as an annual income **below \$26,200** for a family of 4 with 2 children (less than \$2,122 a month).

**More than 70%** of children in need come from working families.

Families living in poverty spend **more than 80%** of their income on essential needs—food, shelter, childcare, and healthcare.

**Children** are the age group most in need in our country.

# Coat Wish List Requests



During the Fall and Winter of 2020 we received over **430,000 requests for coats** for kids in need across North America.

That's over **3x the average** number of requests we typically receive.

# Shoe Wish List Requests



Since we launched our Warm Soles Wish List in January, we've already received over **150,000 requests for shoes.**

We expect this number to continue to grow as awareness of our program increases.



# Our Partnerships

Operation Warm offers tailor-made corporate partnership opportunities to fit your company's vision and elevate your brand.

## CAUSE MARKETING CAMPAIGNS:

Operation Warm has dedicated partnership and marketing teams to ensure flawless implementation, logistical support and successful promotion of customer facing partnerships.

- Point-of-sale campaigns
- Customer activated campaigns
- In-store displays and messaging
- Social media campaigns

## EMPLOYEE ENGAGEMENT OPPORTUNITIES

Operation Warm offers impactful employee volunteer experiences gifting new coats or shoes to local children in their communities. Options include full-service events coordinated and staffed by Operation Warm to do-it-yourself events providing additional employee volunteer options.

*\*Event style based on current social distancing guidelines in your local area*

## CORPORATE GIVING:

Operation Warm maintains Wish Lists for coat and shoe requests from beneficiary organizations across North America. Your direct donation can be allocated to fulfill requests from the highest need children in the communities where your employees live and work. Operation Warm facilitates orders and deliveries.

# Trust is Earned



**1,300+**  
Partners  
Nationwide

NORDSTROM



Abercrombie & Fitch Co.

Abercrombie & Fitch | abercrombie kids | HOLLISTER CALIFORNIA | Gilly Hicks



# Responsible Giving



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For every dollar donated to Operation Warm, 95 cents goes directly into coat and shoe programming.



## 5 Cents:

- Fundraising
- Management and General

# Case Study – FedEx

## Cause

2020 marked the 12th year of partnership between FedEx and Operation Warm. Through in-kind shipping support, financial contributions, and employee volunteer events FedEx has made an incredible impact on communities in need across the U.S. and Canada.

## Impact

- 467,000 coats shipped
- 60 Warm Schools events
- 28,300 coats gifted in-person
- 12,000 volunteer hours
- Media reach - 40M

## RESULTS

# 467,000 coats shipped

Over 12 years of partnership



# Case Study – Thomas' Bagels

## Cause

In 2021 Thomas' Bread partnered with Operation Warm for a national cause marketing campaign, for the 2<sup>nd</sup> consecutive year, in celebration of National Bagel Day.

## Activation

- Paid media via Hulu
- Thomas' Instagram page takeover
- Retail display signage
- National & local media releases
- Consumer fundraising
- National Bagel Day in-person events

## Total Impact

- 10,000 coats gifted
- 5 Warm Schools events
- 600 volunteer hours
- Media reach - 3M+

## RESULTS

**10,000 coats gifted**  
to children across the country



# Case Study – Nordstrom

## Cause

In 2020 Nordstrom partnered with Operation Warm on a holiday campaign benefitting children in need in the U.S. and Canada. For every Bliss Plush Throw purchase in the month of December, Nordstrom donated a portion of proceeds to Operation Warm.

## Activation

- In-store promotion
- Digital promotion
- Customer activated donations
- Portion of Proceeds campaign
- Event ticket donations
- National & local media releases

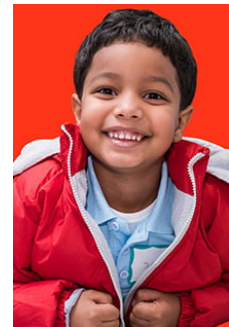
## Impact

- 26,497 coats gifted
- Media reach - 511M

## RESULTS

**26,500 coats gifted**  
over 2 years of partnership

**NORDSTROM**



**SANTA CHATS**

Learn more at  
[nordstromsvp.com/FestiveExperiences](http://nordstromsvp.com/FestiveExperiences)

**NORDSTROM**

# Operation Warm is #morethanacoat



NOW MORE THAN EVER  
**we are**  
more than a coat