



This past year was truly remarkable, as we celebrated an incredible milestone —



1 MILLION

CHILDREN SERVED IN ONE YEAR!

It's a proud moment in our 25-year journey of supporting under-resourced communities across the U.S. and beyond.

Our vision for 2025 is clear: to grow our network, empower our partners, and continue delivering warmth, confidence, and hope to children everywhere. Together, we will rise to meet the challenges ahead and help more children flourish in the year to come.

Mission STATEMENT

Operation Warm provides warmth, confidence, and hope through basic needs programs that connect under-resourced children to community resources they need to thrive.

Program IMPACT

In 2023-24 alone, Operation Warm distributed 1 million winter coats and pairs of shoes to approximately 1,950 communities across 57 North American states and provinces, Puerto Rico, Chile, and Argentina.



6M+
children served



25
years of service



95%
efficiency rate



4K+
communities served

The RESULTS

How coats and shoes impacted the children who received them.

95%

said the coats and shoes eased a financial burden for the child's caregivers

89%

said the coats and shoes provided a positive community interaction

80%

said the coats and shoes increased self-esteem and confidence

75%

said the coats and shoes encouraged outdoor play & socialization



32%
of children in the poorest school districts are chronically absent, compared to 19% in wealthier districts.



Coats

Retail Value: \$60

Operation Warm's flagship coats are high-quality, durable, and designed with water-resistant shells, fleece linings, deep pockets, and hoods, ensuring kids stay warm and confident.

98%
of recipients rate our coats & shoes 4 or 5 out of 5 for quality.

Shoes

Retail Value: \$48

Launched in time for the 2024 back-to-school season, our athletic shoes now come with two pairs of socks and new upgrades, including improved loop laces, vegan leather accents, and enhanced insole cushioning.



67%
of kids wear shoes that are too small

85%
of Athletic Directors reported increased interest in sports programs after receiving sports bras.



Sports BRA

Retail Value: \$34

FLY:FWD

provides sports bras to girls in underserved communities, breaking barriers and empowering them to participate in sports. Since its inception in 2023, FLY:FWD has provided over 30,000 sports bras to young athletes.

83%
of girls said receiving a sports bra increased their interest in playing sports.