Operation Warm Press Kit

For media inquiries please contact:

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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.

About Us

Operation Warm is a national nonprofit that manufactures brand-new, high-quality coats and shoes for children in need. We partner with compassionate individuals, community organizations, and corporations across North America to connect underserved children to community resources they need to thrive.

Over the last 23 years, Operation Warm and our partners have offered the gifts of brand-new coats and shoes as a bridge for families in need to access everything from flu shots to new books.

To make a lasting impact on the lives of children, visit www.operationwarm.org
Defining The Need

Operation Warm gifts brand-new winter coats and shoes to children attending Title 1 schools or students receiving free or reduced lunches, living in a shelter, or through a human service agency or other direct-service organization.

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.

Our Brand-New Coats & Shoes

Operation Warm works directly with manufacturers to create high-quality coats & shoes.
23 Years of Impact

- Founded by Dick Sanford with 58 coats
- Began manufacturing own line of coats
- First housing & community needs partnership established
- 1 million children served
- Introduced coat gifting celebrations
- 2 million children served
- Established warehouse and distribution centers
- 1 year
- Introduce coat gifting celebrations
- 2 million children served
- Introduce coat gifting celebrations
- 4+ million children served
- 87k shoes gifted
- 2022
- 87,000 shoes gifted
Over 23 years, Operation Warm and our partners have served **2,100+ organizations**, bringing our grand total to over **4.6 million children** served across North America since 1998.
NOW MORE THAN EVER
we are
more than a coat