

Operation Warm Press Kit

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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 provide emotional warmth, confidence to socialize and succeed, and hope of a brighter future by using the gift as a catalyst for community connection.

Our Brand-New Coats & Shoes

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



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.

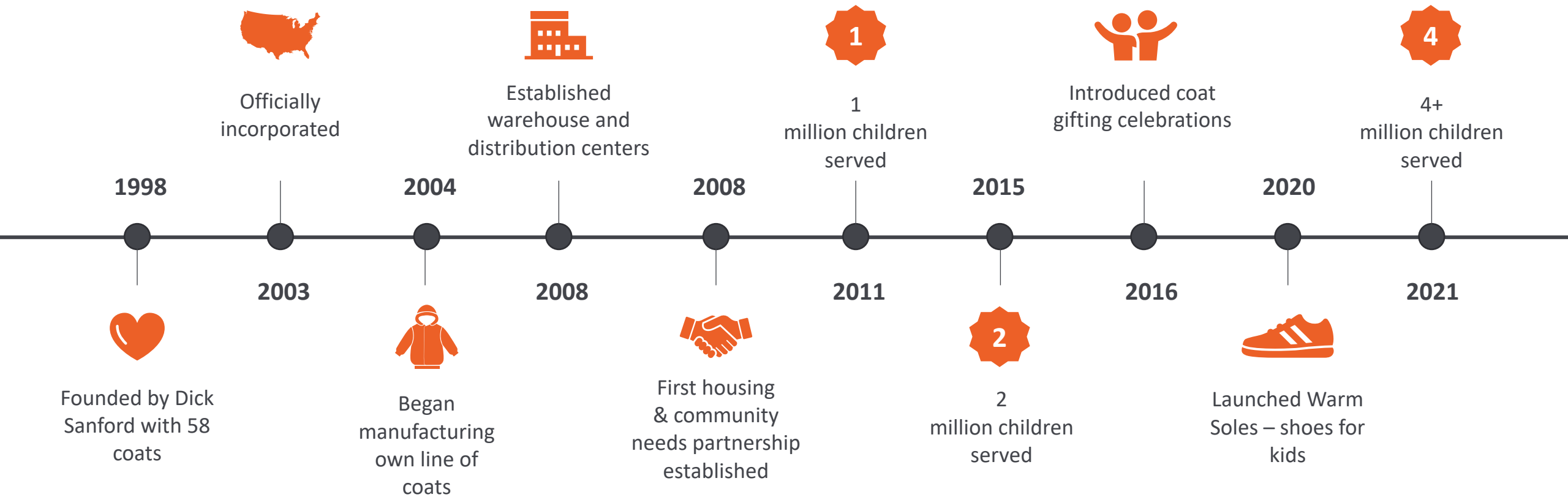
Poverty is defined as
an annual income
below \$26,200
for a family of 4 with
2 children (less than
\$2,122 a month).

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

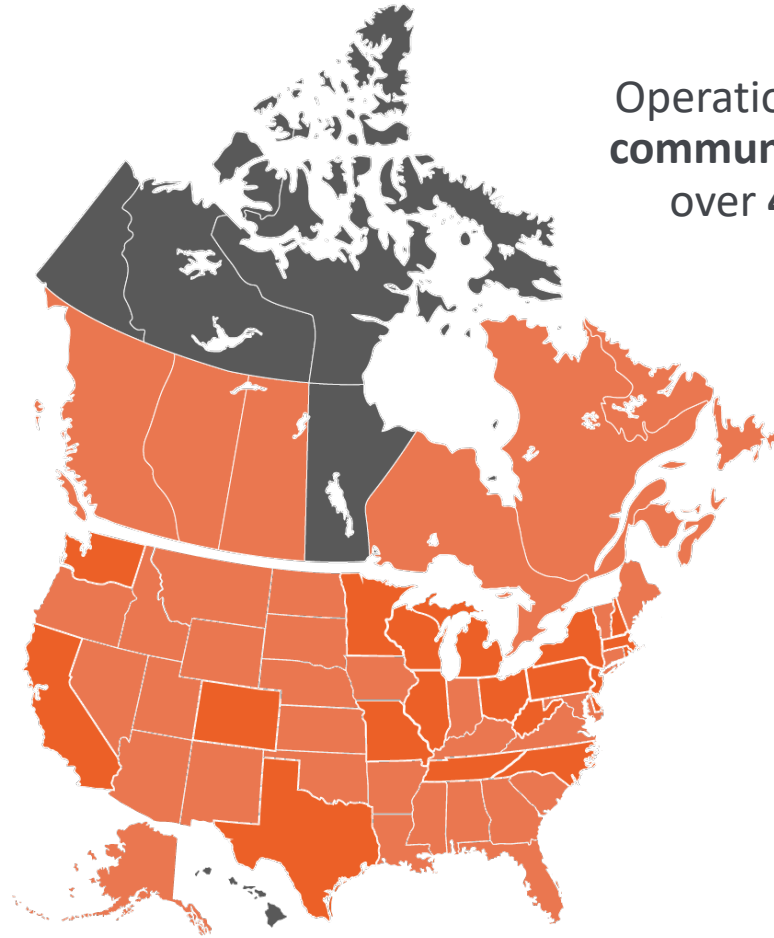
Families living in
poverty spend
more than 80%
of their income on essential
needs—food, shelter,
childcare, and healthcare.

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

22 Years of Impact



Operation Warm Impact



Operation Warm and our partners served **1,300+ communities** last year bringing our grand total to over **4 million children** served across North America since 1998.



30k+ Shoes Gifted



4M+ Coats Gifted

OPERATION
warm
more than a coat®

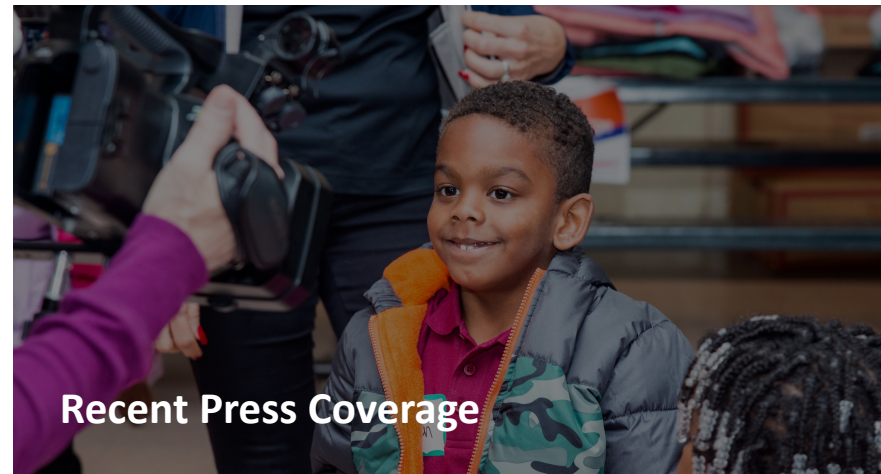
Media Resources



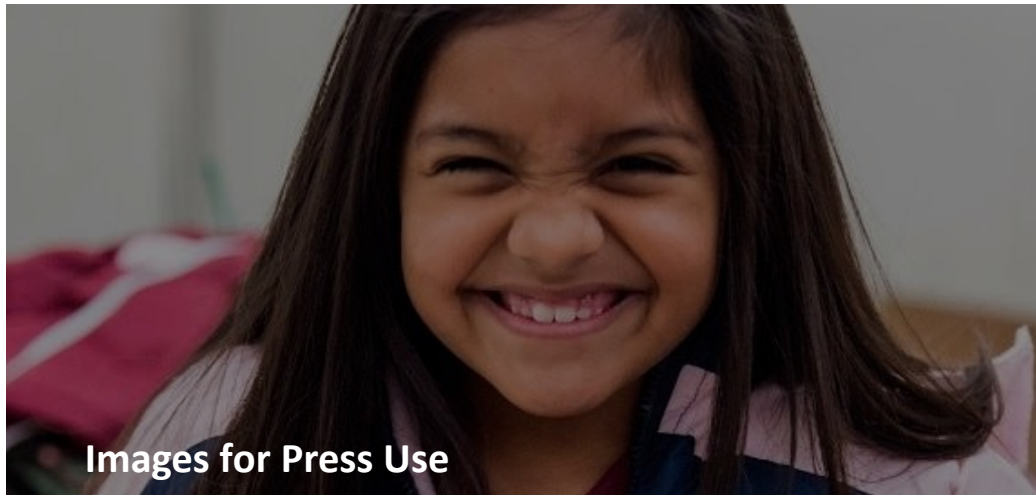
Branding Guide



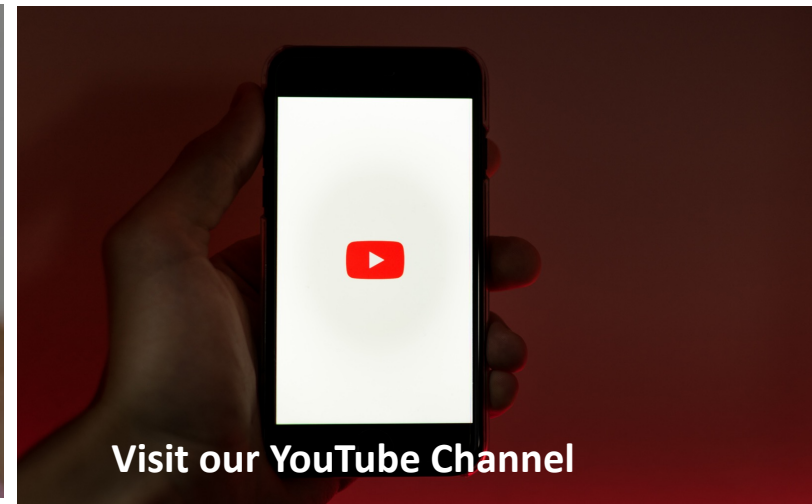
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VP of Partnerships

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Marketing Director

Stephanie Cohen



Chief Financial Officer

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NOW MORE THAN EVER
we are
more than a coat