

# Impact Report

OPERATION®  
**warm**  
more than a coat®



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# Mission Pillars



## THE NEED

The COVID-19 pandemic has taken a toll on the nation's most vulnerable communities. Children in need will bear an incredible burden during the Coronavirus pandemic and the long-term economic shocks.

Before COVID-19, **1 in 5 children** in America lived in poverty. Since then, 40 million Americans have filed for unemployment. Many vulnerable children and families will fall into poverty as a result.



Average yearly cost to feed a family of four  
**\$9,932 US**<sup>1</sup>  
(based on a low-cost food plan)



Average rent in the U.S. is **\$16,800/year USD**<sup>3</sup>



The average family of four living in poverty earns less than  
**\$26,000/year USD**<sup>2</sup>

1. Hellmich, N. (2013, May 01). Cost of feeding a family of four: \$146 to \$289 a week. Retrieved from <https://www.usatoday.com/story/news/nation/2013/05/01/grocery-costs-for-family/2104165/>

2. US Census Bureau. (2019, January 24). Poverty Thresholds. Retrieved from <https://www.census.gov/data/tables/time-series/demo/income-poverty/historical-poverty-thresholds.html>

3. Layne, R. (2018, July 06). U.S. housing rents hit record-high average of \$1,405 per month. Retrieved from <https://www.cbsnews.com/news/u-s-urban-rents-hit-all-time-high-at-average-1405-report/>

4. Watch, & By. (n.d.). Facts About Child Poverty in the U.S.A.: Children International: US Poverty Facts. Retrieved from <https://www.children.org/global-poverty/global-poverty-facts/facts-about-poverty-in-usa>



# WARMTH

39 out of 50



U.S. states  
have average  
winter  
temperatures  
**below 40  
degrees.**<sup>5</sup>

5. Winter Temperature Averages for Every State.  
(n.d.). Retrieved from <https://www.currentresults.com/Weather/US/average-state-temperatures-in-winter.php>

## Physical Warmth

From the cozy fleece lining to the detachable hood and deep pockets, Operation Warm coats are designed for quality, comfort and warmth.



**93%** of students say  
their Operation Warm  
coat makes them feel  
warm

Source: Operation Warm Data

“

My brand new coat helps  
me through the cold.  
When I wear it, I get  
warm and the  
coldness goes away.

-Coat Recipient

”

**“It’s the warmest coat I ever wore.”**

-Coat Recipient

# WARMTH



Operation Warm coats offer a child both physical and emotional warmth - ensuring that kids love the way they look and feel in their brand new coats.

## Emotional Warmth

Operation Warm coats are created in the latest styles and colors. When a child chooses a coat they love, given by someone in their community who cares about them, it boosts their self-confidence.



“

THANK YOU  
SO MUCH!  
I LOVE IT! I  
FEEL LOVED!

-Coat Recipient

”

**88%**

**of students  
feel happy  
in their  
Operation  
Warm coat**

Source: Operation Warm Data



## CONFIDENCE

Brand new coats spark self-confidence in a way that second-hand clothing cannot. Operation Warm coats help students attend school regularly, socialize with their peers and play outside with pride.



### Power to Choose

We empower children by letting them choose. Color and style is up to them.

### Pride of Ownership

A brand new coat, on-trend in color and design, really gives kids a boost in self confidence.

### New vs. Used

Children living in need may rarely feel the emotion associated with receiving a gift that was made just for them.

# 88%

**of students felt better about themselves after choosing an Operation Warm coat**

Source: Operation Warm Data



“

MY NEW COAT  
MAKES ME FEEL  
LIKE A SUPER  
HERO

-Coat Recipient

”



# HOPE

Families in poverty struggle to provide basic needs like food, housing, healthcare and utilities. Our brand new coats remind families that their community cares about their well-being and their future.



## Kindness from Others

A gift from a community member shows a child that people outside of their circle of trust care about their well-being.

## Security & Safety

A warm, well-fitting coat offers a child a feeling of protection.

## Paying It Forward

Recipients of an Operation Warm coat often ask how they can help others in their community.



**8/10**

students felt safer after receiving their Operation Warm coat

Source: Operation Warm Data

“

I am really happy about my new coat because some kids out there have no coats. I will help kids get coats when I get older.

-Coat Recipient

”





# Outcome Pillars



## IMPACTING EDUCATION

A brand new coat provides the opportunity to get to school and gain an education regardless of the weather.

### Helping Kids Get to School

While driving the streets of his hometown, Dick Sanford encountered a group of children - coatless - huddled at a bus stop on a cold December morning.

The sight led Dick to purchase all 58 coats at a nearby department store and give them away to kids in his community. Dick founded Operation Warm in 1998 and the mission has grown to provide over 3.5 million coats to kids in need across North America.

**94%** **of students say they are less likely to miss school because of their brand new winter coat**

Source: Operation Warm Data



**75%** **of the students Operation Warm serves wait at a bus stop or walk to school**

Source: Operation Warm Data

We have a high rate of absenteeism when the temperatures drop and this interrupts learning opportunities for our children. Thanks to your kindness, all of our students will have a warm coat so that they can continue coming to school.

María Nevárez Solís, Principal, Farias Early Childhood Center



## IMPACTING THE CYCLE OF POVERTY



Families living in poverty spend more than **80% of their income** on essential needs—food, shelter, childcare, and healthcare.<sup>6</sup>

6. <https://www.cbpp.org/research/poverty-and-inequality/economic-security-programs-help-low-income-children-succeed-over>

## Reducing Financial Burden for Families



Some families only came in for the coats and, if nothing else, this act alone took a huge burden off of their plates for the winter.

-Participant, Aunt Martha's Health & Wellness clinic event

**99%**  
of parents say  
that receiving  
a free Operation  
Warm coat will  
allow them to use  
their resources  
to buy other  
necessities  
for their family.

-Operation Warm Data





## IMPACTING THE CYCLE OF POVERTY



School districts across North America are expressing an urgent need to increase support for both academic and non-academic services for newcomers.

## Supporting Transient and Refugee Populations

“ [Operation Warm coats] had a great impact on our church. We have a lot of people from our community that just came from Puerto Rico because of Hurricane Maria and weren’t prepared for winter.

Carmen Melendez, Spanish Evangelical Church, Ohio

”

“ Donegan Elementary has a transiency rate of 50%. We have families coming from warm places all year round. Many of them experiencing winter for the first time and ill-equipped for the cold months of winter. It warms my heart to see my students wearing these coats. Warm children are happy children.

Rosa Carides-Hof Community School  
Coordinator, Donegan Elementary

”

### Recent Coat Recipients:

- Boston Center for Refugee Health & Human Rights (MA)
- El Centro (OH)
- Heartland Alliance for Human Needs & Human Rights (IL)
- International Rescue Committee Resettlement Office (NY)

## COAT AS A CONNECTOR



Operation Warm brings communities together through positive and joyful Coat Giving Celebrations.

## Building Trust in Communities and Access to Resources

“Operation Warm is an excellent partner for CHA because we leverage their coats to get so many families to come to one location, on one day, and put them in front of all of these wonderful organizations that provide resources and services that our families need.”

Kristen Hamer, Director of External Partnerships, Chicago Housing Authority Impact Beyond Warmth



**97%**

**of parents are more trusting of organizations that provide brand new coats for their children.**

Source: Operation Warm Data

### A Warm Welcome to the Library Program



Operation Warm is a unique service project. It not only provides children with necessities, but introduces them and their families to all that their neighborhood library branch has to offer beyond books. The collaboration with libraries will inspire literacy and a love of learning, while involving families in the many activities and programs available in their local libraries.

Filomena Elliott  
Director, Adult Literacy Program, Kennett Library



## HEALTH & WELLNESS

“Children who live in households that are food insecure... are likely to be sick more often, recover from illness more slowly, and be hospitalized more frequently. Lack of adequate healthy food can impair a child’s ability to concentrate and perform well in school and is linked to higher levels of behavioral and emotional problems.”

“

With programs like Operation Warm, we aren’t only providing coats during a cold season but health care as well.

Dr. Lim, Aunt Martha’s Health & Wellness physician who administered flu shots to the families who attended the coat giving event.

”



**92%**  
**of partners/  
beneficiaries  
agree that  
children with  
adequate  
winter  
clothing are  
more likely to  
play outside  
during the  
winter months**

Source: Operation Warm Data



### RECENT COAT RECIPIENTS

Roseland Community Hospital (IL)  
Nemours Hospital (DE)  
VA Medical Center (MA)  
Boston Medical Center (MA)  
Jacobi Medical Center (NY)



## VOLUNTEERING

Volunteering at an Operation Warm Coat Giving Celebration is a one-of-a-kind, heartwarming experience. Volunteers meet with children to help them pick out brand new coats that not only fit, but come in the latest styles and colors.

### Volunteer Opportunities offered by Operation Warm

Employee Volunteering

Local Community Volunteering

Skilled Volunteering

# 100%

**of volunteers would be likely to recommend Operation Warm to a friend or colleague**

Source: Operation Warm Data

“

I am so grateful to have the opportunity to become more aware of what is going on outside of my bubble and to be given the chance to help.

-Volunteer

”

# 96%



**of volunteers say they are more likely to support efforts to help children in their community after they attended an Operation Warm event**

Source: Operation Warm Data