

A photograph of two young children standing outdoors on a street. The child in the foreground is wearing a blue and red hooded winter coat and is smiling while making a peace sign with both hands. Behind them, another child in a pink and purple hooded coat is also smiling and making a peace sign. The background is slightly blurred, showing other people and a street setting.

OPERATION<sup>®</sup>  
**warm** | more  
than  
a coat<sup>®</sup>

# 2019 IMPACT REPORT

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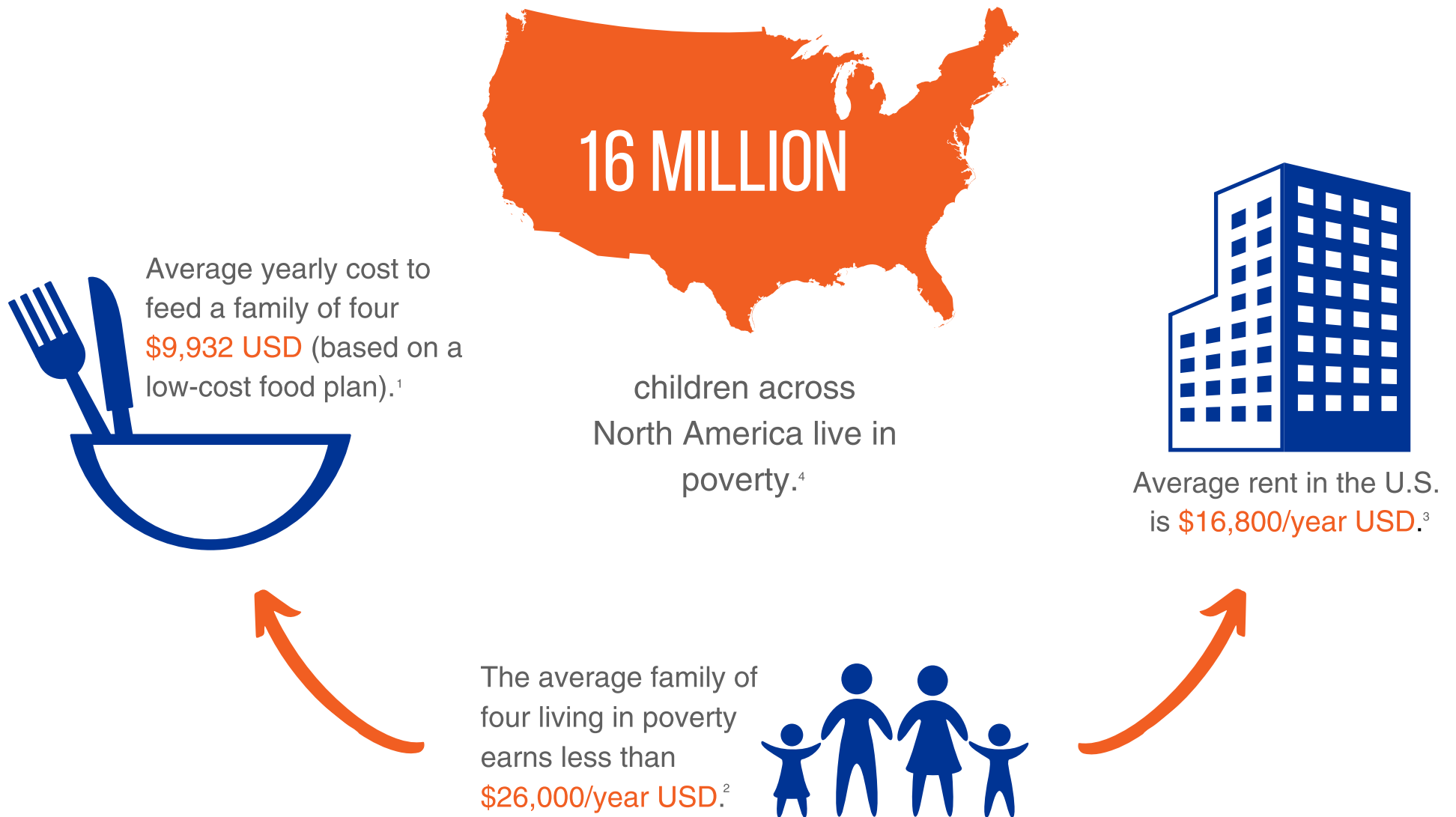


OPERATION WARM

# MISSION PILLARS

# THE NEED

It's hard to imagine that in North America, the richest continent on earth, 16 million children live in poverty. For families struggling to make ends meet, necessities like food, housing, healthcare and utilities take priority. Often there is simply not enough left over for warm winter clothing.



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>

## Physical Warmth

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



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

2018 Coat Recipient

93%

of students say their Operation Warm coat makes them feel warm.

Source: Operation Warm Data

"It's the warmest coat I ever wore."

2018 Coat Recipient

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

**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.



88%

of students  
feel happy  
in their  
Operation  
Warm coat.

Source: Operation Warm Data



"I felt so happy when I got  
my new coat. I don't want to  
take it off."

2018 Coat Recipient



# 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—it's 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.



"I love the coat and I feel like I stand out in a good way."

2018 Coat Recipient



# 88%



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

Source: Operation Warm Data

"Providing kids with new clothes boosts their self-esteem so they can focus on school and doing well in classes. That benefits their education, which helps them break out of the cycle of poverty."

Natalie Brown, 'They feel good about themselves'; Assistance League takes kids shopping for new school clothes, 2018.



**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.



"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."

2018 Coat Recipient





OPERATION WARM

# 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 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

"40% of American households lack a basic level of savings. These 'liquid asset poor' households don't have enough savings to make ends meet at the poverty level for three months if their income was interrupted."<sup>6</sup>

## Reducing Financial Burden for Families



# 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.



Source: Operation Warm Data

"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."

Parent from Aunt Martha's Health & Wellness



6. [https://prosperitynow.org/sites/default/files/resources/2019\\_Scorecard\\_Key\\_Findings.pdf](https://prosperitynow.org/sites/default/files/resources/2019_Scorecard_Key_Findings.pdf)

# 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

"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



"[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



# COAT AS A CONNECTOR

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

## Building Trust in Communities and Access to Services/Resources

"Getting new coats and books from helpful, attentive volunteers created trust and the ability to serve these families better at the library **after** this event."

Alexa Hamilton  
Special Projects Librarian CPL



# 91%

of volunteers believe that giving coats helped their organization build trust with the community.

Source: Operation Warm Data

# 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

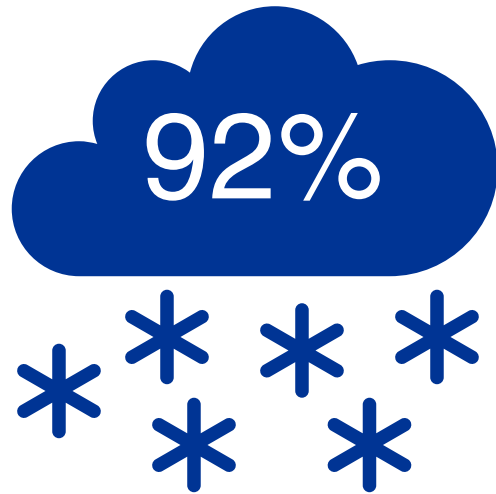


"Operation Warm is a unique service project. It not only provides children with necessities, but introduces them and their families to all that their neighborhood library branch has to offer beyond books. The collaboration with libraries will inspire literacy and a love of learning, while involving families 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."<sup>7</sup>



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

Source: Operation Warm Data

"When I went home I wanted to sleep with my coat because it was so warm!"

2018 Coat Recipient



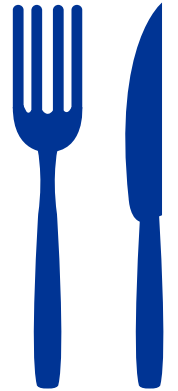
"With programs like Operation Warm, we aren't only providing coats during a cold season but health care as well."

Dr. Lim, Aunt Martha's Health & Wellness.

Dr. Lim spent the day administering flu shots to the families who attended the winter coat program in between serving her regular patients at Aunt Martha's Health & Wellness.

Many children qualify for a nutritious, free breakfast and lunch at school. Brand new coats get these kids to school, providing a way for them to receive those meals.

Source: Operation Warm Data



7. <http://www.frac.org/wp-content/uploads/hunger-health-impact-poverty-food-insecurity-health-well-being.pdf>



# 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
- Volunteer Brigade
- Skilled Volunteering



# 100%

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

Source: Operation Warm Data

"My favorite part about the event was the look on the children's faces when they saw how many coats there were. It warmed my heart when the kids asked if they got to keep the coats and we said, Yes!"

Nicole McIntyre, Hollister

"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."

2018 Volunteer

# 96%

of volunteers rated their Operation Warm volunteer experience as 5 out of 5.

Source: Operation Warm Data

