#morethanacoat

When a child who has so little gets to pick out a **brand new coat** in their favorite color, it not only keeps them warm all winter long, it sets off a spark – it acts as more than a coat.

**SELF-ESTEEM**

Giving a child something brand new, all their own, creates a sense of pride in ownership that fosters self confidence in children who may feel insecure.

**SCHOOL ATTENDANCE**

The #1 way to break the cycle of poverty is through education. With brand new coats, children can go to school more often on cold winter days, where they receive nourishment for their minds and bodies.

**WELLNESS & OUTDOOR PLAY**

It's hard to play outside, make snow angels, or build a snowman without a warm coat. All children should have a chance to keep active and socialize outdoors year-round.

**RUN YOUR OWN COMMUNITY COAT PROGRAM**

For more information visit [operationwarm.org](http://operationwarm.org)

1-800-730-9276

**START YOUR OWN COMMUNITY COAT PROGRAM**
WHO WE ARE

Operation Warm is a nonprofit organization who provides brand new winter coats to children in need. We believe a new coat is more than a coat. It can tell a child, “You’re worth it,” and helps to build self-esteem through pride in ownership.

We believe a new coat can inspire happiness and warmth within a child while also increasing peer acceptance, both inside and outside of school, and contribute to their overall wellness. Support in all of these areas gives children living in poverty a greater chance to be happy and successful in life.

WHO CAN START A COMMUNITY COAT PROGRAM?

Many community organizations share Operation Warm’s vision that no child should be left out in the cold. Groups interested in joining our mission can manage their own local Operation Warm programs (we call these Community Coat Programs) for the benefit of impoverished children in their communities.

Community Coat Program participants raise funds locally to donate to Operation Warm, and in turn, Operation Warm sends coats to the school, faith-based or nonprofit organization(s) you identify that serve children in need in your community. You tell us what coat sizes are needed and where and when they need to be sent, and we’ll ship coats for you. You coordinate how and when coats are given to children. The more funds you raise, the more local children will receive this gift of warmth!

Operation Warm works directly with manufacturers to create our own line of warm, stylish coats made just for kids. The coats you receive from us won’t be uniforms. They’ll arrive in a multitude of colors and in the sizes you request. This ensures each child will be able to choose their very own coat in their favorite style that fits just right.

3 EASY STEPS TO RUN A COMMUNITY MANAGED COAT PROGRAM

1. Identify one or more organizations serving local kids in need - schools, youth services agencies, shelters, etc. Determine how many children are in need & set a fundraising goal for new coats.

2. Tell everyone about your project! Reach out to friends & co-workers, hold a fundraising event, and share on social media. Operation Warm will supply you with an online fundraising page, toolkit, and support!

3. After you reach your fundraising goal, place your order to receive warm, colorful, brand new Operation Warm coats. We’ll help organize your shipment for delivery to a time and place of your choosing so you can share your gift of warmth to local children.

We literally had coats on the backs of kids three weeks tops after we first heard of Operation Warm! When you see how quickly and effectively we were able to do good, it warms your heart.

- Lee Chirgwin, Cape Cod Community Program