Operation Warm
Brand New Coats for Kids
Operation Warm has provided a gift of hope, warmth and self-esteem to children since 1998.

The Mission

TO PROVIDE NEW WINTER COATS TO children in need
Children in Need

22% of children in the U.S. live below the poverty line...

...for a family of four, their income is less than $25,000.

1 in 5 children in America lives on food stamps...

...this is a 60% increase since 2007.
The Coats

We believe every child deserves something brand-new to call their own.

Why manufacture?

• Maximizes the efficiency of donations
• Much less expensive than retail
• More color options
• Sizes available during peak season
• Quality control
The Impact

**Operation Warm** and their supporters have:

- Touched the lives of over **2 million children since 1998**
- Gives coats **nationwide**
- Held **1,000** coat giving events last year
- Every **$20** provides a new coat to a child who needs it most