



OPERATION[®] **warm** | **more than a coat[®]**

OUR MISSION

Operation Warm is a nonprofit organization that provides brand new winter coats to children in need across the United States. We applaud coat drive programs that give used winter coats to children, but a brand new winter coat goes beyond physical necessity. We believe a new winter coat can be more than a coat. We believe it can tell a child, “You’re worth it,” and help to build self-esteem through pride in ownership. We believe it can inspire happiness and warmth within a child while also increasing peer acceptance both inside school and outside while at play. Support in all of these areas gives children living in poverty a greater chance to be happy and successful in life.

300,000
COATS GIVEN
ANNUALLY

50
ACTIVE
STATES

20%
MADE IN
THE USA

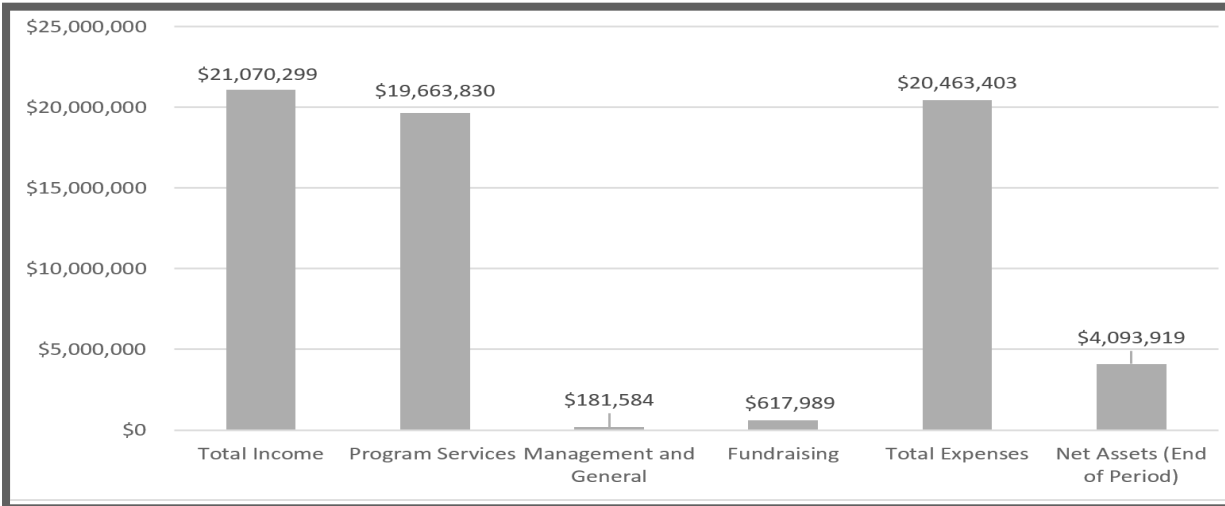
**OVER
2 MILLION**
COATS GIVEN
SINCE 1998

MILESTONES

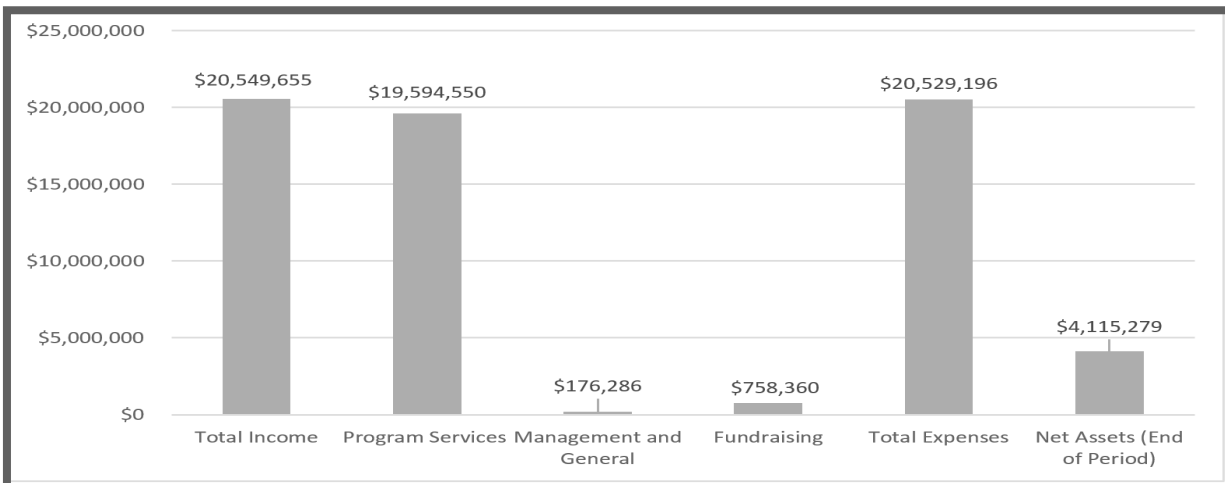
- Operation Warm is extremely proud to announce that this past year, we reached our newest milestone – our 2 millionth child received a gift of warmth through a brand new winter coat!
- Increased focus on marketing and fundraising, with emphasis on social media and sharing stories of impact, raising poverty awareness, and empowering our followers.
- Provided high-quality resources to children in need, including the expansion of USA-made winter coats as well as our imported winter coats.
- Partnered with 900+ organizations, with active coat programs in all 50 states and Washington, D.C.



2016 FINANCIAL HIGHLIGHTS



2017 FINANCIAL HIGHLIGHTS



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