LIBRARY OUTREACH REIMAGINED

A WARM WELCOME TO THE LIBRARY

What can you accomplish with 1 book + 1 library + 1 coat? A powerful event that brings together People, Programs, and Partners! This unique opportunity introduces kids and families living in need to all that your library branch offers beyond books. 2019 saw the expansion of this program to 50 sites in 15 states; here’s a closer look at what we achieved:

BUILDING A NATIONAL MOVEMENT

Library Partnership Locations:
- PA
- IL
- UT
- DE
- NY
- MD
- TN
- NJ
- OH
- MA
- WI
- CA
- IN
- TX
- LA
- VA
- MO

HANDS-ON ACTIVITIES

Examples of event activities:
- Arts & Crafts
- STEM Activities
- Story Time
- Library Card Registration
- Live Performances
- Literacy Programming
- “Mad Scientist” Experiments

A WARM WELCOME TO THE LIBRARY IMPACT

“Working with Operation Warm enabled us to build on an existing partnership with a neighborhood family shelter...the Operation Warm coat distribution events provided 300+ new winter coats and welcomed many of these families into the public library for the first time. We were grateful for the opportunity to fortify the connection between the library and local families and happy to see many of them making return visits to borrow books, use computers, and spend time in our Children’s Room.”
- Maggie Craig, Senior Children’s Librarian, New York City Public Library

BY THE NUMBERS

In 2018, we surveyed 400 parents in five different states who participated in A Warm Welcome to the Library:

- 94% felt more connected to their community as a result of the event
- 97% felt more trusting of the organization providing the coat
- 93% were more able to use income for child’s other needs
- 99% discovered library services that would be helpful to their family
- 98% are likely to use library services in the future

KEY STATISTIC

2/3 of parents were unfamiliar with library services prior to the event