Find Funding for your Library

**As a local organization, you may have a better chance of receiving support from certain funders than Operation Warm does as a national organization.
This tool will help you identify potential funding opportunities for your
Warm Welcome to the Library program!**

Small Business & Corporate Sponsorships
- Many companies enjoy supporting local initiatives, and provide grants to support fundraising efforts. One example is the Walmart Community Grants Program: https://walmart.org/how-we-give/local-community-grants. Local banks and insurance agencies are also good sources of local support.
- Restaurants: Ask for a percentage of the night's profits (10-30% is normal).
- Use Operation Warm template letters to seek smaller, local corporate sponsors.

Community-Based Support
- If you are part of an organization or service club that has a philanthropic focus, (i.e. Kiwanis, Rotary, Elks, etc.) look into funding opportunities at both the local and national level.
- Neighborhood social groups (Friends of Library, sororities/fraternities, Giving Circles, Junior League, Jack & Jill, etc.) are often eager to both fundraise and volunteer!

Online Fundraising
- Social Media: We know that there are many competing goals for fundraising; if you would like to highlight your Warm Welcome to the Library program, consider a personalized Operation Warm online donation page. We handle set-up, logistics, and processing fees for any donations received. All funds donated to your page are kept safely in your Operation Warm account until it is time to plan for your event.

Grant & Foundation Opportunities
- Research funders via Foundation Search database (available for free at most public libraries) or Council on Foundations (https://www.cof.org/community-foundation-locator).
- Contact program staff at your potential funder, and use Operation Warm Talking Points to determine opportunities for funding.
- Submit your grant on behalf of your library, OR: Request grant writing support from Operation Warm:
    1) Provide necessary documents to our Grant Team to evaluate your request.
    2) If selected, we will write and submit the grant on your behalf.

Making your Case: Impact
- Check out the following Operation Warm links for outcome data & statistics to support your proposal!
    - https://www.operationwarm.org/research-citations/
    - https://www.operationwarm.org/get-involved/a-warm-welcome-to-the-library/
    - https://uploads.operationwarm.org/2020/02/10201318/Library-Program-Impact-Report-2019-1.pdf
    - https://uploads.operationwarm.org/2019/05/09175108/Best-Quotes-from-Librarians-PDF.pdf
    - https://uploads.operationwarm.org/2019/05/18123618/A-Warm-Welcome-to-the-Library-Program-Successes-2018-19.pdf

The following template language can be used for grant writing, proposal submission, or in-person meetings with funders.
https://www.operationwarm.org/get-involved/a-warm-welcome-to-the-library/

Overview:

- Operation Warm is teaming up with libraries, community partners, foundations and corporations across the country to give a brand new coat and book to each child who participates.
- This program we will leverage the gift of a new coat as a powerful motivator to connect high need families with the educational services offered by their neighborhood library.
- Exponential program expansion: 2 locations in '17, 32 locations nationally in '18, 50 locations nationally in '19.
- About Operation Warm: We manufacture brand new, high-quality coats for children in need. We believe a brand new coat is more than a coat, promoting self-esteem, school attendance, and outdoor play.

Program Summary

- This engaging, innovative program will ensure that a child's basic need for a winter coat is met, and provide an opportunity to introduce kids and families to all that library locations office beyond books.
- For any child, a trip to the library can be an adventure. For a child in need, who may have limited resources, it can be even more valuable.
- Libraries can capitalize on this energy to promote their children's programs, including literacy initiatives, STEM and STEAM programming, and homework assistance.

Program Execution

- Operation Warm provides a "how-to" guide for libraries for staging these events, but allows each individual library to customize the event activities and outcome goals.
- Operation Warm can assist libraries with recruiting participant schools or community organizations, and will provide event checklists, a planning timeline, a list of volunteer responsibilities, and coat/books for the event.

Program Donation

- **$5,500 donation** covers the cost of coats, books, banners, and admin fees for a single program event.
- Provides for 150 children to be served at one library location.
- Supporters receive recognition on banner displayed during the event.

Program Impact

- A parent survey is provided to assess changes in behavior, readiness and willingness to engage in literacy initiatives, and family budgets.
- Measures of success for libraries include: - Attendance increase at library event vs. "normal" library day - Number of new library cards issued - Number of new cards still in active use three months later - Increased enrollment/participation in early childhood programming
- Partner libraries can choose how to measure these outcomes and report results to Operation Warm
- Check out the following Operation Warm links for outcome data & statistics to support your proposal!
  - https://uploads.operationwarm.org/2020/02/10201318/Library-Program-Impact-Report-2019-1.pdf
  - https://uploads.operationwarm.org/2019/05/09175108/Best-Quotes-from-Librarians-PDF.pdf
  - https://uploads.operationwarm.org/2019/05/18123618/A-Warm-Welcome-to-the-Library-Program-Successes-2018-19.pdf

[MM, DD, YYYY]
[Recipient's Name]
[Recipient's Address]

Dear [First Name],

Right here in [Location], **many children are living in poverty.** That's why [You/Your Organization] has decided to take action.

By partnering with Operation Warm, a national nonprofit, we're committed to providing [goal number] brand new coats and books to economically disadvantaged children living in [Location]. We will be organizing A Warm Welcome to the Library event on [Date]. To learn more about this program, please visit: https://www.operationwarm.org/get-involved/a-warm-welcome-to-the-library/

This program has the potential to strengthen our community in more ways than one. Staging a Warm Welcome event provides children with necessities while inspiring literacy and attracting families to ongoing activities. For any child, a trip to the library can be an adventure. For a child in need, who may have limited resources, it can be even more valuable. Being able to spend time choosing books and being around others who are doing the same can reinforce the joy of reading. A gift of a brand new coat is a powerful motivator to bring families to a facility. Libraries can capitalize on this energy to promote their children's programs, including literacy initiatives, STEM programming, and homework assistance.

We need **YOUR HELP**! The more partners involved in our program, the more local children we can reach. As a sponsor, you would have the opportunity to:

👔 VOLUNTEER AT OUR WARM WELCOME TO THE LIBRARY EVENT

👔 BE PUBLICLY RECOGNIZED FOR YOUR SUPPORT

👔 SEE YOUR DONATION AT WORK!

Keep in mind that this is not a coat drive – Operation Warm designs and manufactures quality new winter coats. We are seeking *monetary donations* to fund this initiative. Without your help, our goal of reaching all **[number] CHILDREN** may be diminished. Your donation of $[dollar amount] will make a tangible impact on the lives of these children.

I look forward to connecting with you to further discuss this opportunity.

Sincerely,
[Your Name]
[Your Organization]
[Email Address and/or phone number]