Outreach Re-Imagined: A Warm Welcome to the Library
PLA 2020
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Our Mission

Operation Warm provides the gift of warmth, confidence, and hope to children in need through the gift of brand new winter coats.

With our supporters, Operation Warm has provided brand new coats to children across the country since 1998, and now gifts 400,000 coats annually.
Our Impact

3 million children served

$140 million new coats given away

95¢ of every dollar goes to programs

1,000+ community & corporate partners

dedicated mission

1,252 communities served last year

operationwarm.org
Our Brand New Coats

Operation Warm works directly with manufacturers to create high-quality coats

1. **Fleece Lining**
   - Soft and colorful lining keeps kids cozy

2. **Detachable Hood**
   - Built-in protection from wind and snow, with secure “hook and loop” fastener

3. **Deep Pockets**
   - Little hands can stay warm even without gloves

4. **Water Repellent Shell**
   - Water beads up so kids stay dry

5. **Machine Washable**
   - Machine washable fabrics look great after every wash

Coats are available in 36 different styles and colors, so each child receives a coat that fits them in both size and preference.
Why a Brand New Coat?

We asked over 1,200 children in 14 different states about their brand new Operation Warm coats:

- **93%** said that their brand new coat made them feel warm.
- **89%** felt that their brand new coat will help them to play outside and be physically active.
- **88%** stated choosing their coat style and color helped them feel good about themselves.
- **93%** agreed that their brand new coat will help them get to school even when it's cold outside.
- **88%** said that their brand new coat made them feel happy.

More Than A Coat: By serving millions of children in need across North America, we know that a brand new coat offers a child physical and emotional warmth, confidence to socialize and succeed, and hope of a brighter future.

- **WARMTH**
  "It is the best coat I have ever had."

- **CONFIDENCE**
  "I love the coat and I feel like I stand out in a good way."

- **HOPE**
  "Happy to get a new coat because my mom did not have enough money to buy coats for me."

- **ACTIVE PLAY**
  "My new coat is big, warm and safe for me when it is cold."

- **POWER TO CHOOSE**
  "I love my coat a lot. My favorite color is pink and I always wished for a pink coat."
Our Partners - Library
“A Warm Welcome to the Library”

Why?
Provide libraries with an opportunity to showcase services and programs to children and families living in need.

What?
150 children receive a brand new Operation Warm coat and new book at a fun event at their neighborhood library.

How?
$5,500 in funding required. Library plans and executes event with Operation Warm support.
https://www.operationwarm.org/get-involved/a-warm-welcome-to-the-library/
PLA Strategic Plan - Alignment

Core Purpose
To strengthen public libraries and their contribution to communities.

Statement of Ambition
A dynamic public library is the heart of every community.

Goal: Transformation
PLA advances public libraries’ transformation from a library focus to a community focus, to meet the specific needs of people and communities.

Research
Library Program Outcomes

• Our OUTCOMES:
  1. Support Strong Family Development
  2. Develop Healthy and Thriving Children and Youth
  3. Literacy Culture and Climate

• Our METRICS
  • Library card sign-ups
  • Post event program interactions
  • Literacy kit distribution
  • Attendance increases
  • Additional donations
  • Parent Surveys – changes in attitudes
  • Media coverage / increased visibility
2017 - Pilot Program

- 2 events at Chicago Public Library (CPL) neighborhood branches
- CPL staff worked with schools to identify and invite 300 children
- Library showcased kids programing:
  - STEM activity (bridge building)
  - Word and number floor games
  - Musicians and puppet show
  - Virtual homework helper programs
  - Science in a backpack

- 116 new library cards issued
- 78% active six months later
2018 - Program Expansion

With Operation Warm support, 32 libraries were able to carry out successful events.

**Multiple State Locations**
- CITY: Chicago, New York, Boston, Baltimore, Philadelphia
- TOWN: Lorain, Ocean City, Lake Geneva, Johnson City, Newburgh

**Multiple Event Activities**
- Arts and Crafts
- STEM
- Story Time
- Live Performances
- Mad Scientist
- Literacy and Library Card Outreach

**Multiple Types of Funders:**
- Community Foundations, Rotary Clubs, Service Groups, Private Foundations, Corporations, Grants, Civic Funds
2018 - Program Impact

400 parents surveyed from five states:

• *Overall, 2/3 of all parents surveyed were unfamiliar with library services prior to the event.*

• 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
2019 - Exponential Growth

Retained Partners
- Baltimore
- New York City
- Philadelphia
- Chicago
- Boston

New Partners
- Salt Lake City
- Nashville
- Newark, NJ
- Columbus, OH
- State of Delaware

3 YR PROGRAM GROWTH

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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:
- CA
- MO
- TX
- DE
- NJ
- UT
- IL
- NY
- WI
- IN
- OH
- MA
- PA
- MD
- TN

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

HANDS-ON ACTIVITIES

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

BY THE NUMBERS

In 2019, we surveyed 500 parents in eight different states who participated in A Warm Welcome to the Library:

- 92% felt more connected to their community as a result of the event
- 96% felt more trusting of the organization providing the coat
- 99% discovered library services that would be helpful to their family
- 99% are likely to share this new knowledge with others in their community
- 99% are likely to use library services in the future

KEY STATISTIC

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

**Evolving Goals and Increased Personalization** – Different libraries have different needs and success measures.

**Community Connector** – Parent, school, community, corporate, and volunteer partnerships.

**Program Execution** – Can be managed by outreach, literacy, or children’s departments.

**Student Selection** – Pros and cons of partnering with other non-profits.

**Funding** – Engage new donors or re-engage funders looking for new opportunities.
**Future Plans**

- **Program Expansion** - Does your Library have...
  - A plan for converting new family library users into long-term service consumers.
  - Current program initiatives with room for growth in enrollment.
  - Resources that are currently under-utilized by low-income families.
  - A point of contact to implement program, and the collect impact data.

- New Funding Opportunities
- Program Enhancement
I’m Interested – Now What?

- Visit Operation Warm website and sign up to express interest
- Download starter handouts and consider funding options
- Access our easy-to-use toolkit and other helpful planning tools
- Schedule your event during Fall/Winter 2020-21
- Provide Warmth, Confidence and Hope to children in need!
Testimonial

“We put on hundreds of special events each year for the children of Chicago. The Operation Warm coat gifting events were, by far, the highlight of our year.

Seeing the happiness of these children, who have so little, warms our hearts. Even better, these events attracted families who had never been inside their neighborhood library.

We find that if we can get a child into their neighborhood library, they are very likely to return. And the more time a child spends with library programs, our research shows that their academic performance improves. This is a proven program to do just that!”

Liz McChesney, Past Director of Children’s Services
for the Chicago Public Library
2017 Pilot Program Partner
Thank You for joining us at PLA 2020!

**Operation Warm:**

Heather Connolly  
[Email](hconnolly@operationwarm.org)

Allison Price  
[Email](aprice@operationwarm.org)

**Librarian References:**

- **BALTIMORE:**  
  - Cornelia Beckett, cbeckett@prattlibrary.org
- **CHICAGO:**  
  - Alexa Hamilton, adhamilton@chipublib.org
- **NEW YORK CITY:**  
  - Amber Moller, ambermoller@nypl.org
- **PHILADELPHIA:**  
  - Jennifer Estepp, EsteppJ@freelibrary.org