


# Operation Warm

---

Who We Are



A spark of warmth grows into  
confidence and hope—reaching  
over 1 million children each year.

And it all begins with one  
partnership.

OPERATION  
**warm**  
more than a coat

# Our Coats

- **Direct from the Manufacturer:** OW controls quality and supply.
- **All-New Inventory:** Thoughtfully designed each year; no seconds, returns, or overstock.
- **Broad Assortment:** Multiple on-trend styles, colors, and sizes available.
- **Strong Retail Value:** Products retail for more than the donation requirement.



*Retail Value: \$61*

# Our Shoes

- **Direct from the Manufacturer:** OW controls quality and supply.
- **All-New Inventory:** Thoughtfully designed each year; no seconds, returns, or overstock.
- **Broad Assortment:** Multiple on-trend styles, colors, and sizes available.
- **Strong Retail Value:** Products retail for more than the donation requirement.



*Retail Value: \$45*

# Our Sports Bra

- **Direct from the Manufacturer:** OW controls quality and supply.
- **All-New Inventory:** Thoughtfully designed each year; no seconds, returns, or overstock.
- **Double the Support:** Each athlete receives **2 sports bras**.
- **Strong Retail Value:** Products retail for more than the donation requirement.



Retail Value: \$34

FLY:PWD

# Our Impact

# 7M+

Children Served



# 4K+

Communities Served



# 164K

Volunteer Hours Facilitated



## Lifetime Impact

Last year, Operation Warm reached a historic milestone—delivering 1 million coats and shoes to children in need across the U.S.

This achievement not only pushed our total impact to over 7.2 million children served in our 26-year journey – it sets a new standard.

With the support of partners like you, we can continue to scale our impact and bring warmth, confidence, and hope to even more communities nationwide.

**OPERATION**  
**warm**  
more than a coat®

# The Journey to 7 Million

1998



Founded by  
Dick Sanford with 58  
coats



2020



Launched  
athletic shoe  
program



2023



Launched  
FLY:FWD sports bra  
program



2024



1M Children in  
1 Year



2004



Began manufacturing  
own line of coats



2022



5MM Children Served



## Beyond

For over 26 years, Operation Warm (OW) has provided warmth, confidence, and hope.

By collaborating with a network of dedicated volunteers, supporters, and beneficiaries, OW has successfully impacted the lives of over

**7.2 million children.**

# National Reach. Local Impact.

~45,543

Children Served

\*4/1/25-2/11/2026



# The Need



**Nearly one in three children live in households that struggle with housing costs.**

**The cost of basic needs increasing by 2.4% year over year, as of June 2025.**

**In this economic environment, low-income families often struggle to afford clothing essentials for their growing children.**

Source: CNBC analysis of the U.S. Bureau of Labor Statistics' consumer price index. Data last published May 2025.

# The Importance of New Clothing for Children in Need

Every child deserves access to basic clothing for their health and success but across most of the United States, only three (food, housing, energy) of the four basic needs are supported by government safety net programs.



## Protection from Weather

New coats shield against extreme temperatures.



## Health Benefits

New socks and shoes help prevent foot-related health issues, minimizing the risk of infections and discomfort.



## Boosted Confidence

New clothes uplift self-esteem and confidence.



## Participation in Activities

Suitable clothing enables full engagement in outdoor activities.



## Improved School Attendance

Proper attire promotes regular school attendance.

Sources: American Academy of Pediatrics; National Association for the Education of Homeless Children and Youth; The Journal of Poverty; Centers for Disease Control and Prevention

# Community Partnerships

---

Since 1998, Operation Warm has partnered with **over 5,000 community-based organizations** across North America—including:

- Nonprofits and grassroots initiatives
- Rotary, Kiwanis and Elks clubs
- Union locals and labor councils
- Public schools and school districts
- Churches and faith-based groups

Together, we've provided millions of brand-new coats and shoes to children who need them most and we make it easy to get involved:

- **Custom fundraising pages** to rally your community
- **Dedicated partner support** every step of the way
- **Partner Portal** with outreach template & program, order planning and media tools
- **Free shipping** directly to your distribution site or event location



# OW Partner Portal

OW offers a digital platform designed to support your program needs.



## Streamlined Ordering Tools:

New, intuitive shopping cart with enhanced product filters, order configuration, and cart saving



## Flexible Shipping & Payment:

Free FedEx standard or expedited delivery (now to Canada!), plus credit card, invoice, and account balance options



## Helpful Alerts & Updates:

Get notified when items are restocked and ready to order



## Fundraising & Planning

**Resources:** Access customizable guides, templates, flyers, and banners—all available in **English and Spanish**



## Real-Time Impact Tracking:

View order history, current shipments, and total children served through your partnership

# Online Giving Pages

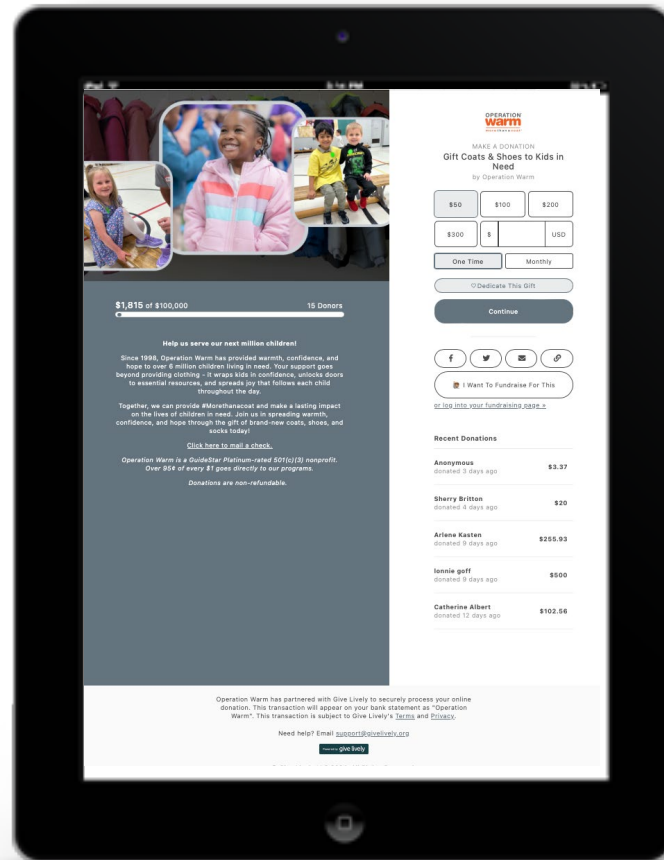
Designed to help you launch, share, and reach your goal—faster and easier than ever.



**Custom Fundraising Pages:** Branded and personalized for your team or campaign, with a live **goal thermometer** to track progress



**Mobile-Optimized & Text-to-Donate Enabled:** Accessible on any device, with easy **text-to-donate** functionality for quick giving



**Team or Individual Giving:** Donate solo or as part of a group effort to reach your goal together



**Operation Warm covers all transaction fees—100% of donations go toward providing coats and shoes**

# Value of Sourcing from OW



## Turn-Key Packaging

Operation Warm coats and shoes are packaged in boxes of 12 by size and gender to facilitate easy distribution.



## Central Warehousing

Warehouse centrally located to ensure fast shipping across North America.



## Supply Chain Value

We are a non-profit, sourcing your coats from us helps us provide coats to other children.



## CSR Audits

We audit all our manufacturing partners for working conditions and sustainability.



- Universal appeal
- Outstanding member/employee engagement experience
- Products that are designed and packaged for gifting
- Tools and resources that make our programs easy
- Our scope is big, but our impact is local

# Why Partners Choose Operation Warm



National reach, local impact



Accredited by top nonprofit evaluators



95% program efficiency rate



Universal appeal that resonates across industries



Recognized nationally for excellence in volunteer engagement

1,250+  
Community  
Partners  
across the  
U.S. and  
Canada



Case studies available upon request

**MORE THAN A COAT**  

---

**IT STARTS WITH YOU!**

OPERATION  
**warm**  
more than a coat