



OPERATION<sup>®</sup>  
**warm**  
more than a coat<sup>®</sup>

Press Kit

## For Press Inquiries

press@operationwarm.org

# About Operation Warm

## Our Mission

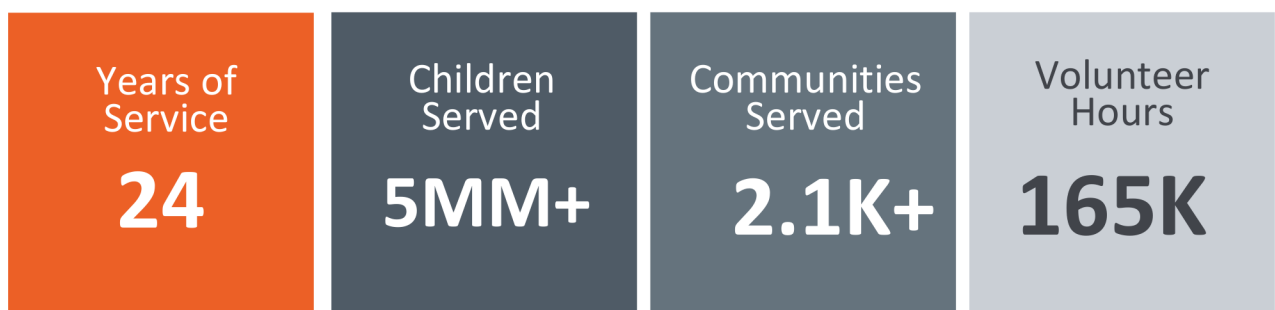
Operation Warm provides warmth, confidence, and hope through basic need programs that connect underserved children to community resources they need to thrive.

## Boilerplate

Operation Warm is a respected national nonprofit organization dedicated to fostering warmth, confidence, and hope among underserved children through essential programs that connect them to vital community resources. For over 24 years, Operation Warm and our esteemed supporters have utilized the powerful gift of brand-new coats and other essential clothing items to empower children and families in need. Our mission reaches beyond providing warmth; we strive to promote equitable access to fundamental necessities that everyone deserves, such as food, healthcare services, and educational resources. Together, we are transforming lives and making a lasting impact on communities across the nation.

To get involved, visit [www.operationwarm.org](http://www.operationwarm.org)

## Lifetime Impact As of March 2023





# Our Founder

## Dick Sanford



Dick Sanford is known for his lifelong commitment to entrepreneurship, philanthropy, and community service. He started his career at Arthur Anderson before moving on to hold executive positions at Commodore International, where he served as Vice President of Finance and later as Executive Vice President. He then founded Intelligent Electronics, which grew into a \$3.7 billion wholesale distributor of micro-products and services.

In 1998, Sanford established The Sanford Foundation to support disadvantaged children, a cause that has been close to his heart throughout his life. One of the early successes of the foundation was the establishment of the first charter school in Pennsylvania, The Chester County Family Academy, which still operates in West Chester, PA. He has also served on the Board of the Brandywine Museum and Conservancy.

He founded Operation Warm in 1998, a nonprofit organization dedicated to providing new winter coats and athletic shoes to children in need. Sanford recognized the need to provide new winter coats to children in need, not only to keep them warm but also to boost their confidence and self-esteem. Operation Warm has since served five million children across the United States and Canada, making a real difference in their lives.

# The Children We Serve

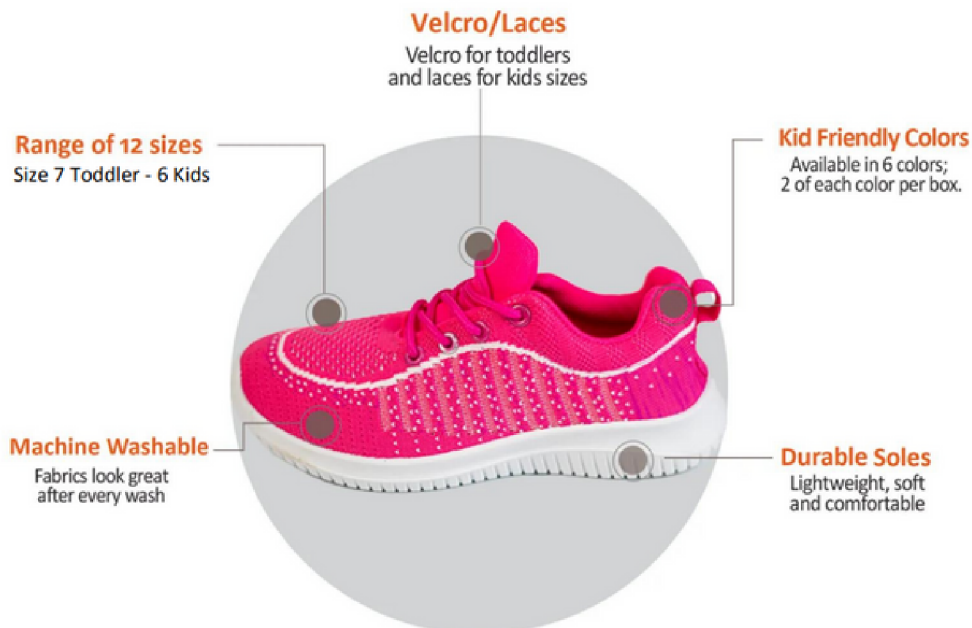
Operation Warm ensures that the brand-new coats and shoes we gift, go to the kids that need them the most. Our beneficiary organizations are nonprofits and 501(c)(3) organizations who support children and families in need such as Head Starts, Title 1 schools where 40%+ of students' families are at or below 150% of the federally prescribed poverty level, and other urgent need human service organizations like homeless shelters, community libraries, foster care agencies, and more.





# Our Coats and Shoes

Operation Warm works directly with manufacturers to create high quality coats & shoes in new styles and colors every year.



# Why Coats and Shoes



## Improved school attendance:

Children who are cold and uncomfortable are more likely to miss school. By providing new coats to children in need, we help them stay warm and comfortable, which can improve their attendance and overall academic performance

## Increased confidence:

The experience of receiving a brand-new coat or shoes can boost a child's self-esteem and confidence, which can have a positive impact on their social and emotional development.



## Strengthened communities:

By working with schools, community organizations, and other partners, we help bring communities together to support children in need. This can foster a sense of connectedness and social responsibility among community members, which can have long-lasting benefits for everyone involved.





# Our Support Network

Operation Warm counts on the generous support of over 2,100 community and corporate partners and thousands of generous individuals. Thanks to this support, Operation Warm has served 5,000,000 children with brand-new coats and shoes.



# Whats New?

Check out these exciting stories featuring Operation Warm!



Eagles partner with Operation Warm to provide 30,000 sports bras for girls in need



Operation Warm, providing coats to kids in need, hits a major milestone



FedEx and Operation Warm Receive 2023 Golden Halo Award



This Man Has Given Almost 5 MILLION Coats to Kids in Need



Operation Warm gives coats to kids in need



Amazon, Seahawks team up with Operation Warm to provide students with coats, shoes



# Media Resources

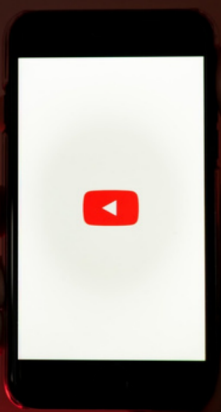
## Brand Guidelines



## Logo Files

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## Visit our YouTube Channel



## Recent Press Coverage



## Coat and Shoe Event Images Approved for Press Use

