

FUNDING APPLICATION

GENERAL INFORMATION

Organization Information

Legal Name: Operation Warm		Federal Tax ID#: 38-3663310		501(c)(3) Public Charity 509 (a)(1)	
Address: P.O. Box 822431		City: Philadelphia		State: PA	
				Zip Code: 19182-2431	
Website: operationwarm.org		Fax: (610) 388-2500		United Way Funded: No	

Fiscal Year:
April 01 to March 31

Head Of Organization

Name: Grace Sica		Title: Executive Director	
E-Mail Address: gsica@operationwarm.org		Phone: (610) 388-2500	

Application Contact

Name: Matt Friedman	Title: Grants Manager	E-Mail Address: matt@operationwarm.org	Phone: (610) 388-2500
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Has the organization applied to the Najim Charitable Foundation in the past and been declined?
No

Grant Amount Requested \$: \$25,000	Total Project Budget \$: \$148,285	Organization's Annual budget \$: \$38,900,000
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Mission Statement:
Operation Warm provides warmth, confidence, and hope to children in need through basic need programs that connect underserved families to community resources they need to thrive.

PROJECT INFORMATION

Program / Project Title:
To support 600 San Antonio children in need, identified by CIS-SA, by providing a new winter coat in the fall and a new pair of shoes in the Spring.

PROJECT TIMELINE

Start Date 09/01/2021	End Date 03/31/2022
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Harvey E. Najim Charitable Foundation Priorities:
Food, Shelter and Clothing

Program / Project Description:

Operation Warm respectfully requests a \$25,000 grant to provide two gifts in one year to 600 San Antonio children, in partnership with Communities in Schools: new coats in the fall and new shoes in the spring. For over 20 years, Operation Warm has brought a gift of warmth, confidence, and hope to children across North America with brand new winter coats. We're proud to say the coat has become a bridge between our partners and families needing access to critical resources. In 2021, we are adding new shoes to our offerings, enabling us to engage the same families multiple times, at both coat and shoe giving events over a 6-8 month period.

The continuing COVID-19 pandemic has exacerbated hardships for low income families, and these families will take longer to recover from the crisis. 26% of children in San Antonio were living below poverty before the pandemic. Joblessness remains high, leaving families struggling to pay for necessities like housing, food, and medical care. Operation Warm knows firsthand the feeling of security and hope a new coat or new shoes can provide to a child in uncertain times. Our coat program provides an immediate solution for children suffering in the cold, wrapping them in layers of warmth. "All-season" coats are also available for milder climates. Our shoes are durable athletic sport-style, available in six colors with Velcro for toddlers and laces for kids.

Operation Warm maintains a Wish List, which receives requests every day from teachers, shelters, and nonprofits serving children in need asking for coats and shoes. Organizations in need can sign up and communicate with us directly about the needs of the populations they serve. Operation Warm staff then works to pair donor and grant funding to specific requests with the goal of fulfillment. In the past year, we received requests for 4,386 coats in San Antonio from 24 organizations, and 2,465 pairs of shoes from 4 organizations, including Communities in Schools (CIS). "New shoes would mean the world to our students," said Sara Weir of CIS San Antonio. "The students we serve are at-risk. They and their families deal with financial, emotional, social and educational barriers."

Operation Warm inspires and empowers local communities to support underserved children by using the gift of a coat or a pair of shoes as a catalyst for connection. Our basic needs programs serve as a springboard that can give children access to a host of life-sustaining resources and services via collaborations with other community organizations. We believe that our new coats and shoes address personal needs in the following ways:

Assistance: Our coats and shoes help alleviate a financial burden for low income families, retailing at \$50 and \$35 respectively.

Access: Children will be able to maintain daily activities when properly clothed, such as accessing social services, health and wellness visits, and school attendance.

Activity: Playing outside with warm coats and shoes promotes more curiosity, creativity, and critical thinking. Studies have found that children who spent more time in nature exploration had improved learning outcomes.

Typically, the children who receive Operation Warm coats and shoes are Title 1 students, qualify for the Free and Reduced Lunch Program, or attend a school where 40% or more of students' families are at or below 150% of the federally prescribed poverty level. We serve boys and girls without discrimination. Our coat program serves ages 3-12, and our Warm Soles shoe program serves children from age 2 to third grade.

In 2020, over 1,500 children were served through our CIS partnerships in Texas and five other states. Channeling our gift of basic needs through existing school-based community support networks like CIS will fuel our 2021 goal of serving 700,000 children nationwide.

Goal 1) 600 children in San Antonio will be gifted brand new coats through a Najim Charitable Foundation grant by December 31, 2021. Our partner, Communities in Schools of San Antonio, will identify the children most in need of coats. Should social distancing restrictions remain in place, contactless delivery of coats is available.

Goal 2) Each child will also receive a pair of brand new shoes by March 31, 2022, following the same program model.

Goal 3) Children served will experience increased confidence. Our gift of a new coat and new shoes will spark self-confidence in a way that secondhand clothing cannot.

Goal 4) Marginalized families will feel more connected to their communities. A brand new coat and new shoes will offer hope to both children and their parents, reminding them that there are people in their community that care about their well-being and future.

Operation Warm programs operate year-round, on an April-March fiscal year. In late winter we design, source, and manufacture our own coats and shoes for the following year, purchasing large volumes at lower-than-wholesale rates. Shoes are typically available from February-August, and coats from September-February. Post manufacturing, coats and shoes are shipped to warehouses, and then to schools and distribution sites. Year round our staff works with donor partners, recipient organizations, and community partners to secure funding to ensure seamless distribution of our coats and shoes. We offer an online shopping cart for our community partners to order their coats starting in early fall, and shoes starting in late winter. We offer resources to collect children's sizes, an online partner portal, and shipment within 7-10 business days. Beneficiary organizations receive guidance on where and when to hold their event, and how to make it special for the kids without singling them out.

Evaluation Plan:

After Operation Warm's programs end, they are evaluated by surveys of community partners and beneficiary recipients to assess the impact on children's self-esteem, readiness and willingness to learn, and family budgets. For families receiving both coats and shoes, we will collect longitudinal data to monitor sustained improvement in outcomes.

Our 2020/21 Beneficiary Survey of nearly 400 organizations reflects the following successes:

- 95% of respondents agreed that children receiving coats experienced increased joy.
- 93% of respondents agreed that gifting coats helped build trust with the children and adults they serve.
- 95% agreed that children with adequate winter clothing are less likely to miss school on cold days.

In summer 2020, we surveyed children who participated in our pilot shoe program:

- 75% agreed their brand new shoes make them feel active.
- 88% agreed their brand new shoes make them feel happy.
- 100% agreed their brand new shoes will help them play outside.

Plans to sustain project beyond the term of this request:

Our San Antonio program will continue as long as Operation Warm can sustain a base of community partners able to raise funds and distribute our coats and shoes. We are soliciting existing and new funders and donors to meet our fundraising goal of \$53,000 to provide 1,500 coats and 1,000 pairs of shoes in San Antonio. Operation Warm's institutional commitment to the program will be 71% of program costs, in the form of in-kind support, interest, and other income. If these sources do not fully fund the project, fewer children will be served.

Our sustainability strategy includes:

1. Grow our relationships with funders and community partners.
2. Expand our audience of advocates through content that inspires and applauds action.
3. Strengthen relationships with our beneficiaries (schools, nonprofits) to create programs that are valued in the local community.
4. Optimize our operational processes and supply chain to ensure efficiency, quality, and safety.

Children Impacted:

How many unduplicated children will the TOTAL PROJECT INITIATIVE impact?		How many unduplicated children will NCF REQUESTED FUNDS impact?	
1,900		600	
Please provide the percentage of each group below that will be served by the project in which funds are being requested. Do not leave any area blank. If that specific group will not be served, include zero. The percentage should total 100%.			
A. Population Served Age		B. Population Served Ethnicity	
Infants (0-5)	25%	African American	60%
Children (6-13)	75%	Asian American	4%
Young Adults (14-18)	0%	Caucasian	9%
TOTAL:	100%	Hispanic/Latino	24%
		Native American	0%
		Other and Define	3%
		TOTAL:	100%
City Council District for Which Children are Being Served:			
District6			
Line item Budget:			
Line Item Description	Total Project Funds Allocation	Najim Funds Allocation	
Children's coats	\$76,714	\$10,649	
Children's shoes	\$47,700	\$10,649	
Warehousing, packaging, and transportation	\$5,451	\$903	
Salaries	\$12,134	\$1,844	
Employee benefits and payroll taxes	\$1,957	\$297	
Marketing and communication	\$553	\$84	
Programs and events	\$380	\$58	
Technology	\$842	\$128	
Travel	\$313	\$48	
Office expense and insurance	\$702	\$107	
Printing and postage	\$41	\$6	
Rent	\$673	\$102	
Telephone and utilities	\$72	\$11	
Professional fees, consultants, and other	\$581	\$88	
Taxes and licenses	\$78	\$12	
Depreciation, interest, and other	\$94	\$14	
TOTAL:	\$148,285	\$25,000	
OTHER FUNDING RESOURCES			
For Project being Requested: Funding sources and amounts, pending and committed.			

PROJECT - PENDING	
Funder Name	Amount Requested
St. Peters Knights of Columbus #10940	\$4,000
Devin Vassell	\$5,000
H.E.B. Tournament of Champions Charitable Trust	\$5,000
B.I.S.H. Foundation	\$5,000
Bexar County Medical Library Association	\$5,000
Green Beret Foundation	\$5,000
Hidden Forest Homeowners Association	\$2,000
Africa Renewal Ministries	\$2,500
Agudas Achim Sisterhood	\$2,500
Healthy Futures of Texas	\$2,000
American Payroll Association	\$2,000
Calvary Chapel of San Antonio	\$1,000
Camerata San Antonio	\$1,000
TOTAL:	\$42,000
PROJECT - COMMITTED	
Funder Name	Amount Requested
	\$0
TOTAL:	\$0
Other funding sources and amounts, pending and committed not specific to this request.	
ALL OTHER ORGANIZATION REQUESTS - PENDING	
Funder Name	Amount Requested
Hauck Charitable Foundation	\$10,000
The Powell Foundation	\$10,000
The Elkins Foundation	\$10,000
Boyd & Evelyn Mullen Foundation	\$10,000
Reliant Energy Charitable Foundation	\$10,000
Dr. Leon Bromberg Charitable Trust	\$5,000
Vivian L. Smith Foundation	\$10,000
M.B. & Edna Zale Foundation	\$7,500
Sid W. Richardson Foundation	\$10,000
Robert W. Knox Sr. and Pearl Wallis Knox Charitable Foundation	\$10,000
Elizabeth Crook and Mark Lewis Foundation	\$10,000
Amon G. Carter Foundation	\$5,000
W.P. & Bulah Luse Foundation	\$5,000
TOTAL:	\$112,500
ALL OTHER ORGANIZATION REQUESTS - COMMITTED	

Funder Name	Amount Requested
Sorenson Legacy Foundation	\$100,000
EQT Foundation	\$20,000
Community Foundation of South Jersey	\$10,000
Comcast - NBC Universal of Salt Lake City	\$25,000
Moody's Corporation	\$17,000
The Stocker Foundation	\$10,000
Ensworth Charitable Foundation	\$10,000
Amazon Pay	\$10,800
Mountain America Credit Union	\$9,000
TOTAL:	\$211,800

BOARD OF DIRECTORS

What percentage of your board contributes financially to the organization?

100%

If Board giving is not at 100%, please explain why?

How are board members expected to participate in your organization?

The Board of Directors has a fiduciary responsibility as well as an advisory role. Its purpose and responsibility is to oversee and direct all affairs of Operation Warm according to its mission, by-laws, and the concepts of fiscal responsibility. The Board is responsible for long term planning, marketing, financial development planning, board development, and annual budgeting. Day-to-day operation is delegated to the Vice Presidents and staff, and their delegated volunteers. It is the responsibility of the Board to understand and promote Operation Warm and its mission to corporations, foundations, governmental organizations and to individuals to broaden its service base as well as its financial base. Board members attend quarterly meetings and serve three year terms.

LIST OF BOARD DIRECTORS

Name & Office Held	Corporate Affiliation
Barry Abelson, Esq.	Troutman Pepper
Basil Anderson	Staples
Susan Bailey	Corporate Solutions Consulting
Willie Bailey, Sr.	Fairfax County Fire and Rescue Department
Scott Beaumont	Lilly Pulitzer
Stephanie Cohen	Operation Warm
J.B. Doherty, Lead Director	Imagemax
Dominique DuMouchel	Glenmede Trust Company
Kristen Hamer	Chicago Housing Authority
Katherine MacGregor	Florida Power and Light
Greg Pratt	Carpenter Technology Corp.
Richard Sanford	Operation Warm
Pina Starnino	FedEx Express Canada
John Stockman	SAP Americas

Tara Toocheck	Running the World for Children
Tim Wallace	iPipeline
Signature Matt Friedman	