



ONE WARM COAT

**Guidebook
Fall & Winter
2011 - 2012**

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One Warm Coat is an "open source" project - the content contained in this guidebook may and should be used to jump start your coat drive. If you have any questions about the content here or on the web site, or the original files and pictures, please contact info@onewarmcoat.org

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INTRODUCTION

Most of us have been in a situation at some point when we were cold and didn't have on the right clothing to stay warm. It's an uncomfortable and disorienting feeling that leaves you unable to think about much else, other than how cold you are. Unfortunately, for millions of people, this can be a constant problem. Sometimes a warm coat is all it takes to ease a burden and warm a heart – especially during the winter months.

One Warm Coat gives people the opportunity to participate in a project that directly benefits their own local community. Each volunteer organizer chooses the agency that will receive the coats, plans the collection process and develops community awareness and publicity. Organizers customize the project to meet their own local needs.

One Warm Coat is a great project for:

- Service Organizations
- Community Events
- Schools
- Work Place Activities
- Concerned Citizens
- Youth Groups

There is only one requirement – the coats must be passed along free of charge

The Dream

Our dream is that One Warm Coat becomes a part of a tradition in thousands of communities. When a coat is no longer needed, people will think of One Warm Coat. They will make their donation knowing that children, women and men in need will receive a gift of a warm coat. Thank you for being part of the dream!



ORGANIZING A COAT DRIVE

How Does It Work?

A One Warm Coat drive is an easy and convenient way to help people in need in your community. Our goal is to provide any person in need with a warm coat, free of charge. We want to help you or your organization create a successful and fun event. Here's how it works:

YOUR GROUP:

- Selects the dates of your coat drive – there is no set time for an event
- Selects the agency to receive the coats – the coats must be given FREE
- Tells One Warm Coat about your collection plans – complete the Share Your Plans
- Holds your drive and arranges for delivery of the coats to your Agency
- Tells One Warm Coat about your collection efforts – complete Share Your Success form



ONE WARM COAT:

- Created this Guidebook to assist you in this project
- Provides publicity tools and other resources available on our Web site
- Has a list of Agencies that can accept coats. This is only a partial list of Agencies; there are thousands of Agencies across the country that are able to distribute coats.
- Is available to answer questions or assist – you can reach out to us through e-mail or via our toll free telephone number 877-663-9276
- Will send you a banner and label when you complete the Share Your Plans form
- Will list your drive on the Coat Drive Locator on our web site, if you wish
- Sends you a Certificate of Appreciation when we receive the Share Your Success form

How Do We Begin?

First, decide if this is a project your group would like to become involved with.

- Do you have other community projects planned for the year?
- Could a coat drive be combined with the planned project?
- Do your members, and their families, have the desire to tackle this project?

You may wish to coordinate a One Warm Coat drive with another group – possibly teaming up with other classes to create a school-wide collection.

The project might fit into a community event, perhaps a Tree Lighting Ceremony or at an existing event such as a lunch meeting, songfest or holiday party.

Your community may have an existing coat drive. Why not contact the sponsoring organization to see if you can help expand their efforts. Collaborative events work well for all involved.

DECISIONS, DECISIONS

Once you've decided to have a coat drive, here are some other things to think about:

RECEIVING AGENCY: The One Warm Coat vision is to provide coats FREE to people in need.

Agencies/people to consider include:

- Homeless Shelters
- Halfway Homes
- Youth Shelters
- Women's & Children's Shelters

It is important to select and contact the Agency BEFORE you begin collecting coats. Some Agencies may not have storage room or personnel available to distribute the coats.



The One Warm Coat web site has a partial list of Agencies that would like to receive coats. You can read more about "How to Find An Agency" in this Guidebook.



COLLECTION METHOD

You can create the coat drive any number of ways: you can solicit from families and friends, ask local merchants or schools to allow coat drop-offs, or arrange for a drop-off at your work place. The possibilities are endless!

TIMING

You get to create a project that fits the schedule of your group and your community.

- A coat drive in early Fall might be a great kick-off for your activities
- The holiday season from Thanksgiving to New Year's day is a traditional time to collect items for people in need
- Then again, a January event lets you collect any coats that are no longer needed after holiday presents are received
- There's nothing like a Spring Cleaning to get the closets cleaned out!

Here are some special days you might want to consider:

September 11, 2011
9/11 Day of Service
www.911dayofservice.org

October 22, 2011
Make A Difference Day
www.usaweekend.com
"The national day to help others!"

November 19, 2011
National Family Volunteer Day
www.pointsoflight.org/programs/seasons/nfvd
"Be an Incredible Family – Volunteer"

January 16, 2012
MLK Day of Service
www.mlkday.org
"Make it a day on . . . not a day off"

April 20-22, 2012
Global Youth Service Day
www.ysa.org/nysd
"The power of Youth serving youth"

May 7, 2012
Join Hands Day
www.joinhandsday.org
"Youth and adults volunteering together"

Creating The Drive

Here are some ideas to consider:

- A school collection – You can create flyers to go home to parents, posters for the school and make presentations in class. Then collect coats on a designated day or have a collection box in the office.
- A collection for the community – At a community-sponsored event, like holiday tree lighting, your group could host a coat drop-off booth. It could be advertised or promoted in local newspapers and on the radio.

Here's some suggested language for contacting shopping mall/building owners and organizers in your community. These tips will help you in communicating the purpose and scope of One Warm Coat.

"Hello! I'd like to tell you about a community project in which our organization will collect clean reusable coats and jackets to be distributed free of charge directly to local children and adults in our community. We are asking for your support of the One Warm Coat project."

Questions you might want to ask civic or community groups holding an event you'd like to join or to get permission from a business or shopping mall to hold a collection event:

- Could One Warm Coat be a part of your event?
- Can we place containers for collection at your site?
- Would you be willing to publicize this project in your materials?
- Do you have any suggestions that would help our project?

Work Place Coat Drives

A work place coat drive is an easy and convenient way for employees to feel a connection with their community, knowing that men, women and children in need will receive the gift of a warm coat.

Recommendations for a successful, stress-free drive include:

- Begin planning approximately one month before the event
- A minimum of two days is suggested so that employees who forget their coats can participate the following day. You should have an additional drop off box for about a week for employees who may have been out of town.
- Provide drop off sites/boxes in the morning hours, with pick up by the Agency in mid-day
- Two to three people at a drop off site can assist in accepting coats
- Could it be combined with a drive for another necessary item – a food or toy drive?





Communication ideas:

- Flyers announcing the coat drive can be posted on bulletin boards, coffee rooms, cafeterias and meeting places – templates are available on the web site.
- Send information about the drive via internal communication vehicles, i.e. newsletters, web sites, etc.
- One Warm Coat has large banners available to identify the drop off sites. Our logo is available at no charge.

How To Find An Agency

One of the greatest strengths of One Warm Coat is that it is local people helping local people – which make it difficult to have one answer for this question. It depends on the specific needs in your community.

One Warm Coat provides an opportunity for Agencies to list their need for coats. As word of this free service spreads, our list of Agencies will grow. So, a useful place to find an Agency is on our web site's Agency Locator. This list is by no means complete – there are hundreds (if not thousands) of Agencies across the country that need coats.

Here are some helpful hints in locating appreciative and appropriate agencies to accept the coats:

- Check with your local United Way, Catholic Charities or other umbrella group; ask a local place of worship if they can recommend anyone, or if they have a program or shelter
- Check your telephone directory for any homeless shelters or women's shelters in your area
- A search on the internet for "Homeless Shelter + your city, state" will usually bring up several agencies; you can get telephone numbers and contact information from this type of search
- Also, the Sheriff's Office is a good source of information

If you know the Agency you are giving the coats to, include their name with your event promotion. This may help donors feel confident that the coats will help local people.

Also, we recommend contacting the Agency BEFORE you deliver the coats – this will help avoid any confusion and ensure that the Agency can use the coats. Remember, the coats must be provided to their clients free of charge.



Suggested questions for contacting agencies where coats can be donated:

- Does your Agency distribute coats, free of charge, to clients?
- Would you be willing to receive coats and jackets?
- Are you able to distribute both children and adult coats?
- Can we have permission to use the name of your Agency in our project?
- Would you be willing to pick up the donated coats?
- If not, what is the best way or time to deliver them to you?
- How many coats can you accept?
- Do you have any suggestions that would help our project?

If the Agency you deliver coats to is NOT on our Agency Locator, you might mention our web site as a resource for them to list their need for coats.

Share Your Plans

We ask that you tell us about your plans so that we can add your event to our Coat Drive Locator on our web site. Please complete the Share Your Plans form (APPENDIX), either by going to the web site or mailing it to us.

If you do NOT want your event listed on the Coat Drive Locator (perhaps this is an event for your work place only or you might be planning a small "friends and family" collection) please indicate on the Share Your Plans form.

We ask that you notify us of your dates AS SOON AS POSSIBLE so that your coat drive information will be on the web site with enough lead time for people in your community to learn the dates and locations.

Once we receive the Share Your Plans form, we will send you:

- A large 3' x 3' banner that can be used in many ways:
 - to publicize your collection dates
 - as a day-of banner showing where coats can be delivered
 - as an autograph piece to gather signatures of your group or of people who donate coats
- Two large 11" x 17" One Warm Coat labels to go onto a collection box
- A sheet of stickers – you can give them to your collection team or to donors as a way of saying "thanks".

If your event will have several collection spots, let us know in the Description portion of the Share Your Plans form and we will send you MULTIPLE banners and labels.

Publicizing Your Coat Drive

Here are just a few suggestions when dealing with the media to maximize exposure and publicity for your local One Warm Coat plans.

Contact the media earlier, rather than later. It is important to give the media time to include your event in as many places as possible. Many of the calendar listings have very early deadlines, as much as one month or more before the event. See the sample press release in the APPENDIX.

Contact the appropriate person. It is helpful to have the name of the reporter or on-air news people that you are trying to pitch; for example, the name of the reporter that covers events in your community. You can then send the press release directly to that person. A couple of phone calls ahead of time can help direct the information to the right person and increase the chance of coverage.

Follow up phone calls are important. A quick phone call a few days prior to the event can serve as a reminder and may help ensure coverage.

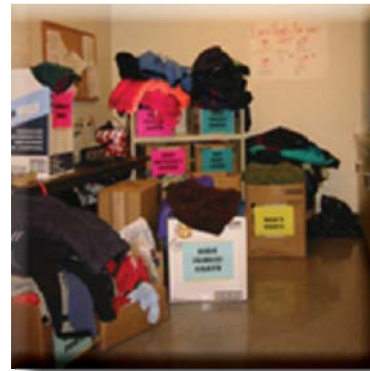
Ask for the newspaper, television or radio stations to "advance" the story. Often times the media will include events in the calendar listings, which are important, but will wait until after the event to write or air a more substantial story. A more desirable scenario would be to have the media include your event in all calendar listings, do an advance story and then cover the event itself.

Always remember that any coverage your event receives is going to help increase awareness to both your organization and One Warm Coat. So please don't take it personally if the media doesn't go all out to cover your event. You can build on it next year.

Collecting The Coats

Collection containers can be simple or fancy. Groups are encouraged to design their own collection containers. The One Warm Coat label or handmade signs on large cardboard boxes work great and are inexpensive. You might find a local business willing to donate materials or signs.

- **Sorting the coats** into Men, Women and Children sizes will make it easier for the receiving Agency to handle



- If your collection site is indoors, you might want to have tables or bins organized by type of coat





- An ideal way to collect and transport the coats is to use a “trash” bag. You can fit approximately 10 coats in each bag. Counting coats in the bags can be a fun learning experience for younger children.

Distributing the Coats

Contact an Agency BEFORE collecting coats to determine whether they are able to accept coats, any specific requirements they may have, and to arrange a drop off time. The Agency may be willing to pick the coats up from you, which will significantly reduce the hours involved in this service project.

Consider using the Agency’s name (with their permission, of course) when advertising your collection so that the community will be donating the appropriate type of coats.

After your drive, drop off your coats as arranged. Be sure to keep an accurate count of the coats you collected so you can tell us about your project, on the Share Your Success form (see the web site or the APPENDIX).

Share Your Success

An e-mail message will be sent to you approximately one week after the ending date of your coat drive asking you to complete the Share Your Success form. The Share Your Success form provides a quick and easy way to let us know about your efforts.

When you enter your Coat Drive Number, all of your contact information is automatically filled in. In addition to the number of coats collected, you have room to tell us comments or stories about your coat drive. What worked well? What other resources would you like? Have any ideas on how we can improve?

We will create a Certificate of Appreciation based on the Share Your Success form. If you would like additional Certificates – perhaps to give to all of the donation sites – just let us know on the Share Your Success form.



TOOLS AND RESOURCES

Publicity Tools

The following tools are available to help tell your community about your coat drive:

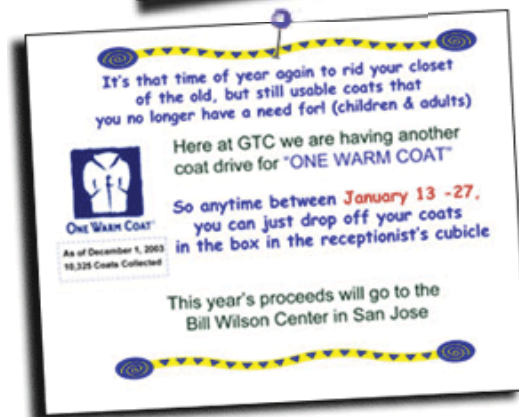
BANNER: A large 3' x 3' banner will be sent to you **FREE** when you send in the Share Your Plans form to us (see the web site or the APPENDIX). They can be:

- Customized with your collection dates using a marker
- Hung at your collection to show where coats can be delivered
- An autograph piece to gather signatures of your group or from the people who donate coats



FLYERS: A flyer like the one on the web site can easily be created. We've provided a template on the web site (see "Publicity Tools") but get as creative as you wish.

- If you are having a school-wide drive, send one home with each student
- This flyer can be given to businesses in your community to post in their windows
- Your local newspaper may be willing to publish the format of the flyer/poster



LABEL: The One Warm Coat logo has been made into a large 11" x 17" label that can be applied to boxes, containers, bags or anyplace you can think of. You will receive one label FREE when you complete the Share Your Plans form.

LOGOS: We encourage you to use the One Warm Coat logo on materials promoting your coat drive. You can download the logo by going to the web site, under Publicity Tools. We've also included a "reduce, reuse, recycle" logo and a special heart shaped logo for Valentine's Day.

PRESS RELEASES: A sample press release has been provided (APPENDIX and on the web site) to guide you in preparing an informative article about your activities.

PUBLIC SERVICE ANNOUNCEMENTS: Your local newspaper, radio or television stations may be willing to promote your coat drive. We have provided a standard print PSA and the script for the radio announcement on the web site.

TAX RECEIPTS: Tax receipts are available for you to provide to donors. When providing a tax receipt to a donor, you should write the number of coats donated, the date and sign your name. The amount of tax deduction is determined by the individual tax payer. Samples of the Tax Receipts are in the APPENDIX. You can download the Tax Receipts from the web site.



Patches

Youth organizations often have patches showing participation in a project. We have created a 3" x 3" patch of our logo with bars signifying Second, Third, Fourth and Fifth Year of participation.

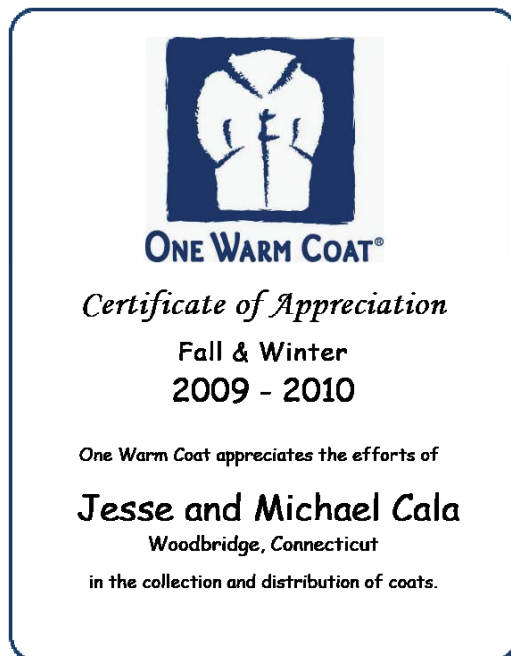
Patches can be purchased thru the Girl Scouts of Northern California's Retail Store. The Patch Order Form is on the One Warm Coat web site, the Girl Scouts of Northern California Web Site (<http://Store.GirlScoutsNorCal.org>). Patches can also be ordered by calling Girl Scouts of Northern California at 408-287-4170.

Certificates of Appreciation

We realize that community projects are undertaken because “it’s the right thing to do” and not because of any “reward”. We also know that it’s nice to be thanked.

One Warm Coat will create a Certificate of Appreciation for your group if you complete the Share Your Success form (see the web site or APPENDIX) or send other communication that tells us the date of your event, how many people were involved, how many coats were collected and for which agency.

Also, let us know if a Certificate of Appreciation should be prepared for stores, shopping centers or other businesses that supported your efforts.



LEGAL AND CONTACT INFORMATION

Privacy Policy

We use the internet as our main method of communication – it is an efficient and inexpensive way to be in touch with people across the country and across time zones. We ask for your e-mail address on several forms: Share Your Plans form and Share Your Success form.

We ask for a Contact Name so that we will know who to contact. This name will be shown on the Coat Drive Info on the Coat Drive Locator. If you do not wish to have your Contact Name on our Web site's Coat Drive Locator, LET US KNOW IN THE COMMENT BOX.

We ask for your telephone number so that we can call you if there are questions about your drive. Also the telephone number is a part of the Coat Drive Info on the Coat Drive Locator. Local people might call you to get more information about your event or call after the event to see if you will still accept coats.

If you do not wish to have your telephone number on our Web site's Coat Drive Locator, INPUT AN OBVIOUS FAKE NUMBER – 999-9999.

We ask for your mailing address so that we can mail you the banner and the Certificate of Appreciation. This information is NOT displayed on our Web site's Coat Drive Locator.

From time to time we may send you unsolicited information, perhaps our latest Newsletter or a coupon from one of our sponsors.

We will NOT share this personal information with anyone without your permission, except for those drives organized by Girl Scout troops. If you are a Girl Scout troop, we may let your local Girl Scout

council know that you have participated in One Warm Coat.

Use of Photographs

We ALWAYS love to see photographs of One Warm Coat activities – from collecting the coats, to sorting them out, to delivering to the Agency. Before sending us a photograph, we ask that you review the terms of the Photo Releases located in the APPENDIX. You can also download the Photo Release from the web site.

Contacting Us

Please share your successes, stories, and suggestions by returning the Share Your Success (APPENDIX). This form, or something with similar information, should be returned to One Warm Coat.

Mail:

One Warm Coat
1201 California Street, Suite 1302
San Francisco, CA 94109

E-mail to:

Info@OneWarmCoat.org

Web Site:

www.OneWarmCoat.org

Toll Free Telephone:

1-877-663-9276

If you have questions or need further information, please don't hesitate to contact us.

APPENDIX

Here you will find the forms that you need to coordinate your coat drive. The appendix contains the following:

- Share Your Plans form
- Share Your Success form
- Sample Press Release
- Sample Tax Receipts
- Adult Photo Release form
- Minor Photo Release form

All of these forms may be found and downloaded in PDF format from the One Warm Coat web site. If you have any questions about these forms, please contact One Warm Coat at info@OneWarmCoat.org.



ONE WARM COAT

**SHARE YOUR PLANS FORM
2011 - 2012**

Held By: _____

Contact Person _____

Mailing Address _____

Phone Number _____ Email: _____

Display our Drive on the Coat Drive Locator: Yes _____ No _____

Type of Event: ___ School ___ Workplace ___ Community ___ Other

Date(s) of Drive: _____

Name/Location of Coat Drive: _____

Address of Coat Drive: _____

City _____ State: _____ Zip: _____

Agency Receiving Coats: _____

Describe Your Project:

Send this form to Larinda@onewarmcoat.org or fax to 877-663-9276, ext. 5
You can complete this form electronically at www.onewarmcoat.org



ONE WARM COAT

**SHARE YOUR SUCCESS FORM
2011 - 2012**

Coat Drive Number: _____ Held By: _____

Contact Person _____

Mailing Address _____

Phone Number _____ Email: _____

Number of Coats collected: _____

Date(s) of Drive: _____

Location of Coat Drive: _____

Agency Receiving Coats: _____

Describe Your Project:

Suggestions for improvements:

Send this form to Larinda@onewarmcoat.org or fax to 877-663-9276, ext. 5
You can complete this form electronically at www.onewarmcoat.org

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact Name:

Daytime Phone Number:

Coat drive helps local people in need stay warm

Warming Communities....One Coat at a Time

[City, ST, Month, Day, Year] -- It's never been easier to make a difference in your community.. Here is your opportunity to make sure that nobody goes without such a basic necessity as a coat this winter.

[Your organization's name] is collecting clean, gently used coats and jackets as part of the One Warm Coat community service project. Coats of all shapes sizes are welcome One Warm Coat is dedicated to distributing reusable coats, free of charge, directly to local children and adults. The program is an easy way for you and your family to pass along coats and jackets that you no longer need.

[The your organization's name] have made donating a coat simple. Just bring your clean, gently used coats and jackets to [PLACE] from [TIME to TIME] on [DATE]. [Then your organization's name] will take care of the rest. All donated coats will be given to [the agency's name] for distribution to local people in need.

“More people than ever need help these days. We are proud of the thousands of organizers whose creativity and generosity of spirit have made helping people so easy and who are making a real difference in their own communities.” commented Sherri Lewis Wood, President and National Founder for One Warm Coat.

One Warm Coat is national non-profit organization that supports and encourages the donation of coats. It helps individuals, groups, companies and organizations across the country collect coats and deliver them to local agencies that distribute the coats free to people in need. Nearly 3 million coats have been provided to those in need at no cost since the project began in 1992.

###

Sample Tax Receipts



ONE WARM COAT[®]
Tax ID # 74-3045243

"Both of my coats that I brought fit two little sisters. They were so excited to be warm, and I was glad to see them be warm."
Hannah, Age 10
Junior Girl Scout

Your donation of a warm coat will be directly given to a local child or adult in need.

Thank You!

Date: _____ Coats Donated: _____
onewarmcoat.org



ONE WARM COAT[®]
Tax ID # 74-3045243

Warming
communities...
one coat at a time

Your donation of a warm coat will be directly given to a local child or adult in need.

Thank You!

Date: _____ Coats Donated: _____
onewarmcoat.org

A sheet of four tax receipts can be downloaded from the One Warm Coat website.



ONE WARM COAT
ADULT PHOTO RELEASE

I hereby give consent for my photograph to be used by One Warm Coat and its assigns or successors, in publication(s)/media and whatever way they may desire, including audiovisual productions, television and electronic transmissions;

Further, I hereby consent that such photographs and plates from which they are made shall be the property of the Photographer, and One Warm Coat shall have the right to duplicate, reproduce and make other uses of such photographs and plates for One Warm Coat publicity and publications as they may desire free and clear of any claim whatsoever on my part. The Photographer will not sell the photos without permission of One Warm Coat.

I am of legal age and freely sign this release, which I have read and understand.

Print Name: _____

Signature: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Telephone: _____ **E-Mail:** _____

Return to One Warm Coat, P. O. Box 642850, San Francisco, CA 94164



ONE WARM COAT

MINOR PHOTO RELEASE

I hereby give consent for _____ to appear in photographs to be used by One Warm Coat and its assigns or successors, in publication(s)/media and whatever way they may desire, including audiovisual productions, television and electronic transmissions;

Further, I hereby consent that such photographs and plates from which they are made shall be the property of the Photographer, and One Warm Coat shall have the right to duplicate, reproduce and make other uses of such photographs and plates for One Warm Coat publicity and publications as they may desire free and clear of any claim whatsoever on my part. The Photographer will not sell the photos without permission of One Warm Coat.

I am of legal age, have the right to contract for the minor, and freely sign this release, which I have read and understand.

Minor's Name: _____

Adult's Name: _____

Signature: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Telephone: _____ **E-Mail:** _____

Return to One Warm Coat, P. O. Box 642850, San Francisco, CA 94164

One Warm Coat, 1201 California Street Suite 1302, San Francisco, CA 94109
<http://onewarmcoat.org>
877-663-9276 or info@onewarmcoat.org