

# COATS FOR KIDS

## A Higher Purpose

Councils across North America can purchase new winter coats for children in need at a discount and distribute them in their local communities. A featured program, Coats for Kids counts for two credits toward the Columbian Award.

## Overview

Provide warmth for deserving children during cold winter months. Families struggling to make ends meet use their scarce resources to meet the most basic needs and cannot always afford the vital essential of a new winter coat. The goal of the Coats for Kids program is to ensure that no child in North America goes without a coat during the winter season. Through the dedication of councils across the United States and Canada, hundreds of thousands of new winter coats have been distributed to children since program inception.

## Chairman Role and Responsibilities

- Contact the state council to inquire about assisting in a Coats for Kids event or coordinating one in your community.
- Organize a Coats for Kids distribution. Set a date, location and time.
- Buy cases of coats for distribution.
- Promote the Coats for Kids drive in the community and to local media.
- Complete and submit all associated reporting forms to the Supreme Council Department of Fraternal Mission.

## Action Steps

1. Contact the state council to inquire about assisting in a Coats for Kids event or coordinating one in your community.
2. Using Knights Gear (or another outside vendor) order coats for the event. Coats can be bought on [www.knightsgear.com](http://www.knightsgear.com) in the United States and [www.knightsgear.ca](http://www.knightsgear.ca) in Canada.
3. Prior to the Coats for Kids event, use the sample press release as a model to create and distribute a tailored release to local media.
4. Build public interest! Promote the Coats for Kids event in your parish and larger community through a variety of efforts:
  - Prominently display promotional posters
  - Bulletin announcements
  - Pulpit announcements
  - Posting on your council and parish website / social media pages
5. Invite the media to attend. (For publicity reasons, councils might also consider inviting local athletes, TV personnel, and the parish priest to the distribution, as well.)



6. On the day of the event, wear Knights of Columbus-branded apparel and have the council membership director set up a table with brochures and membership documents (including *Prospect Cards* #921A). Do not forget that this event is a recruiting opportunity!
7. Enlist a fellow Knight or community member to photograph the event.
8. Following the Coats for Kids event, update the community on the success of your program by amending the sample press release and distributing it to local media, along with energizing photographs from the event.
9. To gain credit for your program, complete the associated reporting forms and submit them to the Supreme Council Department of Fraternal Mission. Remember to retain copies for your council records.

### Distribution Requirements

To satisfy program requirements and receive credit for their program, councils must distribute a specific number of coats. The requirements for each coat type are different and outlined in the table below. Shipping cost are **not** included in these numbers. Councils must distribute **one** of the following:

Type of Coat	Coats in One Case	Cases Required to Satisfy Program	Total Coats (Coats Per Case * Cases Req.)
Youth Coat	12	6	72
Canadian Youth Coat	12	4	48
Teen Coat	12	4	48
Light Coat	24	4	96