



New York Cares

COAT DRIVE

FROM: NEW YORK CARES www.newyorkcares.org
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FOR IMMEDIATE RELEASE

NEW YORK CARES LAUNCHES ITS 31st ANNUAL COAT DRIVE SUPPORTING NYC STUDENTS AND FAMILIES EXPERIENCING POVERTY

New Yorkers encouraged to Text to Donate to meet demand for 100,000 coat requests

(NEW YORK, NY - November 13, 2019) – [New York Cares](http://www.newyorkcares.org), the largest volunteer network in New York City, today announced the official launch of its 31st Annual Coat Drive with a continuing focus on helping students and their families experiencing poverty.

New York Cares Executive Director Gary Bagley was joined today at The Island School (PS 188) in Manhattan by New York City Police Commissioner James O’Neill, former NBA Player William Henry "Smush" Parker and Executive Director of Office of Community Schools, Chris Caruso, among other supporters.

This year, New York Cares aims to collect and distribute 100,000 coats, which is estimated to be only a fraction of the total need for coats that exists throughout the city. Ten thousand of the collected coats will be donated directly to New York City Community Schools. In order to meet this growing need, and to get coats to New Yorkers more quickly, New Yorkers are encouraged to text the word “COAT” to 474747 to donate \$20 to cover the cost of one coat. All donations are tax deductible.

From today through December 31, 2019, individuals and organizations can donate new or gently used, freshly laundered coats at hundreds of locations throughout the five boroughs, including all NYC Police Precincts, Penn Station, and participating Greater New York Automobile Dealers Association (GNYADA) locations. For a full list of drop-off sites and other ways to keep New Yorkers warm, visit newyorkcares.org/coats.

“The state education department has found the number of students reported as experiencing homelessness is down by [574 children](#) in 2019. While we are glad to see a decline, there are still over 114,000 students in New York City living in temporary housing,” said Bagley. “As

temperatures drop, it is our duty to help the many students and their families who are without protection from the cold. These coats provide a shield from the weather, helping New Yorkers stay safe and warm as they get to work and school each day. For the last 31 years, New York Cares has enabled thousands of volunteers to perform acts of warmth, carrying on the tradition of neighbor helping neighbor, and bettering the lives of all New Yorkers.”

Approximately 114,085 New York City students across all five boroughs are experiencing homelessness or living in temporary housing, according to [data](#) from the New York State Education Department. In 2018, the [childhood poverty rate](#) was reported as 23.8% in New York City. Not having stable housing can have a profound impact on student performance. It may prevent children from showing up to school consistently and from being engaged in class when they do attend. This year, just 29% of New York City students experiencing homelessness passed their state reading exams, and 27% passed the math exam, according to state data — nearly 20 percentage points lower than their peers who live in stable housing.

“For the last 31 years, New York Cares has helped keep New Yorkers in need warm. With a range of supportive services, from emergency support to rental assistance, my Administration is turning the tide on homelessness and helping families get back on their feet towards a path of lasting stability,” **said Mayor Bill de Blasio**. “Together, we can ensure that thousands of children and families experiencing homelessness are provided with warmth and comfort during the long winter months.”

“As winter’s cold weather arrives, no one should be without a warm coat,” said **Police Commissioner James P. O’Neill**. “Our police officers work every day to help their fellow New Yorkers, a spirit of public service that is reflected in this compassionate New York Cares tradition, and the NYPD is proud to help bring a measure of comfort to our city’s neediest residents.”

“Community Schools rely on partners to ensure that students’ basic needs are met and that schools support of the whole-child,” **said NYC Department of Education Senior Executive Director, Christopher Caruso**. “We thank New York Cares for their hard work, generosity, and their continued collaboration, which supports the physical and mental wellness of students during the cold months and beyond.”

About the 31st Annual New York Cares Coat Drive

The New York Cares Coat Drive is one of the largest of its kind in the United States. Since 1989, New York Cares has collected and distributed more than 2 million coats, with 106,051 collected in 2018. The thousands of donated coats will be counted, sorted and distributed to organizations serving the homeless and other low-income New Yorkers, at an 8,600 square foot temporary warehouse space located at 157 West 31st Street in Midtown Manhattan.

The sponsors for this year’s New York Cares Coat Drive are **Bloomberg Philanthropies, PJT Partners, Sidley, Delta, The Amine Family, Bank of America, and the Mets Foundation**.

How to Donate Coats

New Yorkers can text the word “COAT” to 474747 to donate \$20 to cover the cost of one coat. All donations are tax deductible. New Yorkers can also donate gently-used, freshly laundered coats at almost 300 public sites around the city, as well as hundreds of private sites hosted by corporations and civic groups.

New Yorkers may donate coats at the following locations through Tuesday, December 31, 2019. Please visit newyorkcares.org for exact times and locations, and additional collection sites.

- Every New York City Police Precinct (24 hours a day)
- The New York Cares Warehouse, 157 West 31st Street between 6th and 7th Avenues (9:30 a.m. until 4:30 p.m. Monday through Friday)
- New York Cares office, 65 Broadway (weekdays, 9:00 a.m. to 5:00 p.m.)
- New York Penn Station - LIRR concourse (weekdays, 7:30 a.m. to 9:30 a.m.)
- Nearly two hundred Greater New York Automobile Dealers Association (GNYADA) locations
- And many more sites citywide.

New Yorkers can make financial donations in support of the Coat Drive and New York Cares’ year-round work online, by text or by mail. For more information about the New York Cares Coat Drive, locations, news, or to make a financial donation, the public can visit newyorkcares.org/coat-drive.

About New York Cares

New York Cares is the largest volunteer network in the city. Last year, 52,408 New Yorkers made the city a better place by volunteering in New York Cares programs at 880 nonprofits and schools – improving education, meeting immediate needs, and revitalizing public spaces. For more information, visit newyorkcares.org.

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