



30th Annual

New York Cares 

COAT DRIVE

Greetings Coat Collector

Thank you for joining the 30th Annual New York Cares Coat Drive and taking action to ensure that fewer New Yorkers go without a coat this winter.

The number of children, families and individuals throughout the city in need of warm coats is higher than ever. By registering your own coat collection and rallying your community, you are making a difference for so many New Yorkers, who might otherwise be forced to make a choice between buying a coat and putting food on the table.

Last year, with the help of volunteers like you, we collected and distributed over 104,000 coats to New Yorkers. While this is an incredible success, we know that there's still more to be done. Our partners in homeless shelters, community centers, public schools, and religious institutions have requested more than 130,000 coats for the New Yorkers they serve this winter. Help us reach this goal so that New Yorkers who need the warmth, receive it.

New York Cares is here to support you in reaching this goal. We have created online resources full of tips and tricks to help you make the most of your collection. Visit our website at www.newyorkcares.org/coat-drive/resources to check it out.

In addition to our online resources, this packet includes some important information to help you kick-off your collection right away:

- **FAQs:** Have a question about your collection? We've got you covered. Check out these FAQs and if you're still stumped, reach out to info@newyorkcares.org.
- **Coat Drive Quick Tips:** Consider this the greatest hits version of our online toolkit. It serves as a great reference, if you don't have a computer or mobile device handy.
- **Coat Drive Receipts:** Make copies and distribute these to anyone who donates a coat.
- **Packing Stickers:** Firmly secure these sticky labels to EVERY bag of coats you drop off. It helps us track the number of coats coming in and say thank you for your donation.
- **Coat Drive Posters:** Attach these to any and every visible surface near your collection box. If you need more, just stop by our office and pick them up.

It's our goal to ensure you have everything you need to have a successful coat collection, so if you have questions, please don't hesitate to let us know.

Thanks, and Warm Wishes,
Your Coat Drive Team
info@newyorkcares.org | (212) 402-1103



Frequently Asked Coat Drive Questions

When the seasons change and warmth becomes a means of necessity, the New York Cares Annual Coat Drive is already in full swing. Find out the important dates for the drive, how we collect thousands of coats each year, where to drop off your donations, and much more.

About the Coat Drive

What is the Coat Drive?

The Coat Drive is a city-wide effort run by New York Cares which aims to collect over 100,000 coats each year and distribute them to New Yorkers who need them most in the colder months. The Coat Drive has been running for 30 years and this year will proudly deliver its 2 millionth coat.

When does the New York Cares Coat Drive begin and end?

The 30th Annual Coat Drive officially launches on Tuesday, November 13 and runs through December 31. Although, as a collection, you can begin collecting coats much earlier. Most drop-off locations will begin accepting your coat donations in mid-November.

What does New York Cares do with the coats collected?

New York Cares works hand-in-hand with a wide variety of Community Partners across New York City to make sure donated coats are distributed to New Yorkers who need them as quickly as possible. Our Community Partners include nonprofit social service agencies, public schools, religious institutions, and transitional housing shelters - all of which serve some of our city's most vulnerable populations.

Is my donation tax-deductible? Can I get a receipt?

Yes, and yes! The value of any coat you donate to the Coat Drive is tax deductible. Please note: New York Cares does not appraise coats. Values are assigned by the donor up to a maximum of \$5,000.

Collecting Coats

Does New York Cares provide coat collection boxes?

While New York Cares provides you with posters for your collection, we unfortunately cannot provide boxes. We recommend checking in with your local grocery or drugstore, which often have extra boxes and are willing to share. Cardboard boxes can also be purchased from a variety of retailers, including shipping supply companies or hardware stores. To spread the holiday cheer, don't forget to decorate your box with wrapping paper or posters.

Do the coats need to be new? Can I donate old coats with a broken zipper/button/etc.?

If the coats are in good condition and an individual could leave our Walk-In Centers wearing the coat and feeling warm, then we would gladly accept the donation. That said, we encourage donors to launder or dry clean their well-loved coats before donating so they are ready to be worn out of the agency.



Does New York Cares accept clothing items other than coats?

At this time, we can only collect clean, gently used jackets and coats. For other clothing items, such as sweaters, hats, and gloves, please feel free to reach out to organizations from the list found at www.newyorkcares.org/clothing.

Delivering Coats

Can New York Cares pick up my donation?

We truly appreciate all contributions, but unfortunately cannot coordinate donation pick-ups. As a nonprofit, we appreciate your support in our efforts to keep costs low. We encourage you to find the location nearest you to drop off your donation or coordinate a delivery with your team members.

When is the best time to drop off coats?

After the warehouse opens on November 13, the earlier the better! We suggest getting a head start on your collection and recommend dropping off your coats in small batches as the donations come in. The sooner we receive the coats, the sooner they are sorted and distributed to the New Yorkers who need the warmth.

Where can I drop off one or two bags of coats?

Refer to our handy online Coat Drive map to find the drop-off location nearest you. We have partnered with all NYPD Police Precincts, participating Queens Public Libraries, Penn Station and Grand Central, and dozens of other public spaces to help make your drop-offs as easy as possible. Please keep in mind, these locations are specifically for individual donors and often have limited capacity to accept donations of more than two large garbage bags. If your donation is larger, please drop off directly to our Coat Drive Warehouse.

What if I have more than two large bags of coats to drop-off?

That's wonderful! We consider these "bulk" donations and ask that you drop them off directly at our Coat Drive Warehouse. New York Cares does not coordinate donation pick-ups. Our Coat Drive Warehouse's loading dock, located at 157 West 31st Street between 6th and 7th Avenues in Manhattan, opens on November 13, and will stay open through December 31st. The hours are Monday through Friday, 9:30 a.m.–4:30 p.m.

How do I prepare my coats for drop-off?

If you are dropping coats off at our warehouse, make sure that they are double bagged, and your labels are firmly secured to each bag with packing tape. The labels are how we track how many coats each collection drops off, so make sure they are visible and written legibly. If you run out of labels, write your name, your collection name, and number of coats on each bag.

Still have questions? Email info@newyorkcares.org or call us at 212-402-1103



5 Quick Tips on the Coat Drive

1. Set Dates for Your Coat Collection

- If you can, establish official start and end dates for your collection. A fixed donation window tailored to your group or company's schedule, helps create a sense of urgency. The start date for your coat drive is up to you, but the sooner the better!
- Teams that have one big collection event tend to collect more coats than those that simply collect over a period of time.
- Coats are accepted until December 31, but you can run your collection anytime, up to this date.

2. Set Collection Goals

- Giving your donors something to shoot for will bring in more coats. Set a big goal, make it known, and go after it! If you collected coats last year, aim for 10 more coats (or 100!) this year.
- Publicize your goal. Let your audience know how many coats you collected last year and encourage them to help you exceed your target.
- Our highest coat collection brings in about 150 coats each year. Why not make this your goal and put your collection among the elite?

3. Develop a Communications Plan

- Create a plan for how and when you will communicate with potential coat donors in your organization or company.
- Plan to communicate with your audience a few times over the course of the Coat Drive. Be creative and try different things! Some people respond to flyers, others respond to social media, etc.

4. Get the Right People Involved from the Start

- If you're organizing a team within your company, get buy-in from senior leadership who can lend support and increase visibility.
- If you're rallying your personal networks, identify friends who are active on social media – with many Facebook friends, many LinkedIn connections, or Twitter followers – ask them to share your posts and help spread the word.

5. Get Your Entire Company Involved

- Through our Cash For Coats program, New York Cares can equip your company with tools and resources to bring in monetary donations that go directly toward the cost of a coat. Remember, just \$20 buys a new coat for a New Yorker in need.
- New York Cares can create a branded, personalized web page where your team can make online donations toward the purchase of new coats. With each gift of \$1,000, we can provide more than 50 New Yorkers with warm winter coats.
- Multiply your collection's contributions! Does your company have a matching gift program? Ask them to commit to doubling or tripling your impact with a monetary donation.



New York Cares
65 Broadway, 19th Floor, New York, NY 10006
Tel: (212) 228-5000 | Fax: (212) 228-6414
www.newyorkcares.org

Donation Receipt

Name: _____

Amount: \$ _____ Donation Date: _____

Thank you for contributing ___ gently used, freshly laundered coat(s) to the 2018 New York Cares Coat Drive. Within approximately two weeks of your donation, we will distribute your coat(s) to homeless men, women and children, recent immigrants, and others in need.

The value of each coat is determined by the donor, but does not exceed \$5,000. New York Cares is not providing any goods or services in exchange for this donation. Donations to New York Cares are tax deductible as charitable contributions to the fullest extent permitted by law. A copy of the annual financial report led by New York Cares may be obtained by contacting New York Cares or the Office of the Attorney General, Charities Bureau, 120 Broadway, New York, NY 10271.



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New York Cares Coat Drive

Number of coats in this bag:

Please write clearly with large numbers in permanent marker and attach by covering the whole label with tape.

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Please write clearly with large numbers in permanent marker and attach by covering the whole label with tape.

Collection Name/Your Name:

New York Cares Coat Drive Warehouse, 157 West 31st Street, Basement 1, New York, NY 10001
Call before drop-off: (646) 801-4022

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