



Knights of Columbus

# Coats for Kids®



Faith in Action

Community

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## History

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### PROGRAM HISTORY

Did you know that many children throughout the United States and Canada go without a coat each winter? Low-income families use their scarce resources to meet the most basic needs and cannot always afford this vital winter necessity.

The Knights of Columbus Coats for Kids® Program allows councils across North America the opportunity to put their faith into action and purchase new winter coats at a discount for children in need in their communities.

Over a million new winter coats have been distributed throughout the United States and Canada since the program began in 2009.





# Community

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## COMMUNITY OUTREACH AND THE KNIGHTS OF COLUMBUS

This program's primary goal is to help kids stay warm in the winter when a child's family does not have the resources to adequately meet this need. A warm coat means a child can more realistically attend school, go to after-school programs, fit in with other children, play and do all the things that kids do to be kids. In a very real sense, a warm winter coat means mobility. Our mission is to make this seemingly small part of life a little bit easier for these families.

The secondary goal of the Coats for Kids program is to better connect your council with your parish and your community. Let the people around you see the good works of your council, so that they want to support it and be a part of it.



# Membership

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## MEMBERSHIP OPPORTUNITIES

Set up a Knights of Columbus membership booth at the Coat Distribution to allow parents the chance to learn more about the Knights of Columbus.

Hold a church drive a week after the distribution to give men a chance to learn about the program and the good works of the Knights of Columbus.

# Information

## COAT INFORMATION (United States & Canada)

We offer three different prepackaged size categories for purchase by your council:

<b>Toddler (12 Coats)</b>	<b>Small Prepack (12 coats) – kindergarten through second grade</b>		<b>Standard Prepack (12 Coats) – second grade through eighth grade</b>		<b>Teen Size Prepacks (12 Coats)</b>	<b>Adult Prepack (12 Coats)</b>	<b>Adult Prepack (12 Coats)</b>
<b>Boys &amp; Girls</b>	<b>Boys</b>	<b>Girls</b>	<b>Boys</b>	<b>Girls</b>	<b>Boys &amp; Girls</b>	<b>Men</b>	<b>Women</b>
(2) 12 Months	(3) 4	(3) 4	(3) 8	(3) 7/8	(2) Small	(1) Small	(2) Small
(2) 18 Months	(3) 5	(3) 5	(3) 10/12	(3) 10/12	(4) Medium	(1) Medium	(3) Medium
(2) 2T	(3) 6	(3) 6	(3) 14	(3) 14	(4) Large	(2) X-Large	(3) Large
(3) 3T	(3) 7	(3) 6X	(3) 16/18	(3) 16	(2) X-Large	(3) XX-Large	(2) X-Large
(3) 4T						(2) XXX-Large	(2) XX-Large

## LIGHTWEIGHT COATS FOR WARM CLIMATES

Lightweight coats are available for those areas with mild winters. Lightweight coats are available on [knightsgear.com](http://knightsgear.com). Each case will contain 24 coats.

<b>Boys &amp; Girls Light weight prepack (24 Coats) Second grade through eighth grade</b>	
	(2) 4
	(2) 6
	(2) 7/8
	(2) 10/12
	(2) 14
	(2) 16
	(2) Small
	(4) Medium
	(4) Large
	(2) X-Large

## PRICING

Pricing will always be in the best interest of the council and will depend on the market and vendor each year. Visit [knightsgear.com](http://knightsgear.com) in the United States and [knightsgear.ca](http://knightsgear.ca) in Canada for current pricing.



# Publicity

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## PUBLICIZING YOUR EVENT

One of the best ways to make sure your council's Coats for Kids program is a success is to publicize it. The program must always be referred to as **Knights of Columbus Coats for Kids®**.

After setting up a location, date and time for the Coats for Kids distribution, use the sample press release on [www.kofc.org/coats](http://www.kofc.org/coats).

Retype it, double-spaced, on council letterhead, filling in the necessary information by listing who, what, when and where of your council's Coats for

Kids distribution. Make sure to include the name and phone number of a contact person.

Ask editors to publish a reminder close to the date of the distribution or to list it in the community or parish calendar. Talk with assignment editors and suggest Coats for Kids as a great opportunity for a featured story. Make arrangements for a story about the distribution. Personally deliver or send a write-up along with photos to the editors of both the local and diocesan newspaper.

# Responsibilities

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## CHAIRMAN ROLE AND RESPONSIBILITIES

- Contact your jurisdiction leadership to inquire about assisting in a Coats for Kids event or coordinating one in your own community.
- Organize a Coats for Kids distribution. Set a date, time and location.
- Go through [knightsgear.com](http://knightsgear.com) in the United States and [knightsgear.ca](http://knightsgear.ca) in Canada to order your coats and to get current pricing information. Please allow several weeks for shipping.
- Contact local schools, police and fire departments, and Child Services to identify recipients of the coats.
- Promote the Coats for Kids drive in the community by displaying the Coats for Kids poster in your parish and around the community.
- Bring the drive to the attention of local media using the sample press release provided on [www.kofc.org/coats](http://www.kofc.org/coats).
- After the distribution, debrief with your council on strengths and weaknesses of the event to improve for next year.
- Complete associated Report Forms and submit them to the Supreme Council.

***Build toward your Community program requirement  
for the Columbian and Star Council Awards with  
TWO credits for this featured program!***



# FAQ

## FREQUENTLY ASKED QUESTIONS

### ***How do I order coats?***

Councils should order their coats with a debit or credit card through [knightsgear.com](http://knightsgear.com) in the United States and [knightsgear.ca](http://knightsgear.ca) in Canada.

### ***How much does a case of Coats cost? How much is shipping?***

Please check [knightsgear.com](http://knightsgear.com) in the United States or [knightsgear.ca](http://knightsgear.ca) in Canada for current coat costs. Shipping is UPS ground and will be determined at the time of purchase.

### ***How many coats are in a case?***

A heavyweight case contains 12 coats. A lightweight case contains 24 coats.

### ***Do cases come with a mix of boys and girls? Can I customize my case? Is there a mix of styles?***

Cases come with either all boys' or all girls' coats, each with a diverse assortment of sizes. We cannot mix boys' and girls' coats together and we cannot customize your order based on style preference. However, please note that when multiple cases are ordered, each case will contain a different style than the last.

### ***How does shipping work? How long does delivery take?***

Shipping takes several weeks from the date of order. Tracking information will be emailed upon shipment.

### ***How are the coats manufactured?***

The factories producing the coats undergo an annual audit by a 3rd party firm to review and ensure they abide by ethical business practices and have a safe work environment.

### ***Does the Knights of Columbus Supreme Council profit from councils purchasing coats through Knights Gear?***

The Knights of Columbus Supreme Council does not profit from council purchases of coats through Knights Gear.

## PROGRAM IDEAS

### ***Below is a list of potential partners for your Coats for Kids program:***

Councils should order their coats through [knightsgear.com](http://knightsgear.com) in the United States and [knightsgear.ca](http://knightsgear.ca) in Canada.

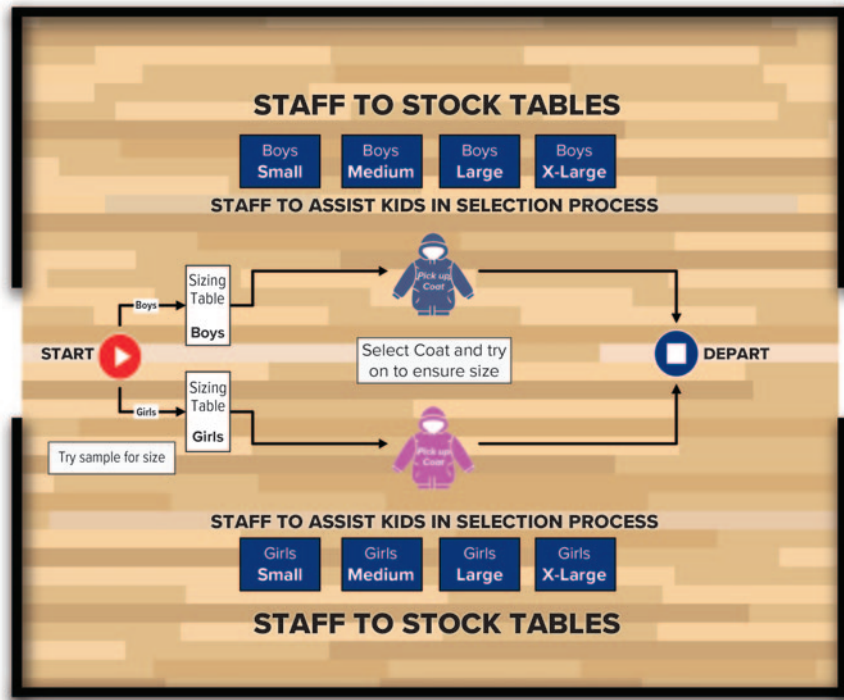
- **Schools** — Approach community schools in low income areas.
- **Soup Kitchens** — Ask parish leaders about maintaining a stock of kids' coats at the soup kitchen.
- **Police Department** — We have found that approaching a police department and offering them free coats works well for community policing models. Police can keep coats in their squad cars and hand out as needed.
- **Social Services** — Reach out to social services in your community.
- **Parish** — Ask a local pastor if a case of coats can be left at the church to be distributed as needed.



# Resources

## COATS FOR KIDS DISTRIBUTION FLOWCHART

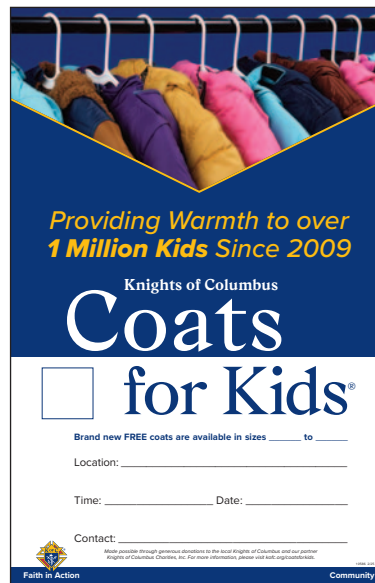
This sample flowchart diagram helps councils set up their room for a Coats distribution. The layout helps the flow of traffic move easier around the room.



The Supreme Council offers the below items for order through Supplies Online, the supply ordering portal available on Officers Online.



Promotional Poster – Horizontal (#10587)



Promotional Poster – Vertical (#10586)



Coats for Kids Trifold (#10503)



1 COLUMBUS PLAZA NEW HAVEN, CT 06510-3326  
203-752-4270 [www.kofc.org](http://www.kofc.org)