



Coats for Kids Coat Drive Competition

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2025 Coats for Kids Overview

Get ready to celebrate 39 amazing years of Coats for Kids (CFK), a heartwarming annual event dedicated to bringing cozy, warm winter coats to children in need across Central Texas. Join The Junior League of Austin, Jack Brown Cleaners, iHeartRadio, and KVVU as we team up to host this year's coat drive. Let's come together and make a difference in the lives of kids! For more information about Coats for Kids, visit jlaustin.org/coats.

2025 Coats for Kids Volunteer Details

There are several ways to volunteer with Coats for Kids: 1. Organize and host a coat drive, 2. Sort and prepare coats for distribution, and 3. Raise/donate funds to purchase new coats. Volunteering can be done individually or in groups.

2025 Coats for Kids Sort & Prepare Coats for Distribution Dec. 2–10

The Junior League of Austin's Community Impact Center
5330 Bluffstone Lane
Austin, Texas 78759

Volunteers MUST be 18 years of age or older except for designated youth sorting nights. Volunteer registration begins Oct. 8. Visit jlaustin.org/coats/coats-for-kids-volunteer/ to sign up.

2025 Coats for Kids Coat Drive Competition

The Coats for Kids Coat Drive Competition is an exciting and spirited event where communities and organizations come together to collect as many warm winter coats as possible for children in need across Central Texas. Teams compete to see who can gather the most coats. Get involved, have fun, and be a part of this heartwarming cause! To participate in the 2025 CFK Coat Drive Competition, review the following details. For questions, contact your Coat Drive Coordinators at cfkcoatdrive@jlaustin.org.

- [Register](#) for the Coat Drive Competition (Live on Saturday, Nov. 1)
- Collect gently used and new coats (Tuesday, Nov. 11–Monday, Dec. 1)
- Drop off donations at any Jack Brown Cleaners (above dates only)
- Submit receipts (Jack Brown Cleaners will give these to you with a coat count) to cfkcoatdrive@jlaustin.org before Monday, Dec. 1.



Tips for Hosting a Successful Coat Drive

Mark your calendar: [Registration](#) for the 2025 Coat Drive Competition goes live on Saturday, Nov. 1.

Schools

- Assign a club, grade, organization, or sports team to oversee the drive.
- Have students create posters/banners to display around the school.
- Create a goal and post it in a visible place. Keep everyone updated on goal progress.
- Have accessible collection sites: the front office, cafeteria, teacher's classroom, etc.
- Challenge a rival school to a competition.
- Have classes compete against each other and offer a prize (candy, extra recess, etc.).
- Create a special prize for the teacher of the winning class (extra jeans day, lunch).
- Announce EVERYWHERE (on the intercom, school marquee, sporting/social events, email newsletters, and social media pages).
- Keep teachers in the loop with frequent email updates and reminders.

Businesses & Organizations

- Have departments or divisions compete against each other and create incentives for the winning team (an extra vacation day, lunch on the company, an extra casual day, etc.).
- Use company social media to promote your drive and share updates about your success.
- Have accessible collection sites (entrance doors, breakrooms, etc.).
- Place flyers in high-traffic areas (restrooms, entrance doors, water fountains, etc.).
- Alert staff about the drive via email and continue to update them with current competition standings.
- Reach out to a company or organization that you compete with in business and challenge them to a friendly competition.



Coat Drive Competition Frequently Asked Questions

IMPORTANT DATES TO KNOW

1. **When does the coat drive begin and end?**

This year's Coats for Kids Coat Drive Competition kicks off on **Monday, Nov. 10**, and runs through **Monday, Dec. 1**. Coats can be dropped off at any Jack Brown Cleaners starting **Tuesday, Nov. 11**. All coats collected before this date need to be held until drop-offs at Jack Brown Cleaners begin. All coats must be turned in to Jack Brown Cleaners by close of business on **Wednesday, Dec. 3** (two days after the competition ends).

SETUP/POSTER INFORMATION

1. **Will Coats for Kids provide a bin or box to accept coats?**

We do not provide bins or boxes. You can use anything from moving boxes to laundry bins. You can even cover old boxes in holiday wrapping paper to help attract attention.

2. **What sizes/types/colors of coats do you collect?**

Kids come in many wonderful shapes and sizes, so we collect all colors and sizes of new or gently used coats, including adult-sized coats for older recipients.

3. **Can we create our own poster/flyer?**

Absolutely! However, we ask that the Coats for Kids logo be prominent on any materials created to promote your coat drive. You can save the [logo image](#) in this document to use, or let us know if you need a larger .jpg version.

WHAT TO DO WITH COLLECTED COATS

1. **Will The Junior League of Austin come to our business or school to pick up the collected coats?**

All coats need to be dropped off at any Jack Brown Cleaners. At drop-off, Jack Brown Cleaners will provide a receipt for the number of coats delivered. Each week, organizations participating in the coat drive are asked to email a copy of the receipt to cfkcoatdrive@jlaustin.org. You must email this confirmation to get credit for your donations. Jack Brown Cleaners does not track this information.



2. **Why Jack Brown Cleaners?**

Jack Brown Cleaners is a long-standing partner of Coats for Kids and has collected and cleaned more than 1 million coats during the CFK coat drive. You can find the nearest Jack Brown Cleaners by visiting jackbrowncleaners.com/locations.

3. **How do we send in the receipts so that they count toward our coat drive totals?**

We accept any legible method of transmission for the receipts. You can scan or take a picture of your receipt and email it to cfkcoatdrive@jlaustin.org. Please be sure your group name is legible.

4. **What if someone gives us a check instead of a coat?**

As long as the check is made out to Coats for Kids, it can be dropped off at any Jack Brown Cleaners or The Junior League of Austin's Community Impact Center (5330 Bluffstone Ln, Austin, Texas 78759). Please reference your school, business, or organization in the memo line so that your coat drive receives credit for the donation. Also, scan or take a picture of the check and email it to cfkcoatdrive@jlaustin.org. All donations are 100% tax deductible.

5. **What if someone wants to donate online?**

All monetary donations can be made using our website (jlaustin.coats/donate-coats-for-kids). Please reference your school, business, or organization in the "free-text" box. All donations are 100% tax deductible.

6. **What is the last day we can donate coats or send in receipts?**

All coats to be counted in the competition must be dropped off at any Jack Brown Cleaners by **Monday, Dec. 1, at close of business**. All competition receipts must be sent to cfkcoatdrive@jlaustin.org by **Monday, Dec. 1**. However, Jack Brown Cleaners will continue to accept coats until 7 p.m. on **Wednesday, Dec. 3**.

7. **When can we start dropping off coats at Jack Brown Cleaners?**

Coats can be dropped off starting on **Tuesday, Nov. 11**. While the coat drive registration opens earlier, coats cannot be accepted at Jack Brown Cleaners until Tuesday, Nov. 11.

8. **Are donations tax deductible?**

Yes! All monetary donations made using our website (jlaustin.coats/donate-coats-for-kids) will be emailed a tax receipt. Any checks received as donations for CFK will be mailed a tax letter. Anyone dropping off a coat at Jack Brown Cleaners during the competition can request a receipt that states the number of coats donated.



COMPETITION

9. **Can we challenge other groups/schools/businesses in the competition?**

We love this idea! In the past, we have had rival high schools compete, which turned into a very spirited event and helped bring in a record number of coats for kids. Be sure both groups/schools/businesses register to hold a drive.

10. **What do we win if we collect the most coats?**

The Junior League of Austin provides a special recognition to organizations that collect the most coats during the drive. Each group or organization is placed in the appropriate category (for example, high schools compete against other high schools). We will notify all winners via email and present all awards live on iHeartRadio Austin in early December.

11. **What are the different categories that groups compete in?**

The competition categories are:

<u>Schools</u>	<u>Business/Organization</u>
High School	Large Business (More than 1,000 employees)
Middle School	Medium Business (250–1,000 employees)
Elementary School	Small Business (Less than 250 employees)
Preschool	Nonprofit Organization
Private School	Community Group

12. **If participants want to help in other ways, how can they do so?**

We appreciate volunteers! From Dec. 1–10, Coats for Kids needs help sorting and preparing donated coats. We will have shifts available for adults over the age of 18 throughout this time period and a designated youth sorting night for individuals under the age of 18. Learn more on our website: jlaustin.org/coats-for-kids-volunteer. And don't forget, you can also donate on our website (jlaustin.org/coats/donate-coats-for-kids). Remember to include your group name so it counts toward your total.



13. I still have questions about the Coats for Kids Coat Drive. Who do I contact?

You can reach our Coat Drive Coordinators at cfkcoatdrive@jlaustin.org.

IMPACT

1. What impact was made in last year's Coats for Kids event?

- 33,607 coats were cleaned, sorted, and distributed
 - 6,684 coats were collected through the coat drive competition
 - Coats were distributed to 159 Austin-area schools:
 - 16 Del Valle ISD schools
 - 104 Austin ISD schools
 - 13 Pflugerville ISD schools
 - 26 charter schools
- St. David's Foundation donated 5,430 dental kits that were distributed with coats
- 53 committee members and 15 subcommittees supported Coats for Kids
- 1,081 community volunteers donated 5,194 hours



Coat Drive: Resources

Communications Template

Subject: Warm Hearts, Warm Coats: Join Us for the Coats for Kids Drive

Dear (Family/Friends),

As we anticipate cold weather this winter, we are excited to share an opportunity to ensure Central Texas children can stay warm.

Coats for Kids is a partnership between The Junior League of Austin, Jack Brown Cleaners, iHeartRadio, and KVUE to collect and distribute coats to Central Texas children in need. This year, (business/group/school name) is supporting Coats for Kids to help make a difference in the lives of these children.

We're excited to invite you to join our Coats for Kids coat drive from (list dates of your coat drive - coats are accepted Nov. 10–Dec. 1) and need your help! In the spirit of competition, we are hoping to collect the most coats and be featured on iHeartRadio Austin in December. Here's how you can help:

1. **Donate coats to our drive:** We will have a bin for you to drop off new or gently used coats. The bin will be located at (location of donation box/bin) between (date range of coat drive). Our goal is to collect (insert amount here) coats! Coats for Kids needs coats of all sizes, including adult-sized coats.
2. **Donate dollars:** Every \$20 donated to Coats for Kids can buy a new coat for a child in need. You can donate online at jlaustin.org/coats by clicking "Donate Now" or text "GIVEATX" to **243725**. Don't forget to indicate (business/group/school name) to receive credit.
3. **Donate a coat from the CFK gift registry:** You can purchase a coat from the [registry](#) and have it delivered directly to The Junior League of Austin. Remember to indicate (business/group/school name) to receive credit.
4. **Social media:** When you donate a coat, let others know by posting on social media. Please include (business/group/school name), use the hashtag **#coatsforkidsatx**, and tag [@jla_coatsforkids](#) on Instagram. Each mention on social media helps bring attention to our coat drive.

We hope you will support the (business/group/school name) coat drive. You can learn more about Coats for Kids by visiting jlaustin.org/coats.

Sincerely,

(Your Name Here)



Social Media Templates

Social media is a powerful tool for spreading the word about the Coats for Kids drive and amplifying our cause. By sharing posts, photos, and videos, we can reach a wider audience and inspire more people to get involved. With likes, shares, and comments, we can generate excitement and encourage others to participate, ensuring that more children receive the warm coats they need this winter. TIP: Use **#coatsforkidsatx** and tag [@jla_coatsforkids](#) on Instagram. Don't forget to include your group/school/business name.

1. _____ has joined The Junior League of Austin's Coats for Kids Coat Drive Competition! Help us keep Central Texas children warm by dropping off a new or gently used coat in the collection bin between Nov. 10 and Dec. 1. Visit jlaustin.org/coats for more information.
#coatsforkidsatx @jla_coatsforkids
2. Help us reach our goal of collecting _____ coats for this year's Coats for Kids Coat Drive Competition, which ends Dec. 1. In addition to dropping off new and gently used coats in the collection bin, you can also purchase a coat from the [Coats for Kids Gift Registry](#).
#coatsforkidsatx @jla_coatsforkids
3. There are multiple ways to donate to our Coats for Kids coat drive. Between now and Dec. 1, you can drop off a coat in a collection bin, purchase a coat from the [Coats for Kids Gift Registry](#), donate via text (text **GIVEATX to 243725**), or donate online by visiting jlaustin.org/coats and clicking "Donate Now." Every \$20 buys a new coat! **#coatsforkidsatx @jla_coatsforkids**
4. There are only ____ weeks left in the Coats for Kids coat drive competition, which ends Dec. 1. Help us keep Central Texas children warm by donating to our coat drive! **#coatsforkidsatx @jla_coatsforkids**

Printables (on following pages)

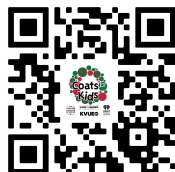
HELP KEEP CENTRAL TEXAS KIDS WARM



Donate to the Coats for Kids Coat Drive Competition

**Deposit new or gently used coats in the
Coats for Kids bin.**

For more information, visit jlaustin.org/coats. For other ways to donate, scan the QR code to view the CFK wishlist.





DONATION BIN

Drop off your new or gently used coats here!

**Thank you for helping keep Central Texas kids warm
this winter!**

You can also donate by texting “GIVEATX” to 243725.

**HELP KEEP CENTRAL TEXAS
KIDS WARM THIS WINTER**