NORDSTROM

Make a Difference with Nordstrom This Holiday Season

November 3, 2025 at 11:00 AM PST



For the sixth consecutive year, we are proud to support **Operation Warm** and **Big Brothers Big Sisters of America** as our national holiday giveback partners.

We're continuing our tradition of partnering with nonprofits that reflect our values and help families thrive. From **Nov. 3 – Dec. 31, 2025**, we're making it easier than ever for employees and customers to give back to causes that strengthen the communities we serve.

Providing 12,000 Kids with Coats and More Through Operation Warm
Since 2018, Nordstrom and our customers have donated nearly $3 million to Operation Warm, a nonprofit that manufactures brand-new, high-quality coats for children in need. To date, we've supported the delivery of more than 119,000 coats to kids in our local communities.

This year, Nordstrom is partnering with Operation Warm to provide more than 1,500 children with new coats through five distribution events at elementary schools in Chicago, Denver, Detroit, New York and Seattle.

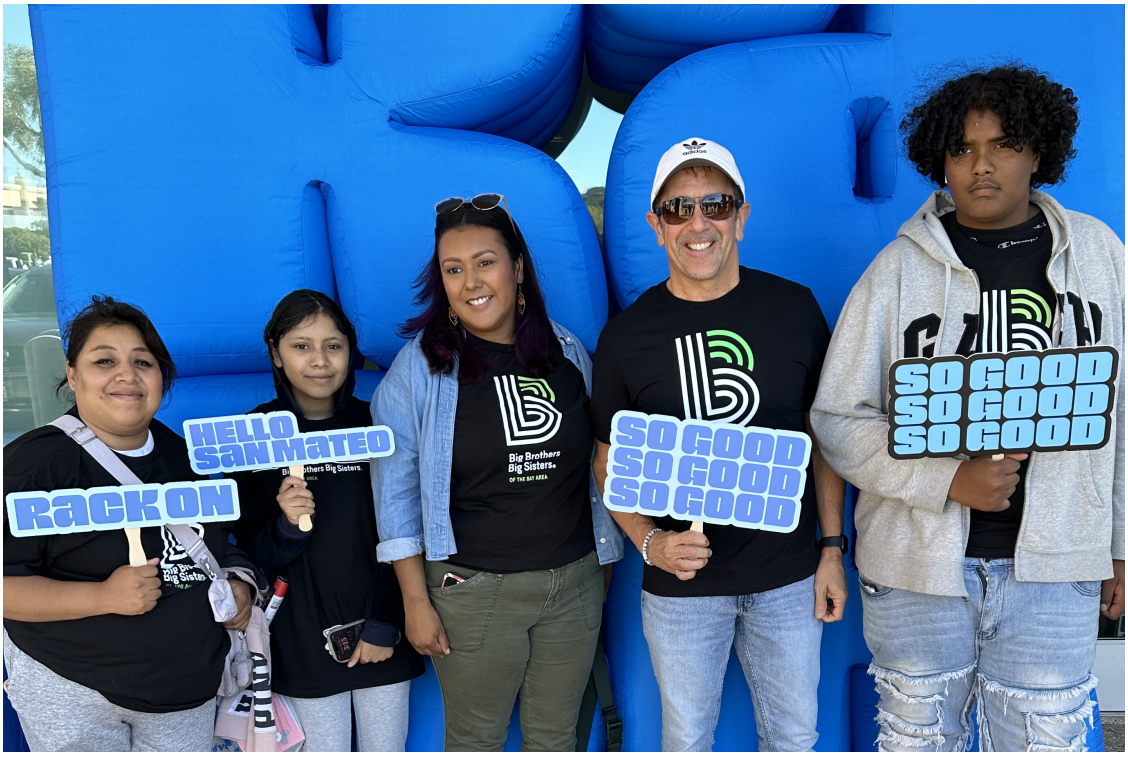
A brand-new coat offers more than physical warmth—it gives a child confidence to socialize and succeed as well as hope for a brighter future. Together with our employees and customers, we aim to raise enough funds to provide 12,000 kids in need with new coats this holiday season.

Customers can help by donating at checkout on Nordstrom.com or by purchasing a giving card at any Nordstrom or Nordstrom Local store. Every dollar goes directly to Operation Warm to support coat programming, and just $25 provides one brand-new coat for a child in need.

Sponsoring Mentorship Moments Through Big Brothers Big Sisters of America
Since 2019, Nordstrom Rack and our customers have donated more than $3 million in support of Big Brothers Big Sisters of America. These funds help recruit, train and engage adult mentors—and create meaningful moments between Bigs and Littles—from preparing for an interview to learning to tie a tie or getting help with homework.

This year, we supported Littles from local chapters with memorable shopping experiences at our Nordstrom Rack openings across the country.

Customers can contribute by purchasing a Sponsor-a-Moment card at any Nordstrom Rack store or by adding a donation at checkout on NordstromRack.com.



Supporting Our Local Communities

Holiday Breakfasts Benefitting Good+Foundation Families in New York City & Los Angeles

We are honored to continue to invite families supported by our nonprofit partner Good+Foundation to join us for holiday breakfasts in NYC and LA. Holiday breakfasts are a special moment for any family and we're thrilled to share this tradition with Good+ families during the holiday season.

Baby2Baby's Annual Holiday Distribution Event in Los Angeles

We're also excited to support Baby2Baby's holiday distribution event for the fourth consecutive year. The event celebrates children in the city by creating a memorable experience and distributing essential items like cold-weather gear and holiday toys.

For more information, visit our Impact and campaign pages on Nordstrom.com and NordstromRack.com.