NORDSTROM

Nordstrom Rack Launches Year-Round Partnership with Operation Warm to Support Children Nationwide

March 17, 2026 at 9:20 AM PDT







Nordstrom Rack is launching an expanded, year-round partnership with Operation Warm, a national nonprofit that provides brand-new coats and shoes to children in need. Building on a relationship that began in 2018, this commitment will make it easier for customers and employees to help children show up to school with confidence and comfort.

Beginning March 17, customers at Nordstrom Rack stores nationwide can support Operation Warm through donations at checkout, with additional opportunities to give at NordstromRack.com. Funds raised help provide essential footwear and outerwear to children so they can thrive at school and beyond.

"We believe that a warm coat or comfortable shoes can help a child feel more confident and ready to learn and play," said Gemma Lionello, President of Nordstrom Rack. "Our year-round partnership with Operation Warm allows Nordstrom Rack to support families in our communities in a meaningful way while also creating impactful opportunities for our customers and employees to come together and help care for the communities we serve."

As part of this expanded commitment, Nordstrom Rack will significantly scale volunteer engagement with Operation Warm, growing from nine employee events in 2025 to 26 events in 2026, with hands-on distribution events hosted in every Rack district. Shoe events will take place in the spring and coat events in the fall to aligns with seasonal needs.

"We're incredibly grateful for Nordstrom Rack's continued and growing commitment," said Dick Sanford, Founder and CEO of Operation Warm. "This year-round partnership will help us reach more children across the country, engaging employees and customers in ways that create lasting impact."

Since 2018, thanks to the generosity of Nordstrom customers, Nordstrom and Operation Warm have provided 150,000 brand-new coats and shoes to children across the U.S. Nordstrom employees have contributed over 4,000 volunteer hours across 27 volunteer events.

This partnership is part of Nordstrom's broader commitment to the communities it serves, including year-round volunteerism, local giving and in-kind donations that support youth and families.

How to help:

Donate at checkout at Nordstrom Rack stores beginning March 17.

Give online at NordstromRack.com.