

# Rotary

## Club of Front Royal



---

Rick Novak, President

## NEWS RELEASE

### *Rotary Club of Front Royal and the Warren County Department of Social Services Provide 134 Coats to Needy Children in the Community During the Holiday Season*

For Release: Friday, January 5, 2018

Contact: Rick Novak, President (540) 660-9597

Doug Stanley, Public Relations Committee Chair (540) 622-4848

DeAnna Cheatham, Director of Social Services (540) 635-3430 ext. 3370

**Front Royal** – The Rotary Club of Front Royal and the Warren County Department of Social Services provided 134 coats for kids through Operation Warm. The coats were distributed as part of the Rotary Club’s annual Doc Smith Christmas Basket Program, which provided 145 boxes of food to needy families in the Front Royal-Warren County Community and to children identified by the Department of Social Services.

According to Club President Rick Novak, “The goal of the Doc Smith Christmas Basket Program is to provide basic food staples to families in need in the community to make sure that they can have a traditional Christmas dinner. This year I was very pleased that we were able to add coats to the donation to ensure that every child served by the program that needed one received a new coat this Christmas. We want to thank everyone that donated to this communitywide effort.”

Operation Warm was established in 1998 to provide coats for school children in need. For a child, a brand new winter coat can be **#morethanacoat** - it can change a child’s life and empower them with greater self-confidence and increased school attendance. Operation Warm, based in Pennsylvania, manufactures and provides a thoughtfully designed collection of brand new winter coats to children in

need. Additional information on Operation Warm can be found at <https://www.operationwarm.org/about-us/our-mission/>.

**The Rotary Club of Front Royal & Warren County  
Department of Social Services are proud sponsors of the  
**Coats for Kids Program!****

**This year we will donate money and solicit donations for  
this program that provides a new coat for a child that may  
not otherwise have one. Your donation of \$20 will buy a  
child a NEW coat.**



According to Social Services Director DeAnna Cheatham, “I think that the program was very successful especially considering that we had less than a month to work out all of the logistics including making contact with Operation Warm, locating participants, placing and receiving the order, and preparing the shipment for distribution with the Doc Smith baskets. We have learned that the sizes of the coats run large so next year we will have samples available for participants to try on for a better fit.”

County Administrator Doug Stanley who serves as the Board for Social Services and headed up the fundraising for the project added, “The idea for the effort came from the Coats for Kids Program in Winchester/Frederick County. In talking with Erik Beatley, Chairman of the Community Foundation of the Northern Shenandoah Valley and organizer of the Coats for Kids Program there, it seemed like a great opportunity to meet a need in the Front Royal-Warren County community. We are extremely pleased with the support of the community that we received this year and hope that we will be able to continue and grow this program in the future.”

Mr. Stanley also noted that while the Club received a number of small donations, it wanted to thank the following businesses and individuals for their support of the project through donations and allowing donation boxes to be placed in their businesses during the holiday season:

- *Rotary Club of Front Royal*
- *Apple House*
- *Royal Cinemas*
- *Royal Bowling Center*
- *WC Department of Fire and Rescue*
- *Kay Fiocca*
- *Tammy Henry*
- *Liberty Tax*
- *Royal Oak Animal Clinic*
- *C&C Frozen Treats*
- *Southern States*
- *United Bank*
- *Jennerations Hair Studio*
- *Rural King*
- *RSW Regional Jail*
- *Fred Andreae*
- *Susan Ralls*
- *Canned Vegetables*
- *Miscellaneous Items*
- *Warren County*
- *Henry's Grocery*
- *Fitness Evolution*

For additional information about how to support this program in the future, please contact Michelle Smeltzer, Warren County Community Liaison, at (540) 892-6108 at [michelle.smeltzer@dss.virginia.gov](mailto:michelle.smeltzer@dss.virginia.gov).

# # #