NORDSTROM

Nordstrom and Nordstrom Rack Bring Warmth and Support to Kids and Families This Holiday Season

November 2, 2026 at 9:00 AM PST

We're proud to continue our tradition of partnering with nonprofits that reflect our values and help families thrive. From November 1, 2026, through January 3, 2027, Nordstrom and Nordstrom Rack customers and employees can support children and families in their communities through our partnerships with Shoes That Fit and Operation Warm.



Operation Warm (Nordstrom Rack)
Since 2018, Nordstrom and our customers have donated nearly $4 million to Operation Warm, helping deliver more than 150,000 coats to kids in our local communities. Operation Warm is a national nonprofit that provides brand-new, high-quality winter coats and athletic shoes to kids in need across North America. It brings more than a coat. It brings emotional warmth, confidence and hope for a brighter future. This year, our teams hosted 26 Operation Warm distribution events at schools across the country.

From November 1 through January 3, customers can purchase a limited-edition, $10 Racky pin at any Nordstrom Rack location, with net proceeds benefiting Operation Warm. It's a small way to make a big difference, helping provide brand-new shoes and coats to kids in our communities.



Shoes That Fit (Nordstrom)

Since 2010, with the help of our customers, Nordstrom has raised more than $10 million and donated over 480,000 pairs of shoes to kids in need. Shoes That Fit is a nonprofit that provides new, properly fitting athletic shoes to children in need. This year, as we celebrate the 16th annual Shoes That Fit campaign, we've set a goal of raising $1.7 million to provide 50,000 children with brand-new, high-quality and properly fitting athletic shoes for the school year. This fall, we hosted 20 distribution events at schools across the country.

From November 1 through January 3, customers can help reach that goal by purchasing a holiday-edition Nordy pin, with net proceeds benefiting Shoes That Fit. Available at all Nordstrom stores, these enamel pins make a great stocking stuffer while helping children in our communities step confidently into a brighter future.

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