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**They promised to defend. We promise to support.**

## Founder's Message

Dear OHT Friend,

I hope this finds you all well and safe. 2021 is finally here and we hope with all our might this year will give us the relief we so badly need.

Here at Operation Hat Trick we are starting the New Year on a positive note and have some exciting news to share with you.

First, we are thrilled to tell you we are on track to reach \$2 million in total donations since 2014 by the end of our fiscal year, June 30. At a time when nonprofits are really being challenged, OHT is proud to be able to continue making donations and helping those wounded and recovering service members and veterans with very serious and immediate need. And believe me there is tremendous need out there.



Second, effective January 2, OHT has added three new headwear licensees/partners. This brings the total to four, which includes '47. The new licensees are Top of the World, Colosseum and Zephyr. We are very thankful to all who believed in OHT enough to add us to their brand's offerings.

Why did we do this? As the Pandemic hit, it was clear headwear was going to have serious challenges. So, OHT made the decision to add partners so it would always be able to satisfy all consumer buying. This decision will give our supporters/followers/schools/teams/companies and anyone who loves us several different options. All partners bring uniqueness to our brand and we have been strategic about where each one fits. We are excited to have you see the collections each has put together and we expect them to be available for Back to School. Stay tuned!!!!!!

Thank you for continuing to support OHT. Unlike many other nonprofits out there, we are in good shape. We remain cautiously optimistic and are ready to “pivot” when necessary. We continue to make donations and thanks to all of you, together we are making a difference.

Be Well,

Dot Sheehan  
Founder/CEO  
Operation Hat Trick

## OHT Donations Surpass \$1.9 million!



OHT recently made donations to three organizations dedicated to supporting service members and veterans. Those organizations are The Azimuth Check Foundation, Veterans Healing Farm and Northeast Passage. The donations will be used in many ways, including wellness programs, workshops, food cultivation, and community engagement through sports programs.

These donations have also elevated the total amount donated to organizations that fit the OHT mission to \$1.9 million since 2014.

To read the full press release, click [here](#).

## Congratulations to Alabama!

**CONGRATULATIONS 2020 CFP  
CHAMPIONS!**





Congrats to The University of Alabama Football team, 2020 College Football Playoff Champs! Get your co-branded OHT-Alabama merchandise online today.

## OHT Expands to New Headwear Brands



Operation Hat Trick has entered into new headwear partnerships with Colosseum Athletics, Top of the World (TOW) by Fanatics, and Zephyr.

These three licensees will produce a line of high quality OHT-branded and co-branded headwear for men, women, and youth, which will be offered to select retailers with an interest in supporting injured veterans and service members.

The headwear lines will incorporate the most comprehensive military camouflage and Americana theming ever offered in headwear at the college level. It will also be made available to professional league teams and other brands interested in supporting the military through co-branded efforts. '47, an industry leader in the headwear category, will remain a headwear licensee for OHT, a position it has held for several years.

“As the Pandemic hit, it was clear headwear was going to have serious challenges. So, OHT made the decision to add partners so it would always be able to satisfy all consumer buying,” said Dot Sheehan, Founder and CEO of Operation Hat Trick. “We are very thankful to all who believed in OHT enough to add us to their brand’s offerings.”

To read the full press release, click [here](#).

## Introducing Dot's Spot



Dot's Spot is a series of videos from OHT Founder Dot Sheehan and others that give first hand insight into OHT partnerships, successes and challenges, and the impact of what OHT does for wounded and recovering service members and veterans.

View Dot's New Year's message [here](#). To view the Dot's Spot archives which contains all of the Dot's Spot videos, click [here](#).

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To learn more about how you can get involved with Operation Hat Trick to support our service members in need, please visit our Website.

[www.operationhattrick.org](http://www.operationhattrick.org)

