

## TARGET BACKGROUNDER

### Targeting the Community in 2009

Since 1946, Target® has dedicated five percent of its income to partnering with organizations to make positive changes in the community through education, the arts, social services and volunteerism. Today that equals more than \$3 million every week.

Target believes in the power of partnerships with leading institutions and organizations to foster creativity, promote learning and build stronger communities. Like these partnerships, the Target signature programs are designed to inspire learning and enlighten children and families. These national initiatives include: Take Charge of Education, Target Field Trip Grants, Target School Library Makeovers, Target House at St. Jude Children's Research Hospital, Target Volunteers and United Way.

**Take Charge of Education®** is a school fundraising initiative created by Target in April 1997 to enhance educational opportunities and outcomes for children in communities across America. Community members can easily designate an eligible K-12 school of their choice and have Target donate an amount equal to one percent of their REDcard<sup>SM</sup> (Target® Visa® Credit Card, Target Credit Card® and Target Check Card®) purchases made at Target and Target.com\*. Target also donates ½ percent of all purchases made everywhere else Target Visa Credit Cards are accepted. Take Charge of Education dollars are donated to schools in March and September. Depending upon each classroom's individual needs, schools can use the unrestricted funds for anything from classroom supplies to updated technology. Since the program's inception, Target has donated more than \$260 million to more than 100,000 schools nationwide — 75 percent of the nation's K-12 schools.

**Target Field Trip Grants** program is an initiative launched in 2006, designed to help teachers enhance student understanding and achievement by bringing learning to life outside the classroom. Since the program's inception, Target has more than doubled the number of grants each year, awarding 5,000 grants of up to \$800 to education professionals throughout the U.S. in 2009. Thanks to Target, one out of every 25 schools in America will have a classroom go on a field trip, benefiting more than 437,000 students.

**Target School Library Makeovers** provide year-round opportunities for Target team members to get involved with their local schools. The program combines the company's commitment to education with its passion for volunteerism. Opportunities range from donating books and volunteering at local schools to extreme library makeovers utilizing the world-class design and construction expertise of the Target Property Development team.

**St. Jude Children's Research Hospital®** in Memphis, Tenn., specializes in the research and treatment of pediatric cancer and other catastrophic childhood illnesses. **Target House®** was built as a home away from home where long-term patients can live with their families as they undergo treatment, giving them one less thing to worry about and allowing them to focus on getting better.

**Target Volunteers** is a nationwide network of Target team members, retirees, families and friends who volunteer millions of hours to community projects.

**United Way** is supported by Target locations nationwide. In 2008, Target and individual team members contributed more than \$13 million to local United Way organizations across the country.

For more information on Target's community involvement, visit [Target.com/community](http://Target.com/community).