



Targeting the Community

When Target opened its first stores in 1962, it was with a strong commitment to support and empower the communities its stores serve. Today, that 44-year tradition is reflected in the Target grant-making program, through which Target gives more than \$2 million every week to strengthen families and communities across the nation, with a focus on education, the arts, social services and other vital community partnerships.

Target believes in the power of partnerships with leading cultural institutions to foster creativity, promote learning and build stronger communities. Target is therefore proud to continue its partnership with the National Gallery of Art in Washington as the sponsor of *Jasper Johns: An Allegory of Painting, 1955–1965*. Through this exhibition, guests will experience Johns' early period of work and view some 80 exceptional works that have had an immense impact on the development of advanced art.

In addition to its partnership with the National Gallery of Art for *Jasper Johns*, Target is a major sponsor of a broad range of cultural initiatives in both the visual and performing arts. Recent cultural partnerships include the five-year national touring exhibition *Chicano*, traveling to the Museum of Art in Fort Lauderdale in November 2006; "Target Free Friday Nights" at The Museum of Modern Art in New York, which offers free admission to the museum from 4 to 8 p.m. every Friday; sponsorship of "Target Sundays at CAAM," which enables the California African American Museum in Los Angeles to open one Sunday a month; sponsorship of the Kennedy Center's Millennium Stage performances in Washington; and sponsorship of *Extreme Textiles: Designing for High Performance* at the Cooper-Hewitt, National Design Museum in New York.

Like its cultural programs, the Target signature education and social service programs are designed to inspire and enlighten children and families. These national initiatives include:

Take Charge of Education® is a school fundraising program which allows Target® Visa® and Target Card holders to designate up to 1 percent of their card purchases to the K–12 school of their choice. Other Target education programs include scholarships for students and grants in the areas of arts and reading. Since the start of the Take Charge of Education initiative in 1997, Target has given more than \$170 million to further education in the United States.

Ready. Sit. Read! is dedicated to fostering a life-long love of reading in children. The program, signified by the Big Red Chair, focuses on children from birth to age 9, and was developed in partnership with the United States Department of Education.

Start Something® is a partnership between Target and the Tiger Woods Foundation. Start Something helps kids ages 8-17 identify and achieve their dreams and build a set of core values that will guide them throughout life. Over 3.8 million kids have been touched by this free character-building program.

St. Jude Children's Research Hospital in Memphis, Tenn., specializes in the research and treatment of pediatric cancer and other catastrophic childhood illnesses. With a \$27-million commitment, Target helped build and expand Target House, a home-away-from-home where long-term patients can live with their families as they undergo treatment.

Target Volunteers is a nationwide network of Target team member and retiree volunteers who annually donate more than 315,000 hours to more than 7,000 community-based projects.

United Way is supported by Target locations nationwide. In 2005, Target team members contributed more than \$12 million to their local United Ways.