



Take Charge of Education[®]



Caring for the community starts with our schools.

Target is thrilled to be on track to donate \$1 billion for education by the end of 2015. Take Charge of Education plays an important role in our commitment. Since the program began in 1997, we've worked together with you to donate over \$387 million to your kids and your classrooms.



It works like this.

Take Charge of Education* is an exclusive benefit of the Target REDcard® program. Your school supporters apply for the REDcard, and select the eligible K–12 school of their choice. Every time they shop, the cardholder benefits with 5% savings, and your school benefits with up to 1% of their purchase. Then, the school spends the money you receive on the things your school needs: from books and band uniforms to reading programs and field trips— anything that can use a little extra funding.

The best part? It's easy!

Every trip to Target becomes a fundraiser when your supporters join. Teachers, parents, grandparents, alumni, friends, neighbors— anyone who supports your school is welcome. The more people involved, the harder the program works, so get started.

Simply visit Target.com/TCOE or call 1-800-316-6142 to designate your school, then encourage your community to sign up. Use the tools and resources online to help you spread the word.



In addition to 5% everyday savings, your school supporters will enjoy these additional REDcard benefits:

- Free Shipping* at Target.com
- Extended Return Policy*—30 extra days for REDcard guests
- Online Account Management

Apply for a REDcard today in store or at Target.com/REDcard

FAQ

What schools qualify?

The School Fundraising program is intended to benefit eligible K–12 schools located in the United States, having a 501(c)(3) or 509 (a)(1) tax-exempt status.

What's the simplest way to enroll in Take Charge of Education?

The Take Charge of Education Program requires the use of one of the REDcards, which include Target Credit Card®, Target Debit Card and Target Visa® Credit Card. Apply online or in our stores.

How do you designate a school?

Visit Target.com/TCOE and enter your school name or school ID to view and designate your current school.

Can you designate a new school?

Yes, to change your school designation, you can call 1-800-316-6142 or simply go to Target.com/TCOE.

How much did our school earn?

On Target.com/TCOE, each enrolled school displays the previous year donation, total of all donations for this school (since 1997) and the amount accumulated towards the next Target donation.

What is the percentage received by the school?

1% on Target purchases for the Debit, Credit and Target Visa REDcards; one-half percent everywhere else when the Target Visa Credit Card is used.

Is there a fee for this program?

There is no charge to the account holder. Target donates money based on the total amount spent by the account holder (not including cash advances, balance transfers, and purchases of other cash equivalents), minus returns and sales tax.

Where does Target send Take Charge of Education checks?

Checks are made out to the school and are sent to the attention of the principal.

How often does the school receive a check?

Schools earning more than \$25 receive checks in September. Donations accrue until they reach \$25 or more.

Is there a limit on how much money my designated school can receive?

There are no limits regarding the amount of money your school can receive.

Can you split my contributions between two or more schools?

You can't designate two schools, but you can change your designated school at any time.

In what other ways does Target support education?

We proudly support schools with innovative giving programs, volunteering efforts and partnerships with educational organizations. Learn more at Target.com/education.

* 5% REDcard Discount: You will receive 5% off your REDcard purchases at U.S. Target stores and Target.com except on prescriptions, Target gift cards and prepaid cards, Target Clinic services, and Target Optical eye exams. 5% discount applies to eligible purchases minus other discounts and the value of promotional gift cards received in the transaction. Target.com Free Shipping: Free standard shipping at Target.com when you use your REDcard. REDcard Extended Returns: Purchases made with your REDcard at Target stores in the U.S. or Target.com can be returned 30 additional days beyond the standard return policy applicable to each of the purchased items. Does not apply to Target Mobile purchases, purchases with a fixed return date and non-returnable items. Take Charge of Education: Subject to Take Charge of Education program rules. See Target.com/tcoe or call 1-800-316-6142 for details. See program rules in store or Target.com/redcard for details for all REDcard programs. REDcard®: Target Debit Card, Target Credit Card, and Target® Visa® Credit Card. Subject to application approval (Target Visa Credit Card not available to new applicants). The REDcard credit cards are issued by TD Bank USA, N.A. The REDcard debit card is issued by Target Corporation. VISA is a registered trademark of VISA USA, Inc. Pat. 7,562,048 and 8,117,118. ©2013 Target Brands, Inc. The Bullseye Design and Target are registered trademarks of Target Brands, Inc. 493476