Corporate social responsibility at Target is about improving people’s lives and making a sustainable difference in the world, all while fueling Target’s growth. In 2015, we made significant progress through our programs for Inspiring Wellness, Fostering Sustainability, Championing Inclusion and Investing in Communities.

Learn more about our CSR efforts in our 2015 report and on A Bullseye View

Check out the awards we were honored to receive in 2015

We welcome feedback on our efforts and reporting at CSR@target.com
Inspiring Wellness

By making it easier for our guests, team members and communities to be active, eat healthy and choose products made with materials they can trust, we believe we can make wellness more accessible and more affordable to all.

Kid Power: We partnered with the U.S. Fund for UNICEF in support of UNICEF Kid Power, featuring a child-sized fitness tracker called the Kid Power Band. As the program’s exclusive retailer, we committed $2.5 million to support Kid Power and help the Kid Power school program to reach up to 70,000 students in high-need communities across the country.

Activity Challenge: We offered every U.S. team member a free or discounted Fitbit™ device. We also used a corporate wellness program from FitBit™ to host group activity challenges—team members competed to share a $1 million donation to be distributed to a local wellness nonprofit in their community. Team members took over 13 billion steps and increased their daily average steps throughout the activity challenge.

Wellness Discount: As part of our commitment to team member well-being, we offer a wellness discount that gives all U.S. team members an additional 20 percent off fresh and frozen produce and health products—on top of their existing discount. In the first four months, team members saved a total of $3.9 million and spent 38 percent more on wellness items compared to the previous year.

“At Target, our team is rallied around five core beliefs that give us a sense of purpose and serve as guides for how we show up for our guests, each other, and our communities each and every day.

And as we look back to 2015, we’re really proud of how these beliefs—innovation, leadership, growth, inclusivity and community—shaped our ongoing commitment to corporate social responsibility and challenged us to reach even higher to ensure we’re active citizens and valued neighbors in the communities we serve.”

Brian C. Cornell
Chairman and Chief Executive Officer
Fostering Sustainability

We aim to act as a progressive force for sustainable products and business operations, ensuring we create long-term value for the communities we serve.

**Responsible Sourcing:** We helped establish a unique partnership called **Supply Unchained**, an anti-human-trafficking initiative developed by the United States Agency for International Development (USAID) and GoodWeave, and co-funded by the Skoll Foundation. Supply Unchained will enable us to aggregate information about supply chain relationships, locations and workforces so that we can more precisely pinpoint production sites at greater risk of labor issues.

**Climate Pledge:** In 2015, we became one of 154 companies to sign the American Business Act on Climate Pledge. We’ve established a number of goals to support our pledge, including reducing energy intensity-per-square-foot by 10 percent by 2020 for our stores against a baseline of 2010. This effort alone will eliminate 271,500 metric tons of GHG emissions from our stores—equal to the reduction of annual GHG emissions from nearly 25,000 homes’ energy use.

**Sustainable Product Index (SPI):** We launched our SPI in 2014 to assess products for human health, as well as the environmental impact of ingredients, packaging and sourcing practices. We’re now working to expand the SPI to include cosmetics in the next year.

“"The difference any one brand can make is limited, but creating and leveraging an ecosystem that includes our own team members, strategic partners—and even competitors—creates exponential opportunities to do good. We’re actively working across sectors to listen, learn, test and co-create solutions that drive systems and transformational change in the areas most material to our business.”

Laysha L. Ward
Executive Vice President and
Chief Corporate Social Responsibility Officer

Over 1,265 products with a How2Recycle™ Label

Named ENERGY STAR® Partner of the Year

In 2015, we developed a Food Animal Welfare Policy, which also includes guidelines on antibiotics/antimicrobials that go beyond industry standards.

Read our full policy ☝
Championing Inclusion

We’re proud to be doing our part to champion an inclusive society, and we strive to make our guests and team members feel accepted, respected and welcome.

**Caroline’s Cart:** We introduced Caroline’s Cart into the vast majority of our stores—with the exception of a handful of our smallest stores where we don’t have full-size carts—to make guests with a special needs child feel welcome while shopping.

**Leadership:** We’re proud to be consistently recognized as a leader in female representation, and our focus on hiring, retaining and developing female team members and leaders is evident in our results: our overall team member population is 57 percent female, and women comprise 46 percent of our senior leadership ranks.

**Multicultural Dolls:** When team members told us guests were asking for a broader selection of dolls that look like them, we listened—and responded with dolls that have a greater variety of physical features. Our multicultural dolls demonstrate how incorporating locally relevant assortments in our stores can improve the Target experience for our guests.

---

Caroline’s Cart has changed the way the Stanford family shops with their six-year-old daughter, Savannah.

DiversityInc magazine ranked Target No. 22 on its list of the Top 50 Companies for Diversity.

---

Read more in our 2015 report ☞
Investing In Communities

We support community needs through corporate giving, by donating resources in times of crisis and encouraging team members to volunteer for the causes they care about most.

$1B To Education: Last year, we were beyond excited to tell our guests, team members and communities that we achieved our goal. Along the way, we’ve touched more than 120,000 schools across the nation, donated more than 8.2 million books and renovated more than 200 libraries.

Disaster Relief: In 2015, we provided assistance with the Texas and Oklahoma storms and floods, Northern California wildfires, South Carolina floods and Winter Storm Goliath, which hit a number of southern states in December.

Salvation Army Digital Learning Program: The Salvation Army Digital Learning Program presented by Target is offered at 200 Salvation Army after-school programs throughout the country. Our grant enabled The Salvation Army to add more than 1,700 new computers and make accessibility upgrades so more kids can participate in the program.

We give 5% of our profit to communities, which averages more than $4M each week

$460M given to schools through Take Charge of Education since 1997

1M+ hours volunteered by team members for the third year in a row

Learn more