

TARGET CORPORATION

Since 1962, Target has donated 5 percent of its pre-tax operating income back to the communities in which it has store operations, resulting in millions of dollars being donated to arts, education and social service programs. Today that amount equals over \$2 million each week across the country. In 2004, Target provided sponsorships to twenty arts organizations in Riverside County with grant recipients from the City of Riverside including the Riverside Arts Council, Inland Empire/Riverside County Philharmonic, Mission Inn Foundation, Riverside Art Museum, Riverside Municipal Museum, and Riverside Dickens Festival.

Shashanna Slack, Field Coordinator for the Community Relations department of Target Corporation, explains their funding efforts by saying, "The arts bring communities together and help all of us see the world from different perspectives. Target Support for the arts includes grants to make art exhibitions, classes and performances more affordable and accessible for families. Programs that bring the arts to schools or schoolchildren to the arts are of particular interest."

One of the programs funded by Target is the Inland Empire/Riverside County Philharmonic's "Heart Strings." Through this program, complimentary tickets are given to the clients of non-profit community agencies such as Operation Safe House, the Braille Institute and the Riverside County Department of Mental Health. Symphonic music is introduced to a diverse group of people from various parts of the community who might otherwise never have the opportunity to experience the sound of a professional orchestra.

In addition, Target Corporation has provided funding to the Riverside Arts Council's Arts in Minds arts education program for the past 18 years. This program emphasizes literacy and other curricular skills, as the Arts Council places professional artists in local schools to work as trainers and partners with teachers and site directors.