



FOR IMMEDIATE RELEASE  
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### **Next Door Receives \$5,000 Grant from Target for Books for Kids**

**Milwaukee, WI (September 18, 2008)** — Next Door Foundation today announced a partnership with Target® in recognition of its efforts to promote literacy in Milwaukee’s central city. **This grant will help at-risk children both within the Next Door center and the city of Milwaukee develop a love for reading. As a result, Milwaukee children will improve reading fundamentals, school preparedness, and their chances of achieving long-term success.**

**Next Door’s *Books for Kids* program is a literacy program that collects and gives away more than 100,000 new or “gently-used” books to Milwaukee central city children each year.** The program was established in 1990 with the hope that all children, regardless of family income or education levels, could have books to call their own. Since its inception, the program has distributed more than 1,400,000 books in the Milwaukee area. *Books for Kids* primarily collects books for distribution through organized book drives at schools, businesses, and other community-wide events.

This grant is part of ongoing efforts by Target to strengthen families and communities throughout the country. Since opening its doors, Target has given 5 percent of its income to organizations that support education, the arts, social services and volunteerism. Today that translates to more than \$3 million every week.

“At Target, our local grants are making a difference in the communities we serve,” said Laysha Ward, vice president, community relations, Target. “We’re proud to partner with [nonprofit organization] as part of our ongoing commitment to give back to the communities where our guests and team members live and work.”

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Additionally, Target gives through signature programs that are designed to inspire learning in children and families. Programs include:

- Take Charge of Education<sup>®</sup>, a school fundraising program;
- Target Field Trip Grants, a program that helps educators bring learning to life for students through the distribution of grants;
- Ready.Sit.Read!, a program dedicated to fostering a lifelong love of reading in children at an early age;
- Target House<sup>®</sup>, which serves as a home away from home for families of children receiving life-saving treatment at St. Jude Children’s Research Hospital<sup>®</sup> in Memphis;
- Target Volunteers, a program where Target team members and retirees annually donate more than 350,000 hours of time to more than 7,500 community-based projects

### **About Next Door**

**Since 1969, Next Door Foundation has given Milwaukee central city children and families, the skills they need, not just to get by – but to achieve sustainable success.** A 22 member Board of Directors, 115 staff persons, and more than 700 volunteers work together every day to fulfill the **organization’s mission** to “*support the intellectual, physical, spiritual and emotional development of children so they become self-sufficient, contributing members of the community.*” The organization’s unique *continuity of support* model features a group of community partners who work together to bridge the literacy gap and create positive change within the surrounding community.

### **About Target**

Minneapolis-based Target serves guests at more than 1,600 stores in 47 states nationwide by delivering today’s best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE:TGT) gives more than \$3 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

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