



# HELP US HELP OUR SCHOOL.

Did you know there's an easy way to help us raise money for our school — for books, band uniforms, reading programs and anything else that can use extra funding? It's called Take Charge of Education, and it's helping our school right now.

Here's how it works: Visit [Target.com/tcoe](http://Target.com/tcoe) or call 1-800-316-6142 to designate our school, then use your REDcard whenever you shop. When you use your REDcard<sup>SM</sup> (Target<sup>®</sup> Visa<sup>®</sup> Credit Card, Target Credit Card<sup>®</sup> or Target Check Card<sup>®</sup>), Target will donate up to 1% of your purchases to the eligible K-12 school of your choice\*.

Don't have a REDcard? It's easy to apply. Get started in person at any Target store or go to [Target.com/redcard](http://Target.com/redcard).

Grandparents, alumni, friends and neighbors are all welcome to participate in the program. The more people we involve, the harder the program works for our school. If you're already participating, thank you! Check out our school's progress anytime at [Target.com/tcoe](http://Target.com/tcoe).

\*Subject to Take Charge of Education program rules. Target donates an amount equal to 1% of Target Visa Credit Card, Target Credit Card and Target Check Card purchases you make at Target and Target.com, and ½% of Target Visa Credit Card purchases you make everywhere else Visa credit cards are accepted, to the eligible K-12 school of your choice. See [Target.com/tcoe](http://Target.com/tcoe) or call 1-800-316-6142 for details.



**TAKE CHARGE  
OF EDUCATION<sup>®</sup>**

Reward your school.<sup>SM</sup>



The REDcard<sup>SM</sup>



# TAKE CHARGE OF EDUCATION<sup>®</sup>

## TARGET MAKES FUNDRAISING EASY FOR YOUR SCHOOL.

### HOW IT WORKS

You can designate your school at [Target.com/tcoe](http://Target.com/tcoe). Every time you use your REDcard<sup>SM</sup> (Target<sup>®</sup> Visa<sup>®</sup> Credit Card, Target Credit Card<sup>®</sup> or Target Check Card<sup>®</sup>) at Target or Target.com, Target will donate 1% of your purchases to the eligible K-12 school of your choice\*. When you use your Target Visa Credit Card everywhere else Visa credit cards are accepted, your school will receive ½% of your purchases.

Funds can be used for anything your school needs, from reading programs to band uniforms. Target pays out donations directly to the school principal once a year during the month of September.

### HOW IT ADDS UP

Your school's progress is detailed online, just like the example below. Visit [Target.com/tcoe](http://Target.com/tcoe) and enter your school's name and state to see:

- Your school's last payout from the program
- The amount your school has received from Target to date (since 1997)
- Your school's progress toward the next payout, updated daily
- How many people have enrolled in the program and designated your school

#### Find/Designate a School

ALL SAINTS ELEMENTARY SCHOOL  
HAYWARD, CA 94541  
School ID: 3070

Take Charge of Education Donations to This School	
Target's most recent donation (March 2007)	494.00
Total of all of Target's donations through March 2007	5,734.97
Amount accumulated so far toward Target's next donation*	319.52

**Data is updated on a daily basis.**

**Check your school's progress often.**

If you have a REDcard and want this school to receive money from your purchases, click "Designate this school!"

#### Help Your School Raise More

Get fundraising tips, flyers and clip art for promoting Take Charge of Education at your school.

[> Download Now](#)



Get your REDcard<sup>SM</sup> and start helping your favorite school.

[> Apply Now](#)

[Designate this school](#)

### HOW YOU CAN DO MORE

As more people join the program and designate your school, there's no limit to the funds your school can receive. Here are some tips for increasing your next donation:

- Use the online fundraising tools at [Target.com/tcoe](http://Target.com/tcoe) to promote the program at events, in the media and on your school's website.
- Copy the flyer on the opposite side of this sheet and distribute them at school events.
- Don't forget to thank your school community for designating your school and using their REDcards.

Target gives 5% of its income to communities – **over \$3 million every week.**



[Target.com/community](http://Target.com/community)

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REDcard<sup>SM</sup>: Target<sup>®</sup> Visa<sup>®</sup> Credit Card, Target Credit Card<sup>®</sup> and Target Check Card<sup>®</sup>. Subject to application approval.