

IMPACT

UNCF's Target Scholars Program Supporting the Next Generation of Black Talent



PICTURED, TARGET'S BOARD CHAIRMAN AND CHIEF EXECUTIVE OFFICER BRIAN CORNELL (FRONT RIGHT), EXECUTIVE PRESIDENT AND CHIEF HUMAN RESOURCES OFFICER MELISSA KREMER (FRONT CENTER) AND TARGET'S BLACK OFFICER GROUP WITH HOWARD UNIVERSITY'S TARGET SCHOLARS. PHOTO BY: TAMARA PINKNEY

A longstanding donor and UNCF partner, Target made higher education more affordable during 2022 for 1,000 first-year Black students at more than a dozen private and public HBCUs through need-based scholarships of up to \$5,000 for the 2021-2022 academic year. This year, Target doubled the impact of their support.

In March 2022, Target made an additional investment to support the Target Scholars Program by offering an additional \$10,000 per scholar over the next three years to support the completion of their degrees.

For more than 20 years, Target has been a committed partner in helping UNCF achieve its important mission of supporting more HBCU students to get to and through college.

In addition to the scholarship funding, the Target Scholars Program provides students with demonstrated interest in pursuing careers in technology, leadership or design with four years of academic support as well as ongoing mentoring, internship opportunities, networking and more throughout their college career.

The Target Scholars Program fuels UNCF's ability to move the needle further for deserving, talented students who want to earn degrees but lack the resources to do so.

One of the key benefits for students participating in the Target Scholars Program is immediate access to dedicated college success coaches who deliver frequent and intentional engagement aimed at supporting the academic progress and professional development of Target Scholars. Engagement is geared toward acclimating students to the college experience and preparing them for key college milestones throughout their post-secondary experience to avoid barriers to persistence and completion.

“Target has proudly worked with UNCF and HBCUs for years, and we’re excited to deepen our partnership and support to make college more affordable for the next generation of Black talent,” said Ron Brown, vice president of community impact at Target. “We’re looking forward to working alongside these students, providing support to help them succeed during and after college, and look forward to seeing the positive impact they are sure to have in their professional endeavors.”