

INSPIRE

Better Futures for Target Scholars: How the Program Changes Student Lives



The Target Scholars Program, a transformative collaboration between Target and UNCF, has profoundly impacted students attending historically Black colleges and universities. Offering more than just financial aid, the program creates a community of support, mentorship and lasting connections that help students thrive. Many student stories highlight just how powerful this opportunity has been.

“Prior to being recognized as a Target Scholar, I began to feel very overwhelmed and unconfident in my college education,” said Princess Dandoo of Spelman College in Atlanta, GA. “The Target Scholars Program gave me a glimpse of hope and something to look forward to. I’ve been blessed with a community of understanding Black men and women who share similarly big dreams.”

The program’s financial relief and sense of belonging motivate scholars facing challenges. Gideon Boadu, a student at Howard University in Washington, DC, said, “Just knowing that there are people who want to see you succeed and are constantly making an effort to prove that keeps me going in college. When I want to give up, I realize it’s not just me—the Target team is rooting for me. So, I keep moving.”

For Darrian Belcher, attending North Carolina A&T State University, the financial support has been life changing. “I truly appreciate the funding that the Target Scholars Program provided to help me achieve my dream of higher education. Being a Target Scholar lifted an enormous financial burden from my family and gave me a community of peers to learn and grow with,” he said.

To’nyia Richardson, also attending Howard University, highlighted the emotional support the program provides. “Being a part of the Target Scholars Program has impacted my college experience so much—financially by lifting some of the weight off my parents’ shoulders and mentally by giving me something to push and work for. I love the bonds I have made from it,” she said.



Target Scholar Taylor Jackson studies business administration and she's a musician at University.



Dr. Michael L. Lomax, president and chief executive officer, UNCF, and Ron Brown, Group Vice President, Target Stores, Target with Target Scholars Nasir Barnes (left) and Kailynn Was



Target Scholar Kailynn Washington studies fashion design and merchandising at Clark Atlanta University.

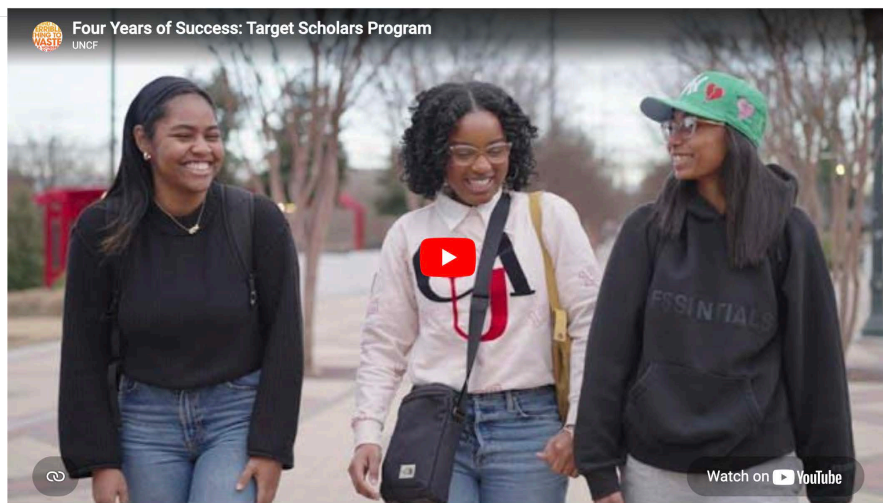
A Network of Support and Inspiration

Deja Parks, attending North Carolina A&T State University, emphasized the significance of mentorship and how it made an enormous difference in her success. “My mentor was incredible—she’s been there every step of the way. She’s walked the path I want to take and is helping me navigate it with confidence.”

The experiences of these Target Scholars underscore the life-changing impact the program has had. More than financial assistance, the program provides a comprehensive support system that prepares students for success in college and beyond. Mentorship is vital as students transition from college to careers, equipping them with tools and insights for professional success.



Nasir Barnes, a student at UNCF-member institution Morehouse College, explains his success and path to achievement thanks to the Target Scholars Program and UNCF.



Learn about how the Target Scholars Program has made a real difference for students of color attending HBCUs since the program's inception in 2021.

Meaningful Impact

The Target Scholars Program exemplifies how corporate partnerships can drive meaningful change. Target's investment in HBCU students through UNCF not only eases financial burdens, but also builds a foundation of mentorship, community and opportunity. These scholars are thriving—and their success stories are a testament to what's possible when corporations and other private entities invest in education. As we look ahead, the

continued support of donors and partners like Target will be essential in expanding this impact. Together, we can reach more students, strengthen our communities and shape a more inclusive tomorrow.