



“Bringing people together to serve humanity”

March 30, 2022

Mr. Brian Cornell
Chairman and CEO
Target Headquarters
Target Plaza South,
1000 Nicollet Mall,
Minneapolis, MN 55403

Dear Chairman Brian Cornell,

The National Black Church Initiative (NBCI) is a coalition of 150,000 African American and Latino Churches with 27.7 million members nationwide, working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. The NBCI’s mission is to provide critical wellness information to all its members and the public.

NBCI offers faith-based, out-of-the-box, cutting-edge solutions to stubborn economic and social issues. Our solutions are backed by statistical analysis, science-based strategies and techniques, and methods that work. The NBCI’s purpose is to partner with major organizations and officials whose mission is to reduce racial disparities in the areas cited above.

NBCI stands firmly against Target’s treatment of the Black community. We reject the attempted appeasement of our community through scholarships and other so-called “perks.” Accepting these rewards would be letting the Target Corporation off with a slap on its wrist. These actions are acts of gaslighting the Black community on Target’s long-standing relationship with Minneapolis law enforcement. It is no secret that the Target Corporation’s relationship with law enforcement is under scrutiny, and rightfully so. Target has been complicit in the criminalization of Black people.

According to Bloomberg News, in 2004, Target donated \$300,000 to the Minneapolis Police Department (MPD) to install cameras covering several blocks. These cameras were also used to

create a radio system to connect businesses, private security guards, and social service workers. This later became known as the Minneapolis Safe Zone Collaborative.

In 2009, the MPD made almost 9,000 arrests in the Safe Zone which was a 60% increase since the beginning of the program in 2004. We can only imagine how much more the numbers have increased in the years that followed.

Therefore, I have authorized a nationwide boycott against the Target Corporation since last year. We have been waiting patiently for COVID-19 cases to stabilize. Now, with the booster shots and widespread testing available, we are prepared to take on this issue for which we have been preparing for, for eight months.

We understand that you have provided 10,000 hours of pro-bono consulting services for Black- and people-of-color-owned small businesses in the Twin Cities, helping with rebuilding efforts. You have announced an investment of \$100 million through 2025 to help fuel economic prosperity in Black communities across the country. However, your repentance is not sufficient and will not be enough.

The Black Church is a reasonable organization, but we will not allow you to target African American youth as to limit their prospects. Therefore, we demand the end of the Minneapolis Safe Zone Collaborative. The boycott will be triggered if we receive no response within 45 days.

Sincerely,

A handwritten signature in black ink, appearing to read 'Anthony Evans', written in a cursive style.

Rev. Anthony Evans
President