

MEMORANDUM

To: All District and School-Level Administrators and Teachers
From: Dr. Marcia Oglesby, Director, Grants & Partnerships
Through: Mrs. Jennifer Caracciolo, Interim Chief DCEIP
Date: November 21, 2025
Subject: *Funding Focus Friday: Target's GiftCard and Great Giftogether Holiday Program*

As we enter the holiday season, many of our students and families are facing genuine financial stress. Here are two practical, low-lift ways your school can help: Target's *Local Store GiftCard* donations and the annual [Great Giftogether holiday program](#).

Target has a long history of investing in local communities. Since 1946, the company has directed 5% of its annual profits back to communities through products, cash, and the Target Foundation. That commitment translates into millions of dollars in support every week, and our schools are eligible to access a portion of that help. For more details about Target's local giving, please visit [HERE](#).

Local Store GiftCard Program: All DCSD schools qualify to request a Target *GiftCard* donation directly from your local store. Key points:

- Typical donations range from \$25–\$50, with a maximum of \$500 per school/agency per year. Target does not donate merchandise.
- Stores generally need *up to 30 days* to review and respond.
- To apply, [CLICK HERE](#), complete the form, and take it to your local Target store.

Great Giftogether Holiday Giving: Target's [Great Giftogether](#) is a national holiday initiative that connects local stores with nonprofits to provide clothing, essentials, and holiday gifts to families in need. Each year, the program directs nearly \$1.5 million in support across the communities where Target operates, helping more than 4,500 families make their holidays brighter.

Ideas for School-Based Projects with the GiftCard

- **Cozy Clothing Corner-** Buy coats, hoodies, and cold-weather accessories for counselors to provide to underdressed students discreetly.
- **Holiday Essentials Bundles-** Pack bags with toiletries, laundry detergent, and essential items for families identified by counselors or social workers.
- **Angel Tree / Adopt-a-Family-** Team up with your PTA or a local nonprofit to connect donors with specific students or families, using gift cards for toys, books, pajamas, and small household items.
- **Emergency Comfort Kits-** Keep a supply of leggings, sweatpants, t-shirts, underwear, and hygiene items on campus for students in crisis during the school day.

Even a modest GiftCard can make a significant difference for a student or family this season. I encourage every school to consider at least one small, targeted project powered by a Target GiftCard or a Great Giftogether partnership.

Remember to follow the [DCSD Grant Guidelines](#) and work with [Grants & Partnerships](#) to coordinate the next steps. We are here to support you in shaping your ideas and strengthening your submissions.

To begin your application, have questions answered, or get experienced advice, email us at grantsandpartnerships@dekalbschoolsga.org.

[Dr. Marcia Oglesby](#), *Director*

[Mrs. Libritta Anderson Griffin](#), *Coordinator II*

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Need more grant inspiration and options? The complete, searchable Monthly Education Grants Alert (*MEGA*) for November 2025 is now available [HERE](#).

Good luck!