A YEAR ago, Mari Anderson, one of our technical designers, came to us with an idea. After talking to a colleague whose 7-year-old daughter has autism and uses diapers, she learned that parents of children living with disabilities have a hard time finding clothes that work for their kids. They need buttons and zippers in different places. Sometimes, tags and seams can be overwhelmingly distracting.

At the time, we had just rolled out a new blockbuster apparel brand called Cat & Jack. It was designed with kids, for kids. But if we wanted to make sure we were designing for all kids, we needed to add sensory-friendly and adaptive pieces to our collection.

So we did. And we’ve been hearing from grateful parents ever since. Now, because of Mari and our dedicated team of designers, merchants and sourcing experts, Cat & Jack is a more inclusive brand.

Those 10 words sound simple enough, but each one was chosen for a very specific reason. And when it comes to our aspiration to champion an inclusive society, talking about the word “all” means all.

At Target, we embrace diversity and inclusion and strive to give everyone access to the same opportunities. We encourage our teams, partners and guests to “stay open” and equitably embrace all dimensions of difference.

In order to best serve our guests, we must have their unique perspectives represented within our team and a company culture that respects, values and understands different perspectives. By doing that, we can deliver more relevant experiences for our guests, advance our business objectives for shareholders and leverage our scale to help our communities thrive.

We believe that our commitment to diversity and inclusion is a shared accountability across the whole ecosystem — inside and outside our company. And it starts at the top. We’re really proud that, today, more than a third of our leadership team and our
board directors are racially or ethnically diverse. Overall, about half of our U.S.-based team is racially or ethnically diverse. Women make up more than half of our workforce and lead almost half of our 1,800 stores. While these statistics are notable when compared with other Fortune 500 companies, we’re the first to acknowledge we have a lot more work to do.

So as a company, we’ve set meaningful goals for improvement in three key areas, and we’re holding our leaders accountable for delivering against them.

- **Guests:** We want all guests to feel like they belong at Target by being welcomed, valued and respected. So it’s important that they see themselves reflected in the products we sell, the marketing we create and the suppliers we use across every facet of our business.

- **Team and Culture:** To ensure our guests’ perspectives are represented, we’re committed to creating and supporting an environment in which our dimensions of difference are valued and in which team members feel comfortable bringing their true selves to work. That work includes commitments to hiring and retaining diverse talent, providing forums for our team members to build inclusion acumen, and developing opportunities for networking and career advancement.

- **Society:** As a company with almost 350,000 team members around the world, we believe Target has a role in helping our neighbors thrive. That includes continuing to invest 5 percent of profits in the communities we serve, supporting and sponsoring partner organizations that are working toward common goals, and publicly reporting our progress — as a commitment to transparency and accountability.

Everyone is welcome at Target. Diversity and inclusion are at the heart of what we do — not only because we believe in doing what’s right, but also because we believe it’s good for our business, our team and the communities we serve.

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