



[www.specialolympics.org](http://www.specialolympics.org)

## ☀ Values

- Win-win Attitude
- Generosity
- True Partnership
- Trust
- Social Emotional Learning

## ☀ Reflection Questions

Have you ever helped someone who has a disability? How did it make you feel?

What do you think about Dayton Hudson /Target's 5% Rule?

Why do you think Target's employees kept their 5% goal when times were tough?

## ☀ Lessons Learned

Companies can invite people with disabilities to become a part of their "family."

It's important to keep our commitments to others even when times are tough.

Companies who give back to their communities reap many rewards.

# A Culture of Giving

Esther Diaz

California

For more than fifty years, the Dayton-Hudson Corporation has been a national leader in charitable giving and social action. So strong is their commitment to giving that in 1974, a hard year for the retail industry, employees voted to keep the company's policy of giving 5% of their pretax profits to charity, even if it meant taking a cut in their salaries. "The thrills of relieving distress, of encouraging the young... of easing the footsteps of the weary - are these not rewards greater than the knowledge you have added thousands of dollars to your hoard?" asked George Draper Dayton, founder of the company. In this story, we learn how Dayton Hudson/ Target's culture of giving made a difference. One young man with the Special Olympics hired through Target's I Can Do That program who ran with the Olympic torch while more than 400 fellow employees cheered him on.

## ☀ Language Arts: SEL & Diversity

Invite a speaker to explain brain injury and special needs from a first-hand perspective. Have students imagine living the life of someone who is developmentally disabled. What kinds of activities do they participate in? What kinds of jobs are available to them? Facilitate a dialogue with students to encourage tolerance and understanding.

## ☀ Social Studies: Diversity

Contact your local Target store to learn how the company contributes to your community. Invite the store manager to speak to students about Target's 5% Rule and its' results. Research the concept of tithing. Which cultures encourage it? What companies practice it? Have students research careers working with people with disabilities: teaching, social work, psychology, medicine etc.

## ☀ Community Service: Service Learning

Invite students to tithe 1% of their allowance money or earnings for a month for a special project. After collecting and donating the money, have students write a story about their experience. Send it to your local newspaper along with a copy of this story. Attend a Special Olympics event. Volunteer as a coach by visiting their website: [www.specialolympics.org](http://www.specialolympics.org). Cheer for participants; send a congratulatory message to the winners from your class or youth group. Organize an "Acts of Giving Day" in your school or community and invite various organizations and companies to join in.



Stone Soup Leadership Institute

[stonesoupleadership.org](http://stonesoupleadership.org)