



## **BE PART OF *LIGHTS ON AFTERSCHOOL* 2009**

For the 10<sup>th</sup> year in a row, students, families, educators, community leaders, policy makers, celebrities and others will gather in schools, community centers, parks, malls, state capitols and elsewhere on October 22 for the only nationwide rally for afterschool.

The Afterschool Alliance organized the first *Lights On Afterschool* in 2000, and it has grown to include more than 7,500 events across the country and at United States military bases worldwide each year.

### **New Data to be Released**

In advance of *Lights On Afterschool* this year, the Afterschool Alliance will release the second *America After 3 PM: A Household Survey on Afterschool in America*, the most in-depth study ever to explore how America's children spend their afternoons.

Funded by the JCPenney Afterschool Fund, a charitable organization committed to inspiring children to be smart, strong and socially responsible, the original study was released in 2004. It found that 14.3 million kindergarten through 12<sup>th</sup> graders took care of themselves after the school day ended. At the time, just 6.5 million children were in afterschool programs – but the parents of another 15.3 million children said their children would participate if an afterschool program were available.

The 2009 study, designed to measure progress over the last five years, is also funded by the JCPenney Afterschool Fund and includes updated information on afterschool participation nationally and in all *Lights On continued on page six*

## **NM, OH TEENS CREATE 'ART ON LABELS' FOR TORANI**

What do coffeehouses, kitchens and afterschool programs across the country have in common? All will benefit from the artwork of budding artists from Farmington, New Mexico, and Parma, Ohio. This fall, Torani Strawberry Syrup and Torani Sugar Free French Vanilla Syrup are sporting new, limited-edition art labels designed by a college freshman who until recently attended the Farmington Public Library's Great After School Program (GASP), and a high school freshman who is part of Young Rembrandts, Greater-Cleveland West's afterschool program.

Their artwork was selected from hundreds of entries submitted by afterschool students around the country. Torani, the number one specialty syrup in North America, is donating five percent of the product's sales from September through December 2009 to the Afterschool Alliance.

### **Making a Splash**

"For the past five years, Torani has sponsored the Art on Labels contest for afterschool students, and we are once again delighted with the results," said Lisa Lucheta, Torani principal and family-owner. "At Torani, we pride ourselves in bringing splashes of color and creativity into people's everyday lives. The Art on Labels contest and our partnership with the Afterschool Alliance give us the opportunity to brighten many more lives, and help children everywhere be able to participate in exciting, colorful experiences after the school day ends."

*Torani Continued on page eight...*

## OUTREACH

### Gearing Up for *Lights On Afterschool*

*Lights On Afterschool* is just a month away, on October 22! Now is the time to intensify the planning and work out details of your event in order to showcase the best that afterschool has to offer your community.

#### Get the Toolkit

Whether it's your first time planning a *Lights On Afterschool* event or the tenth, the Afterschool Alliance has a wealth of resources available on its website that will help. *The Lights On Afterschool* event planning kit includes checklists, timelines, event ideas and more. *It is available at <http://www.afterschoolalliance.org/loaEventKit.cfm>.*

#### Register Your Event

*Lights On Afterschool* is a tremendous success year after year thanks to the hard work of advocates, program directors, youth and volunteers. As the only national rally for afterschool, *Lights On Afterschool* provides the opportunity to demonstrate the diversity and reach of afterschool programs in communities everywhere. By registering your event today, the Afterschool Alliance will be able to count your efforts among the thousands taking place on or around October 22. *Be sure to register at <http://www.afterschoolalliance.org/loaHostEvent.cfm>.*

*For more information on Lights On Afterschool, and tips on how to involve community leaders, policy makers, local businesses and more, visit <http://www.afterschoolalliance.org/loa.cfm>.*

## AFTERSCHOOL FOR ALL

*Afterschool for All* totals more than 24,000 partners this month. The Afterschool Alliance is thrilled to announce a partnership with the New Mexico Forum for Youth to launch *Afterschool for All* New Mexico, a new effort to bring together all New Mexico residents who believe that young people deserve positive, enriching opportunities after school and in the summer.

Do you want to create a similar effort in your state? Organizers will be happy provide helpful tips and tools to start a local afterschool campaign. *Go to <http://www.afterschoolalliance.org/a4aStateCampaigns.cfm> for more information.* Contact Marie Coichy-Dauphin with any questions at [mdauphin@afterschoolalliance.org](mailto:mdauphin@afterschoolalliance.org) or at 646/943-8662.

*To learn more about Afterschool for All and to see the latest partner list, go to <http://www.afterschoolalliance.org/a4a.cfm>.*



## FUNDING NEWS

The Afterschool Alliance's website has resources for afterschool providers, including tips for initiating relationships with funders and businesses, and for identifying funding opportunities. *To learn more, visit <http://www.afterschoolalliance.org/funding.cfm>. Remember to check here, <http://www.afterschoolalliance.org/policyEconRecovery.cfm>, to find out how afterschool programs might tap into economic recovery funds.*

### GRANTS/AWARDS AVAILABLE

#### Grants for Supporting the Environment

Nickelodeon is sponsoring grants of up to \$5,000 as part of the Big Green Help campaign to encourage children to take care of the environment. Afterschool programs that serve youth ages five to 15 and host an environmentally friendly event for Worldwide Day of Play on September 26 are eligible. The deadline to register, carry out, and submit a recap of your event is December 31. *For more information about the grant process, visit <http://bghevent.com>. For more information on Worldwide Day of Play, visit <http://www.nick.com/play>.*

#### Grants for Service Learning

The State Farm Youth Advisory Board is sponsoring grants for youth-led projects that focus on disaster preparedness, driver safety, personal finance, access to education, or supporting the environment. Nonprofits are eligible to apply, and grants range from \$25,000 to \$100,000. The deadline is October 2. *For more information, visit <http://statefarmyab.com>.*

#### Grants for Art Education

The National Endowment for the Humanities (NEH) is sponsoring grants of up to \$75,000 to those who "tell America's story" by sponsoring works of art in classrooms and libraries, and incorporating lessons about them in curriculum. This grant is part of the NEH's Picturing America initiative which brings masterpieces in American art to libraries and classrooms nationwide. Nonprofit organizations, as well as state, local or tribal governmental agencies, are eligible to apply. The deadline is October 7. *For more, visit <http://www.neh.gov/grants/guidelines/PASCP.html>. For information on the Picturing America School Collaboration Projects, visit <http://picturingamerica.neh.gov>.*

#### Grants for Music and Art Classes

The Music and Arts Foundation in America is offering matching grants for afterschool programs at public, private or charter schools, grades K-8, that partner with Creative Brain Learning or MUSICSTAR to provide arts and music classes. Grants will cover up to 50 percent of the enrichment class budget for programs that are 13 weeks long, and meet for two hours at least four times a week. Applications are accepted year round and are subject to available funds. *For more information, visit <http://www.supportarts.org/forms/mpg.pdf>.*



## GET YOUR AFTERSCHOOL SNACK!

Hungry for the latest news in afterschool? Be sure to check out *Afterschool Snack*, the Afterschool Alliance's new up-to-the minute blog with afterschool news, trends and information from across the country. Tune in every Wednesday for a national news round-up, and throughout the week for your daily dose of afterschool. New this week:

- Scholastic Afterschool Learning and the Afterschool Alliance are Teaming Up for Afterschool Literacy
- Institute of Medicine Recommendations for Afterschool Nutrition and Activity

Check out *Afterschool Snack* at <http://www.afterschoolalliance.org/afterschoolsnack/ASnack.cfm>.



## IN HER OWN WORDS...

### Voices from the Afterschool Storybook...

"When my granny died of a drug overdose, I was 11 years old, and my life started heading down the wrong path. Basically, I started doing what she was doing. I felt as if I needed to live her life... until... I was placed permanently in Girls Inc."

-- Clarissa King, Dallas, Texas

To read more about King's afterschool experience, and read more afterschool voices from across the country, visit

[http://www.afterschoolalliance.org/storybook/gallery.cfm?CNT\\_ID=STRY9000212](http://www.afterschoolalliance.org/storybook/gallery.cfm?CNT_ID=STRY9000212). Share your story at

<http://www.afterschoolalliance.org/storybook/GALLERY.CFM>.



## IN THE NEWS...

**California** – The start of a new school year brought a new attendance record for the Tule River Indian Study Center's afterschool program. The Porterville center has grown to serve 112 tribal youth this year by word-of-mouth alone. "The word's gotten out that you can see the work we do here reflected in students' grades," teacher Heather Brown-Sandoval told the *Porterville Recorder*. Test scores aren't the only thing improving in this afterschool program, though. Keeping in contact with the student's parents and teachers at least once a week has also led to improved behavior. "I've seen a change in [children's] attitudes," Brown-Sandoval said. "They're at a place where someone really cares about them."

**Kansas** – Researchers at Kansas State University have found that afterschool programs play a vital role in keeping children physically fit, preventing obesity and promoting good nutrition, after completing a study that measured children's height, weight and activity levels at the Healthy Opportunities for Physical Activity and Nutrition (HOP'N) afterschool program over three years. The program provided at least 20 minutes of moderate-to-vigorous exercise a day, a healthy snack, weekly nutrition and activity education classes, and staff training. HOP'N found that children responded better to free play time than organized physical activity. "Participation in afterschool programs tends to drop with increasing age as parents believe their children can be at home without adult supervision," said David Dzewaltowski of the Kansas State University kinesiology department. "Parents should strive to place their children in healthy environments that are supervised by adults and that provide physical activity and healthful food options."

**New Mexico** – Federal stimulus money is keeping the afterschool programs in Santa Fe Public Schools open, and assuring that parents won't have to pay fees to keep their kids safe after the school day ends. The funds, reserved for low-income, Title I schools, helped alleviate the \$4.5 million budget shortfall the district faced this year. "We almost lost our program altogether," said Maria Rael, who runs the afterschool program at E.J. Martinez Elementary School. "A lot of children would [have ended] up going home [to an empty house], and that doesn't make sense." With the funds come requirements that programs keep attendance records and sign-in logs, and submit lesson plans. They are also required to provide 90 minutes a day of uninterrupted academic, research-based instruction, the *Santa Fe New Mexican* reports.

**Tennessee** – The fountain in Nashville's Metro Courthouse is a little more colorful, thanks to budding artists from the YMCA's artEMBRACE program, which encourages student creativity and self esteem through visual arts. Students in the afterschool program made eye-catching versions of Huck Finn's raft for the city's celebration of Mark Twain, the Twain and Twang festival. "Whenever we get the opportunity to have our students' work displayed publicly... we jump on it, because we know that experience will stay with us for a very, very long time," Mayor Karl Dean told the *Tennessean*. For more information on the YMCA artEMBRACE program, visit <http://www.ymcafunco.org/ymca-artembrace>. To learn more about the Twain and Twang festival, visit <http://twainandtwang.org>.

**Washington, D.C.** – *Extreme Makeover: Home Edition* came to the aid of The Fishing School, an afterschool program that has been serving children and families in the nation's capitol since 1990. Their new building will house twice as many students as in the past, and founder Tom Lewis and director Leo

Givs each received \$50,000 to further the program's mission. Actor and producer Tyler Perry was a celebrity volunteer during the renovation of the school and a local home, and has announced that he is forming a foundation to support the school, *NBC Washington* reports. To learn more about *The Fishing School*, visit <http://fishingschool.org>.



## NEW ISSUE BRIEF EXPLORES MENTORING PROGRAMS FOR OLDER YOUTH

A new MetLife-Afterschool Alliance Issue Brief, "Afterschool: A Place for Older Youth to Mentor and Be Mentored," explores the ways in which afterschool programs provide successful mentoring programs for youth. It is one in a series of Issue Briefs sponsored by the MetLife Foundation that addresses the benefits afterschool programs provide to youth, families and communities.

The new Brief finds that afterschool programs provide mentoring programs that improve self esteem, behavior and academic performance, and reduce high-risk behaviors. The afterschool mentoring provides long-term relationships that are not limited by summer and holiday breaks like school-based mentoring programs, and are able to provide enrichment activities in addition to a traditional academic focus. Afterschool programs also engage community organizations to provide a larger supply of volunteers, or utilize older youth as mentors, which also benefits the mentor.

"All young people have the potential to succeed in life and contribute to society; however, not all youth get the support they need to thrive. Mentoring programs help give youth the confidence, resources and skills they need to reach their potential. Afterschool programs offer an ideal platform in which to implement the necessary components of a successful mentoring

program, ensuring positive outcomes for all participants,” the Brief says.

The Issue Brief offers several examples of afterschool programs that have successfully implemented mentoring programs. *To download it, go to*  
[http://www.afterschoolalliance.org/issue\\_briefs/issue\\_mentoring\\_40.pdf](http://www.afterschoolalliance.org/issue_briefs/issue_mentoring_40.pdf).



## RESOURCES

### Finding Funding for Adolescent Programs

The Finance Project has released a report outlining ways to finance, promote and sustain development programs for teens. The brief offers suggestions for seeking out suitable investments and flexible funding, and encourages partnerships with government agencies and the community to find additional funding opportunities. It also highlights successful youth development programs from across the country. *To download A Guide to Effective Investments in Positive Youth Development, visit*

<http://www.financeproject.org/publications/PositiveYouthDev.pdf>.

### Afterschool Workforce Training Helps the Economy

Afterschool programs in California are providing workforce training for older youth in ways that can be utilized by programs all across the country, according to a new brief from Children Now. The state’s economy has been helped by the availability of 137,000 positions made possible through program and community partnerships. The brief describes potential sources of funding for afterschool programs to start and maintain training programs. *To download Afterschool Workforce Development Strategies, visit*  
<http://publications.childrennow.org/assets/pdf/policy/afterschool09-policybrief.pdf>.

### Shaping Policy Maker Opinion on Afterschool Programs

The After-School Corporation has issued a brief that urges policy makers to fund and expand afterschool programs and extended learning opportunities. Not only should the school day and year be extended, the brief says, but a broader range of learning activities should be used and tailored to each school’s needs. Cost-effective community partnerships are also essential in extended learning time improvement. *To download ELT: Expanding and Enriching Learning Time For All, visit*  
[http://tascorp.org/files/2575\\_file\\_TASC\\_ELTPolicy\\_Brief.pdf](http://tascorp.org/files/2575_file_TASC_ELTPolicy_Brief.pdf).



Lights On *continued from page one...*

50 states. The Afterschool Alliance and JCPenney Afterschool Fund will release it on October 6 at an event at the U.S. Department of Education. State data will be featured a few weeks later at *Lights On Afterschool* events around the country.

### Events in Every State

*Lights On Afterschool* rallies this year are expected to involve more than a million people who will urge leaders to support the afterschool programs that keep children safe, inspire them to learn and help working families. The events, organized in every state, will give youth a chance to showcase the skills they learn and talents they develop at their afterschool programs, and to send the message that millions more kids need quality afterschool programs.

“We are proud to celebrate the 10<sup>th</sup> anniversary of the only nationwide rally for afterschool programs,” said Afterschool Alliance Executive Director Jodi Grant. “*Lights On Afterschool* has become an important event in large cities and small towns across the nation, as more and more people recognize how important it is to keep the lights on for children after the school day

ends. We still have a lot of work to do to make quality afterschool programs available to all students, but the overwhelming public support for afterschool programs will help us reach that goal.”

### New Poster

Six talented students worked together to create the design that will be featured on posters displayed at *Lights on Afterschool* events across the country this fall. The winners are a part of the Henry County Schools Afterschool Enrichment Program at New Hope Elementary School, in McDonough, Georgia. They are:

- Jenna (9 years old, 3rd grade)
- Sydney (9 years old, 4th grade)
- Trent (10 years old, 4th grade)
- Chase (10 years old, 4th grade)
- Abbie (10 years old, 5th grade)
- Bailey (11 years old, 5th grade)

### Rallies to Highlight Unmet Need

The federal investment in afterschool has lagged far behind the need. The *No Child Left Behind Act* authorized \$2.5 billion for the 21<sup>st</sup> Century Community Learning Centers (the chief federal funding stream for afterschool) in FY2007, and funding stands at less than half that today.

The recession also is taking a serious toll. Ninety-five percent of respondents to a survey of nearly 1,500 afterschool providers conducted by the Afterschool Alliance this spring said the recession is affecting their communities, and 60 percent report seeing more kids going hungry or families struggling to provide food for children.

Yet afterschool programs are unable to provide as much help as children need. Three in five respondents said funding for their program is down compared to two years ago, and more than one-third (36 percent) said it is down a lot. In response, programs are first cutting items like field trips, reducing activities, and reducing staff pay and benefits. But many also have been forced to add or increase fees (38 percent), reduce professional

development (34 percent), increase staff/student ratios (28 percent), reduce the number of children they serve (28 percent), or reduce the hours or days they are open (25 percent). Eighty-six percent of respondents say children in their communities need afterschool care and are unable to access it.

As part of this year’s *Lights On Afterschool* celebration, Bright House Networks will air a new documentary on the benefits of afterschool, featuring the personal stories of youth and families across the country. Bright House Networks produced the first “After the School Bell Rings” cable special in conjunction with last year’s *Lights On Afterschool*. To view the 2008 documentary, visit

<http://www.youtube.com/user/afterschool4all>.

Actress Rhea Perlman is a spokesperson for *Lights On Afterschool* and California Governor Arnold Schwarzenegger is Founding Chair, a position he has held since 2001.

To register for Lights On Afterschool and receive free posters and email updates, and to see a free online organizing kit, visit

<http://www.afterschoolalliance.org/loa.cfm>.

To see the 2009 Lights on Afterschool poster, visit

<http://afterschoolalliance.org/documents/loa/ANewHopeLOA2009.pdf>. A gallery of other submissions from the poster contest at

<http://www.afterschoolalliance.org/LOA.swf>.



## VIRTUAL RALLY FOR LIGHTS ON AFTERSCHOOL

Wherever you are on October 22, you can participate in *Lights On Afterschool* by attending the second annual online rally on Facebook. The beauty of this *Lights On Afterschool* celebration is that you can attend no matter what else is going on! You do not have to go anywhere to take part.

To RSVP for the online afterschool rally:

1. Go to the Afterschool Alliance Facebook fan page at

[www.facebook.com/pages/Afterschool-Alliance/24777553348](http://www.facebook.com/pages/Afterschool-Alliance/24777553348).

2. Go to “Events,” it’s the 5th box down on the left hand column.

3. Click on “*Lights On Afterschool*.” RSVP by clicking “Attending” in the “Your RSVP” box on the right side.

4. “Share” the event by posting it on your profile, or inviting your contacts to come.

Note: If you are not signed onto Facebook, or do not have a Facebook profile, you will not see the Events section.



*Torani continued from page one...*

In addition to donating proceeds of the sales of the specialty syrups to support the work of the Afterschool Alliance, Torani sponsored Italian Soda and Pizza parties at each of the winners’ afterschool programs. In both cases, their friends and families – as well as local officials – were on hand to celebrate the occasion and enjoy Italian sodas made with Torani syrups of various flavors.

New Mexico State Senator Bill Sharer; Farmington City Councilman Jason Sandel; Assistant Farmington City Manager Bob Campbell; and representatives from the offices of U.S. Senator Jeff Bingaman and U.S. Representative Ben Luján were special guests at the Farmington event.

“At a time when schools are cutting back on arts and other programs, Torani’s leadership and support for children’s creative outlets is especially important,” said Afterschool Alliance Executive Director Jodi Grant. “Afterschool programs help nurture children’s talents, and the vibrant student-designed labels are an excellent example of their creative expression. This contest and the Afterschool Alliance’s longstanding partnership with Torani support afterschool

programs that keep kids safe, inspire them to learn and help families.”

### **Giving Back in New Mexico**

Eighteen-year-old Aubrey Maslen, the New Mexico winner, had attended GASP since 1999, and is a firm believer in giving back to the community – a value instilled in him, he says, by his afterschool program.

This year, Maslen was named New Mexico Boys & Girls Club Youth of the Year and served on the Mayor’s Teen Advisory Council. Some of the things he says he valued most in his afterschool program include the respect that exists between youth and adults, and the camaraderie. “The program coordinators are always available and their encouragement is great. I would not be as confident or outgoing, and would not feel ready to go out into the world, had it not been for my afterschool program,” Maslen said. “I hope other kids can have the same opportunity that I did.”

The rural GASP program serves approximately 150 elementary and high school youth, offering arts enrichment, storytelling, online tutoring, “Hands-on-Science” classes, gaming, “booktalking,” and more. “Aubrey was over the moon,” said GASP Site Coordinator Flo Trujillo, an Afterschool Ambassador for the Afterschool Alliance. “He is such an outstanding young man, to have him receive this kind of recognition for one of his many talents is fantastic. We are so grateful to Torani for this opportunity to showcase our students’ talents.”

### **One Step Closer to Becoming an Artist**

Fourteen-year-old Ashley Jordan, the Ohio winner, has been attending Young Rembrandts since 2006 and hopes to one day become an artist. This year, Jordan participated in an advanced class, which sharpened her already-keen artistic talent.

“She was incredibly talented when she started,” said Michelle Hess, Master Teacher for Young Rembrandts, Greater-Cleveland West. “She’s very quiet and very modest, and winning the Art on Labels contest has really



brought out her confidence. Her jaw dropped when she heard she'd won."

"I just got creative and tried to make the colors pop," said Jordan of her winning chalk pastel artwork of a hummingbird. Without the afterschool program, "I don't think I'd be as creative with my drawing, and I don't think I'd try my hardest," Jordan said. She credits the caring adults at her program for providing confidence and motivation. "Without afterschool programs, kids might not be able to do something that they like to do. They might not feel motivated and might not try," she added.

Young Rembrandts Greater-Cleveland West provides afterschool art classes for students in elementary and middle school. In 2008, a Young Rembrandts student designed the Afterschool Alliance's national *Lights On Afterschool* poster.

This is the fifth year that Torani has sponsored the Art on Labels contest in support of afterschool. *To view the winning labels, and to learn more about Torani, visit <http://www.torani.com/community/artonlabels>.*



## MARK YOUR CALENDARS...

### **October 19 - 20, 2009**

School's Out Washington will host The Bridge From School to Afterschool and Back 2009 conference in Vancouver, Washington. Afterschool leaders will address the challenges related to the recession and opportunities for programs presented by a new administration. *For more information, visit <http://schoolsoutwashington.org>.*

### **October 22, 2009**

The Afterschool Alliance will sponsor the 10<sup>th</sup> annual *Lights On Afterschool*, raising awareness of the benefits afterschool programs provide to children and families with events in communities all across the country. *For more information, visit <http://www.afterschoolalliance.org/loa.cfm>.*

### **November 3 - 5, 2009**

The California Afterschool Network will host the first annual STEP UP- High School Summit in San Diego, California. Afterschool professionals, staff members and high school administrators will gather to discuss ideas and promising practices for high school afterschool programs. *For more information on submitting a proposal, visit [http://www.afterschoolnetwork.org/step\\_up\\_rfp](http://www.afterschoolnetwork.org/step_up_rfp). For more information on the Summit, visit [www.afterschoolnetwork.org/node/7057](http://www.afterschoolnetwork.org/node/7057).*

### **November 12 - 14, 2009**

The National Guild of Community Schools of the Arts will sponsor the 2009 Conference for Community Arts Education in Minneapolis, Minnesota. The event provides networking opportunities and collaboration among arts education leaders, and will focus on how to grow these programs in tough economic times. Several discounts and cost-saving opportunities are available through the Guild. *For more information, visit <http://www.communityartsed.org>.*

### **November 13 - 14, 2009**

The New Jersey School Age Care Coalition will host Celebrate Afterschool in Princeton, New Jersey. The annual conference will provide a forum for all New Jersey afterschool communities and providers. *For more information, visit <http://www.njsacc.org>.*

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The Afterschool Alliance is a nonprofit public awareness and advocacy organization working to ensure that all children and youth have access to quality afterschool programs. More information is available at [www.afterschoolalliance.org](http://www.afterschoolalliance.org).

The Alliance is proud to count among its founding partners the Mott Foundation, U.S. Department of Education, JCPenney Afterschool Fund, Open Society Institute/The After-School Corporation, the Entertainment Industry Foundation and the Creative Artists Agency Foundation.

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