



# Afterschool Advocate

A media outreach newsletter published by the Afterschool Alliance

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## ONE MILLION RALLY FOR AFTERSCHOOL

At more than 7,500 sites across the country and U.S. military bases around the world, a million people came together in October to rally for the afterschool programs that keep kids safe, inspire them to learn, and help working families.

At *Lights On Afterschool* rallies and celebrations, students conducted science experiments, learned about healthy eating, cleaned up neighborhoods, helped senior citizens, and discussed the importance of afterschool programs with lawmakers, business and community leaders, parents, and others.

The Empire State Building in New York City and the Lindbergh Center atop the Los Angeles City Hall were lit up that evening in honor of the event.

“The range of activities taking place for *Lights On Afterschool* were as varied and exciting as the activities that engage children in afterschool programs every day,” said Afterschool Alliance Executive Director Jodi Grant. “But the sad truth is that too many children have no access to afterschool programs. Our new household survey, sponsored by the JCPenney Afterschool Fund, found that more than 15 million kids in this country are unsupervised each afternoon after the school day ends. We need to do more to ensure that every child will have a safe place to go, with adult supervision and fun, educational activities, each afternoon.”

### Policymakers Lend Support

President Barack Obama issued a proclamation for *Lights On Afterschool*. It said, in part: “I am pleased to send greetings

to all those marking the 10th Annual *Lights On Afterschool* celebration. The most important investment we can make for our Nation’s long-term prosperity is the education of our future leaders. Their learning should not begin and end with the school bell, and afterschool programs provide continued opportunities for our students to learn and grow.”

Forty-nine governors also issued proclamations for *Lights On Afterschool* this year.

By unanimous consent, the United States Senate passed a bipartisan resolution introduced by Senator Christopher Dodd (D-CT) supporting *Lights On Afterschool*. “As the father of two school-aged children, I know how critical high-quality afterschool programs can be for millions of children and their families,” Dodd said. “These programs engage students in their communities and keep our children safe, paving the way for success in their educational endeavors. I am proud to join countless parents, students, teachers and communities in celebrating afterschool programs nationwide.” Senator Dodd is co-chair of the Senate Afterschool Caucus, along with Senator John Ensign (R-NV).

### Spotlight on Local Events

In every corner of the country, this year’s *Lights On Afterschool* events highlighted how afterschool programs benefit communities. They also gave students, parents, elected officials and community leaders a chance to connect – and shone a spotlight on the tremendous unmet need for afterschool programs.

The events were as creative and varied as *Continued on page eight...*

## OUTREACH

### Keeping the Lights On After the Big Event

*Lights On Afterschool* was a tremendous success this year, thanks to the hard work of program providers everywhere. But with the immense demand for more afterschool programs, the momentum must continue. Here are five simple ways to keep afterschool in the news and in focus:

- **Send thank you notes** to all who helped plan and organize your event(s). Have students create their own thank you cards, and send them to the media, elected officials, business and community leaders who attended. Send a note to those who could not attend, with an open invitation to visit the program at a later date.
- **Use social media networks** to continue spreading the word about afterschool. Post photographs and video from your event on your program's website, MySpace page and/or Facebook page. Be sure to also share your photos and an event description on the Afterschool Alliance's Facebook page.
- **Send a letter-to-the-editor** to your local paper about your *Lights On Afterschool* event. Be sure to include the local data from the newly released *America After 3PM* report.
- **Sign the *Afterschool for All* petition** at <http://www.afterschoolalliance.org/a4aJoin.cfm>.
- **Make plans to attend the *Afterschool for All Challenge*** in April. Register today at <http://afterschoolalliance.org/challenge.cfm>.

### Afterschool for All

Thank you to all of our *Afterschool for All* partners for helping make this year's *Lights On Afterschool* a huge success. From a family festival in Chandler, Arizona, to a rocking concert in Springfield, New Jersey, one million Americans participated in more than 7,500 *Lights On* events from coast to coast.

*Lights On* is also a special opportunity for new partners to be recognized in the national *Afterschool for All* campaign. If you collected [Afterschool for All](#) petitions and sign-up forms at your *Lights On Afterschool* events, don't forget to send copies so the Afterschool Alliance can update its national list of partners. Mail them to: Afterschool Alliance, Attn: Marie Coichy-Dauphin, 1440 Broadway, Floor 16, New York, NY 10018.

*Afterschool for All* brings together individuals and organizations from across the nation that support the vision that all children and youth deserve access to quality, affordable afterschool programs. *Learn more about Afterschool for All at [www.afterschoolalliance.org/a4a.cfm](http://www.afterschoolalliance.org/a4a.cfm).*

Thank you for your continued support for *Afterschool for All*. Please contact Marie Coichy-Dauphin with any questions or concerns at [mdauphin@afterschoolalliance.org](mailto:mdauphin@afterschoolalliance.org) or 646-943-8662.



## 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 learn how afterschool programs might tap into economic recovery funds.*

## GRANTS/AWARDS AVAILABLE

### Power a Bright Future

Clorox Clean-Up has announced the "Power a Bright Future" grant program, to sustain programs for children that might otherwise be reduced or eliminated because of the recession. Five programs will be awarded a \$10,000 grant, and will be featured in an advertisement in *People Magazine*. Any non-profit organization or program that helps children is eligible to apply. A panel that includes representatives from the National Education Association Health Information Network, Mom Central Consulting and Extraordinary Mommy.com will choose 50 semi-finalists. The public will vote online for their favorite program, and the five winners will be announced in January. Entries must include a photo and a short essay describing the program. Please note that you need a Facebook account to submit the required information. The deadline to nominate a program is November 29. *For more information, visit <http://www.facebook.com/cloroxcleanup>.*

### Grants for Sports Programs

Liberty Mutual is sponsoring 20 grants of \$2,500 for nonprofits or educational organizations that operate youth sports programs. If your organization is not already registered with Responsible Sports, you must do so before applying, as well as participate in a self-paced online parenting and coaching course. The deadline is November 30. *For more information, visit [https://www.responsiblesports.com/community\\_grants/default.aspx](https://www.responsiblesports.com/community_grants/default.aspx).*

### Grants for Environmentalism

The Siemens Foundation, Discovery Education and the National Science Teachers Association are awarding more than \$100,000 in cash and prizes to youth-led projects to solve local environmental problems. Projects should engage the community and be science-based. Students in kindergarten through eighth grade are eligible to apply. The deadline is January 31 for elementary schools and March 15 for middle schools. *For more information, visit <http://wecanchange.com>.*



## IN THEIR OWN WORDS...

“I am pleased that Congress supports the ideals behind the *Lights On Afterschool* movement and provides funding to support community-based afterschool programs.”  
-- Mississippi Senator Thad Cochran, October 22, 2009, *States News Service*

“After-school programs are a cost-effective way to boost student achievement, reduce juvenile crime and help overstressed working parents. Yet a new study finds that the number of after-school slots continues to lag far behind parents’ demand. Even in these hard economic times, it should be possible to narrow the gap... During the 2008 campaign, then-Senator Barack Obama promised that he would double the financing for after-school programs under the *No Child Left Behind Act*. His budget plan unveiled in February called for no increase in the current \$1.1 billion appropriation. The House has approved a spending bill that adds another \$50 million for after-school programs. The Senate should at least agree to that... President Obama, his education secretary, Arne Duncan, and Congress must all acknowledge that a lot more is needed and quickly come up with a plan to increase financing for quality after-school programs.”  
-- Editorial on *America After 3PM*, *New York Times*, October 20, 2009

“Strong after-school programs are an important way to extend learning for youngsters, keep them safe and out of trouble, and boost student achievement. We hope the Afterschool Alliance’s findings are a call to action to local leaders to provide more after-school programs for the many children who need care after the school day ends.”  
-- Editorial on *America After 3PM*, *The Advocate* (Louisiana), October 20, 2009

“Many of the current programs are full and have waiting lists. When space is available, it is still difficult for some parents to enroll their children. The cost can be prohibitive for single parents and low-income earners. Transportation often is a problem, too. School buses do not provide transportation home for those enrolled in after-school programs, and many students have no other way to travel. Those problems should be resolved.”  
-- Editorial on *America After 3PM*, *Chattanooga Times Free Press* (Tennessee), October 18, 2009

“It’s important to continue development of afterschool programs such as 4-H and the Boys & Girls Club, and other healthful, safe and supervised activities for youth. In the long run, it’s also a way to make our communities safer now and in the future.”  
-- Editorial on *America After 3PM*, *Bemidji Pioneer* (Minnesota), October 16, 2009

## Voices from the Afterschool Storybook...

“I feel fortunate to have been able to participate as a young boy, new to the United States and new to Green Bay, in activities where you could have fun, learn in a safe environment, and explore opportunities. I know the experiences I had there have been essential in my job now as a Police Officer in Milwaukee.”  
-- Hue Kong, Milwaukee, Wisconsin

*To read more about Kong’s afterschool experience, and read more afterschool voices from across the country, visit [http://www.afterschoolalliance.org/storybook/gallery.cfm?CNT\\_ID=STRY9000059](http://www.afterschoolalliance.org/storybook/gallery.cfm?CNT_ID=STRY9000059). Share your story at <http://www.afterschoolalliance.org/storybook/GALLERY.CFM>.*



**IN THE NEWS...**

**National** – A study released by Tufts University and the National 4-H Council finds that students who participate in 4-H outperform their peers in science, technology and engineering, and often go on to pursue careers in those areas. It also finds that the longer children are involved, the more benefit they get from the program, and girls benefit more than boys, the *Associated Press* reports. “What we’re saying is greater doses of 4-H give your kid an advantage,” said lead researcher Richard Lerner, director of the Institute for Applied Research in Youth Development at Tufts University. *To learn more about 4-H, visit <http://4-h.org>. To download the results of the study, visit <http://ase.tufts.edu/iaryd/documents/4HStudyFindings2008.pdf>.*

**Arizona** – The state’s Department of Health Services has announced a drastic increase in licensing fees that afterschool leaders say will hinder their ability to provide programs to children and families that need them. The fees, which take effect January 1, will be passed on to the parents of about 260,000 children served by Arizona afterschool programs, the *Arizona Republic* reports. “[Parents are] already making choices not to enroll their kids based on what else is going on in the economy. This will just make it more difficult,” said Vicki Catlett-Newby, child care and community education coordinator for the Paradise Valley Unified School District. The licensing fee will change from a flat rate to a per-child rate, and could increase as much as 8,800 percent for some programs. The change will also affect hospitals, nursing homes and assisted living facilities.

**California** – Once called the most dangerous town in America, Compton is turning around thanks in part to several gentle giants, *NBC Nightly News* reports. Kids in the Compton Junior Posse stay out of trouble with free

horseback riding lessons, in exchange for good grades and behavior. “This was a way for them to be able to have a support system for them to be able to say no [to gangs],” program director Mayisha Akbar said. “They learn to respect life by dealing with these horses.” Students also take care of the animals and the ranch, participate in competitions, and train with experts like Olympic gold medalist Will Simpson. *To watch the NBC Nightly News video, visit <http://www.msnbc.msn.com/id/3032619/vp/33300453#33300453>.*

**New Jersey** – The State Senate passed a law requiring the boards of education in more than 20 low-income communities to develop comprehensive plans for afterschool activities. According to Public Law 80, each plan must include goals and objectives, a description of all activities, qualifications of the employees, a schedule, eligibility requirements and overall cost. “The success of our children greatly depends on their ability to be involved in high-quality afterschool programs that enhance learning and help them grow,” State Senator Ronald Rice (D-Essex) said. “Afterschool programs empower children to excel because they help develop students’ emotional and academic skills in a safe environment. We can’t expect our children to stay no to gangs and drugs if we don’t provide them with an alternative to life on the street.” *For more information on PL80, visit <http://www.njsacc.org/action/low-income-school-districts-need-afterschool-plan.php>.*

**Utah** – Students at three junior high schools can now participate in a free afterschool soccer league, which Salt Lake County Youth Services hopes will keep them out of trouble. “By providing an activity they love with positive adult role models, we hope to keep these youth from getting into gangs and help them to concentrate on their school and productive activities,” Kelly Riding, manager of the county’s afterschool program, told the

*Deseret Morning News.* Students must maintain good grades to be on the team, and parents are encouraged to participate in Gang 101 presentations by the county Sheriff's Metro Gang Unit to learn communication skills, how to offer homework help to their children, and warning signs of gang involvement.

**Virginia** – Children at Red Hill Elementary School are learning about the stars from an expert: University of Virginia astronomy professor Kelsey Johnson. Dark Skies, Bright Kids is an afterschool program for third-through fifth-graders at the rural Albemarle county school. The group meets one afternoon a week, followed by observation by telescope in the evening for the students as well as their families. The club kicked off with a "Dinner Under the Stars" potluck, and has also hosted "Astronomy Week" at the school. The program is staffed by volunteer undergraduate and graduate level University of Virginia students.



## **AFTERSCHOOL ALLIANCE WINS CABLE AWARD**

On October 26, the Afterschool Alliance was named the Association of Cable Communicators (ACC) Community Bridges Award recipient. The association created the ACC Community Bridges Award in 2004 to recognize outstanding partners outside of the cable industry.

Since its inception in 2000, the Afterschool Alliance has partnered with the cable industry to help tell the afterschool story and expand afterschool programs for children. Cable has been a key supporter of the Afterschool Alliance's Public Service Announcement campaigns by donating time and resources. The centerpiece of this partnership has been Bright House Networks and the Florida Cable Telecommunications

Association's work to produce two cable specials on afterschool.

Cable in the Classroom, Bright House Networks and HBO have all worked with the Afterschool Alliance to help bring local afterschool voices to Washington, DC for the *Afterschool for All Challenge* with Members of Congress. *For more information, and to view Bright House's powerful new documentary, go to <http://www.afterschoolalliance.org/loaAfterSchoolBell2.cfm>.*



## **HELP SHAPE METHODS OF LEARNING**

The Nellie Mae Education Foundation seeks organizations in New England that work to personalize students' educational experiences. If you are part of a student-centered program that helps underserved or other learners, the Foundation wants to learn more about your program. The information collected will be used to influence the Foundation's future strategies.

Twelve organizations will also be recognized through the Catalyst for Change Awards as best practice, and will receive grants of up to \$50,000.

The deadline is November 23. *For more information, please visit <http://www.nmefdn.org/GrantMaking/Guidelines.aspx>.*



## **AFTERSCHOOL RESOURCE FROM SCHOLASTIC**

Scholastic After School Learning has designed a new resource to help keep the *Lights On Afterschool!* Scholastic After School Learning donated 400 books to *Lights On Afterschool* sites in 2009 and 2008. Now Scholastic After School Learning has

launched a dynamic new website specifically for the afterschool field.

Launched during *Lights On Afterschool*, the site provides a variety of free resources to help afterschool instructors create meaningful learning environments through the use of literacy-based materials and activities. There are videos of effective read-aloud strategies, tips for creating extension activities, downloadable activity sheets and much more!

Visit today and while you're there, be sure to enter for a chance to win a visit from Clifford the Big Red Dog and \$500 worth of books, audio, videos and games for your program! *For more information, go to <http://scholastic.com/afterschoollearning>.*



## NATIONAL EATING DISORDER AWARENESS WEEK

February 21-27 is National Eating Disorder Awareness Week, sponsored by the National Eating Disorder Association. This year's theme is "It's Time to Talk About It." Afterschool programs are encouraged to participate with their youth, and spread awareness about these disorders. Each day of the week will have one activity featured, and programs need only commit to completing one. They include:

Sunday – Film Night

Monday – Tweet about It

Tuesday – Radio PSA Day

Wednesday – Office Day

Thursday – Host a Speaker

Friday – Media Watchdogs

Saturday – Yoga

*For more information and to register, please visit <http://www.nationaleatingdisorders.org/programs-events/nedawareness-week.php>.*



## RESOURCE

### Better Outcomes for Middle School Youth

Youth Development Institute recently released findings of an evaluation of its Beacon Out-of-School Time programs Young Adolescent project, which serves middle-school age-youth. The evaluation was conducted to test strategies for the improvement of quality services to middle-school youth in seven New York City Beacons programs and to strengthen attendance, engagement and retention.

It found that "enrollment increased by 18 percent over the previous year in the sites targeted for improvement; attendance increased by 85 percent, with the average total attendance at 236.5 hours across all NYC sites. The percentage of students attending consistently doubled over the past year." *For more information, visit <http://ydinstitute.org/resources/publications/ChortSurvey2Report.FINAL.pdf>.*



## AFTERSCHOOL NEWS NOW!

Hungry for the latest news in afterschool? Be sure to check out *Afterschool Snack*, the Afterschool Alliance's new up to the minute blog on afterschool news, trends and information from across the country.

Recent posts include:

- *America After 3PM* National Data Release
- Special News Roundup: *America After 3PM/Lights On Afterschool*

And be sure to tune in every Wednesday for a national news round-up, and throughout the week for your daily dose of afterschool. *Check out Afterschool Snack at <http://www.afterschoolalliance.org/afterschoolsnack/ASnack.cfm>.*



*Continued from page one...*

the communities that hosted them.

In Birmingham, **Alabama**, sitting atop Red Mountain is the world's largest cast-iron statue – a symbol of Alabama's history at the Vulcan Park and Museum. On October 22, this iconic landmark featured a Light Bulb Art Exhibit that students and other guests toured as part of *Lights On Afterschool*. Guests also learned more about local afterschool programs. Parents and community members, school officials, school board members and superintendents participated.

In Los Angeles, **California**, hundreds of children, parents, business and community leaders came together for a *Lights On Afterschool* rally at City Hall, where the Lindbergh Beacon, a historic relic from the early days of aviation, was lit in honor of the event. The event featured a cooking demonstration by renowned celebrity chef and longtime afterschool supporter Joey Altman. It was organized by Woodcraft Rangers.

The **Maine** Afterschool Network held a statewide *Lights On Afterschool* event in Portland, bringing people together during their lunch hour to watch performances and listen to speakers and distinguished guests. Luminaries included: Maine First Lady Karen Baldacci; Police Chief James Craig; Lauren Sterling of the 21<sup>st</sup> Century Program; Donna McNeil, Director of the Maine Arts Commission; and Justin Alford, Co-Chair of the Education and Cultural Affairs Committee. Police Chief Craig called afterschool an “expression of our love for our kids.”

In St. Paul, **Minnesota**, Mayor Christopher Coleman said, “We know what works. Let's double our efforts. Let's triple our efforts. Let's make sure all of our children have a safe place to go afterschool.” He was speaking at a *Lights On Afterschool* news conference at the State Capitol, where experts discussed the newly released *America After 3PM* state data.

Balloons filled the sky in Ada, **Oklahoma**, for *Lights On Afterschool*,

carrying messages about their program written by students at the Boys & Girls Club of Ada. The *Ada Evening News* reports that one balloon reached northern Illinois, where someone who found it called the program to ask how to send money to sponsor a student.

More than 100 dignitaries and officials hopped aboard two buses in Dallas, **Texas**, for a special *Lights On Afterschool* tour. Guests included city, state and federal representatives; a representative from the largest media outlet in the state; program funders; community partners; and representatives of the Juvenile Justice Department. They took concurrent bus tours of north and south Dallas, with each bus touring three sites. The purpose of the bus tour was to highlight high quality afterschool programs – as well as the alternatives in areas where no programs are available to demonstrate the difficult conditions children and youth face without these supports.

More than 200 Facebook users – including *Time Magazine* columnist and afterschool champion Joel Stein – attended a virtual *Lights On Afterschool* rally via the social networking platform. *View photos and comments posted by attendees from around the country at the Afterschool Alliance Facebook page, at <http://www.facebook.com/pages/Afterschool-Alliance/24777553348>.*

### **Afterschool Documentary Debuts**

Bright House Networks released a new documentary on afterschool, *After the School Bell Rings 2: An Afterschool Storybook!* The documentary features seven youth and their families from Alabama, California, Florida and Michigan. It tells the story of youth, young and older, whose lives have been profoundly transformed by their afterschool programs.

The film includes footage from youth at the 2009 *Afterschool for All Challenge* in Washington, D.C. *For more information and to view the documentary, go to <http://www.afterschoolalliance.org/loaAfterSc>*



*hoolBell2.cfm* or  
<http://youtube.com/user/afterschool4all>.

### Data on Unmet Need for Afterschool

On October 6, the Afterschool Alliance released *America After 3PM: A Household Survey on Afterschool in America*, the most in-depth study ever to explore how America's children spend their afternoons, at a U.S. Department of Education event featuring Education Secretary Arne Duncan. Sponsored by the JCPenney Afterschool Fund, a charitable organization committed to inspiring children to be smart, strong and socially responsible, it finds that despite an increase in the number of children attending afterschool programs over the last five years, more than a quarter of the nation's schoolchildren are on their own in the afternoons. The parents of 18 million children say they would enroll their kids in afterschool programs, if programs were available. Data from all 50 states were released on October 15.

As in years past, actress Rhea Perlman served as a spokesperson for *Lights On Afterschool*. California Governor Arnold Schwarzenegger is Founding Chair, a position he has held since 2001.

*For more information, and to view a gallery of Lights On Afterschool photos, visit <http://www.afterschoolalliance.org/loa.cfm>. For more information on America After 3PM, visit <http://www.afterschoolalliance.org/AA3PM.cfm>.*



## MARK YOUR CALENDARS...

### 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>.*

### February 19 - 21, 2010

The Reaching At-Promise Students Association will sponsor the Transforming At-Risk to At-Promise Conference in San Diego, California. Participants will be engaged in vital conversations to ensure equitable opportunities for all students and promote successful communities. Special guests and presenters will include Dr. Jesse Jackson III, Adam Palmese, and Bill Habermehl. *For more information, visit <http://www.atpromiseconference.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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