



## **AFTERSCHOOL ALLIANCE LAUNCHES 'PETITION TO SAVE AFTERSCHOOL FUNDS' FOR LIGHTS ON AFTERSCHOOL!**

“We rely on afterschool programs. Don’t deny or divert afterschool funds.”

That is the headline on the [Petition to Save Afterschool Funds](#), launched by the Afterschool Alliance this week in conjunction with *Lights On Afterschool*.

The petition goes on to say: I think quality afterschool, before school, and summer learning programs are tremendously important to working families, children and youth. They provide homework help, mentoring, field trips, hands-on science, art, community service, job preparation, snacks, physical activity, and similar activities that students need – all with supervision so kids are safe when their parents are at work. Please, support children and working families by increasing funding for afterschool programs and by making sure that afterschool funding goes only to afterschool, before school, and summer learning programs.

The new [petition is available online](#) and also will be a centerpiece at many of the 7,500 *Lights On Afterschool* events taking place this week in communities throughout the country and at U.S. military bases worldwide. Parents, teachers, members of the business and religious communities, policy makers and others will sign their names to show their support for increasing funding to keep the lights on and doors open at the afterschool programs that children and families rely on.

It comes in [response](#) to the *Petition continued on page eight...*

## **JUST 11 PERCENT OF RURAL STUDENTS ATTEND AFTERSCHOOL PROGRAMS**

On October 12, at an event featuring afterschool students in Des Moines, Iowa, the Afterschool Alliance released a new special report from *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. The special report, [America After 3PM: From Big Cities to Small Towns](#), is sponsored by JCPenney. It examines differences in afterschool participation, satisfaction and demand across rural, suburban and urban communities, finding that only about one in 10 rural schoolchildren attend an afterschool program – a considerably smaller percentage than the national average of 15 percent.

According to the study, each community type has its own distinct barriers to access to afterschool services. While more than half of rural parents seeking programs struggle with availability of afterschool options, urban and suburban parents cite affordability as their major concern.

However, parents in all communities stated that lack of transportation prevents their children from participating in afterschool programs. The various barriers to enrollment help provide an explanation for the study’s key finding that one in four students in America is left unsupervised every day after the school bell rings.

“This new data is alarming because it demonstrates that nearly three million rural children in this country are missing out on the educational, enriching activities that *Rural continued on page nine...*

## OUTREACH

### *Lights On Afterschool*

*Lights On Afterschool* offers a unique opportunity to join with other programs across the country to demonstrate the benefits of afterschool and the value of your program to parents, policymakers and the media. Whether this is your first year organizing an event or your eleventh, be sure to visit the Afterschool Alliance's website and check out the many [tools and resources](#) available to help make your *Lights On Afterschool* event truly memorable.

Take a last look at the [event planning kit](#) to make sure you've done all you can to put the finishing touches on your fun, educational and newsworthy event. There are tools to take the stress out of these last few days, including handy timelines and checklists to keep everything on track. Be sure that all the right people know about your event by using the [policymaker invitation](#) and [sample media materials](#). Make the most of your local resources by reaching out to local businesses and other [potential funders](#).

And don't forget to make the [Petition to Save Afterschool Fund](#) a centerpiece of your *Lights On Afterschool* event!

If you have not made plans yet, it's not too late to [register for Lights On Afterschool](#) and be part of the nation's celebration of afterschool programs! An event can be simple: hold an open house, have kids [color light bulbs](#), or collect signatures on the [Petition to Save Afterschool Funds](#). Afterschool Ambassador Tanya McDonald of the Dallas AfterSchool Network credits her event with attracting new money, and better partnerships. [Check out her advice](#).

The Afterschool Alliance needs your help to reach its goal of 7,500 celebrations nationwide that call attention to the importance of afterschool programs.

Drop us a line about your *Lights On Afterschool* plans, and/or if you have any questions please email [lightson@afterschoolalliance.org](mailto:lightson@afterschoolalliance.org).



## 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, click [here](#).*

### GRANTS/AWARDS AVAILABLE

#### Grants for Recreational Sports

The U.S. Soccer Foundation is sponsoring grants of \$10,000 for projects that support soccer teams in economically disadvantaged areas. Nonprofits, schools, municipalities and tribes are eligible to apply, and priority will be given to those that incorporate a youth development aspect into their program, such as anti-violence, anti-drugs and healthy lifestyles. The deadline is October 29. *For more information, click [here](#).*

#### Awards for Volunteerism

Prudential Financial Inc. and the National Association of Secondary School Principals are recognizing youth who volunteer with the Spirit of Community Awards. Local, state and national honorees will be recognized for their community service. State and national winners will receive a trip to Washington, D.C., for a special ceremony and events in their honor, and top winners will receive \$5,000 grants from The Prudential Foundation. Students in grades five through 12 are eligible to apply, and applications must be certified by a middle or high school principal or the head of a local organization. The deadline is November 1. *For more information, click [here](#).*

#### Grants for Environmental Projects

Lexus and Scholastic will award a total of 16 \$10,000 prizes to middle and high school students who take action to improve the environment. Teams of five to 10 students with a teacher advisor can choose from a variety of [land/water](#) or [air/climate](#) topics that affect their community, and create "action plans" to explain how to address the problem. The deadline is November 3 for the land/water challenge, and January 19, 2011 for the air/climate challenge. *To see the list of topics or a sample action plan, and for more information, click [here](#).*

#### Grants for Youth Development

Office Depot is awarding grants to nonprofits that serve young people, including teaching and inspiring children, building communities, or disaster relief. Awards range from \$50-\$3,000. The deadline is November 15, but disaster relief proposals are accepted year-round. *For more information, click [here](#).*



## ART, AFTERSCHOOL AND TORANI

For the second straight year, the Farmington Public Library's Great After School Program (GASP) in New Mexico and Young Rembrandts Greater-Cleveland West afterschool program in Ohio have drawn winners in the Torani Art for Kids label design contest for afterschool youth. Their artwork was selected from hundreds of entries submitted by afterschool students around the country. Each student celebrated her win at a pizza and Italian soda party sponsored by Torani at her afterschool program in September.

Torani Sugar Free French Vanilla Syrup's new, limited-edition art label was designed by 13-year-old Savannah Lesser of GASP and Torani Raspberry Syrup's new, limited-edition art label was designed by nine-year-old Julia Grzep of Young Rembrandts. The budding artists' products will be available for purchase in the fall. Torani, the number one specialty syrup in North America, will donate five percent of the product's sales from September through December to the Afterschool Alliance.

"For the past six years, [Torani](#) has sponsored the Art for Kids contest for afterschool students, and year after year we are amazed and impressed by the results," said Lisa Lucheta, Torani principal and family-owner. "We are thrilled that Art for Kids and our partnership with the Afterschool Alliance allows us to brighten many more lives, and help young people everywhere participate in exciting, colorful experiences after the school day ends."

"Too often we hear about schools having to cut back on the arts and limit creative opportunities for students. In some cases, afterschool programs are the only places left where children can find creative outlets. That is why we are once again delighted to partner with Torani for Art for Kids," said Afterschool Alliance Executive Director Jodi Grant. "These colorful labels provide the

perfect venue to showcase the incredible talent nurtured in afterschool programs each day. 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."

### Inspiration for Young Artists

Lesser describes her afterschool program as a safe place where she can get help with her homework, read, draw and spend time with friends. Winning the Art for Kids contest was an exciting moment, and her illustration was especially meaningful to her. "I drew a butterfly for my label. I picked it because it has freedom and can fly anywhere it wants to. It can travel to different places, and I like that. It's how I am. Everyone was amazed by how nice it turned out," she said.

Those who know her say that Grzep has always enjoyed art. Because her school did not offer an art program last year, she chose to attend the Young Rembrandts program as part of her Christmas gift. Her winning design shows a talent that is advanced for her young age. "When I was in kindergarten, my teacher's favorite animal was a giraffe, and I started liking them too. They're now my favorite. It's why I picked it for my label. Everyone really liked it," she said.

"I remember when she made it how proud she was of her giraffe! She was so excited to show her mom her final piece," said Young Rembrandts Master Teacher Michelle Hess. "I think that afterschool activities are important to a student's learning, whether it's sports, music, drawing, or other clubs. It is important for students to have activities that are not related to their academics. Then they can learn without even knowing it. That is the best, and most fun, way to learn," she added.

Last year, Students from GASP and Young Rembrandts won the Torani Art for Kids contest, creating the designs for Torani Strawberry syrup and Torani Sugar Free French Vanilla syrup respectively. In 2007,

another Young Rembrandts student of the Westlake Ohio program won the contest, creating the design for Torani Italian Eggnog syrup. Three years ago, a Young Rembrandts student designed the Afterschool Alliance's national *Lights On Afterschool* poster.

This is the sixth year that Torani has sponsored the Art for Kids contest in support of afterschool.



## QUAKER CHEWY AND JORDIN SPARKS ROCK AFTERSCHOOL

The Afterschool Alliance has partnered with Quaker Chewy Granola Bars to help raise awareness about the importance of afterschool programs, and the need to provide afterschool opportunities to all kids.

Recording artist and Broadway star Jordin Sparks is lending her voice to the campaign. On September 22 she [visited an afterschool program in New York](#), where she encouraged students to stay active afterschool.

As part of the campaign, Quaker Chewy has put together a music library of more than 250 songs, featuring more than 70 artists, including Jordin Sparks, Jason Derulo and Gloriana. Parents can visit [www.QuakerOats.com/afterschoolrocks](http://www.QuakerOats.com/afterschoolrocks) to learn how to get their kids involved in afterschool programs and to create music playlists to motivate kids during their afterschool activities. Codes for two free song downloads are available inside specially-marked boxes of Quaker Chewy Granola Bars. The Afterschool Rocks music library also includes exclusive videos and content from Sparks and other featured artists.

"I'm thrilled to join Quaker Chewy and the Afterschool Alliance in raising awareness of the importance of afterschool programs," says Sparks. "I hope that my music can inspire healthy lifestyles, balanced nutrition and physical activity for kids participating in afterschool programs." Sparks, who won the

sixth season of "American Idol" in 2007, is a Grammy nominated platinum recording artist and Broadway star.

For more information, visit <http://www.QuakerOats.com/afterschoolrocks>.



## IN HER OWN WORDS...

### Voices from the Afterschool Storybook...

"Had it not been for the lessons I learned through BrainFood, I wouldn't have been able to show the POSSE Foundation that I was dynamic, a team player, and a leader in the community. I now have a four-year, full-tuition scholarship to Bucknell University. Even better than that, I know I won't get homesick missing homemade meals! In a nutshell, the most rewarding part about BrainFood has been watching my own transformation. You have to live it to really understand."

-- Ivory Sarceno, Lorton, Virginia

To read Sarceno's story, and read more afterschool voices from across the country, [click here](#). Share your story [here](#).



## IN THE NEWS...

**California** – Governor Arnold Schwarzenegger has signed a bill that will allow the state's 21<sup>st</sup> Century Community Learning Centers to receive federal funds for summer programs, the *Contra Costa Times* reports. The Education Code previously allocated funding for only nine months of the year, but [Senate Bill 798](#), authored by state Senator Mark DeSaulnier (D-Concord), extends funding opportunities to the summer to create more summer learning opportunities for low-income youth. For more information on SB 798, [click here](#).

**Florida** – Sixteen-year-old Juan may have found his calling as a second grade teacher after his experience as a tutor in the [Immokalee Readers Program](#), the *Naples Daily News* reports. The afterschool and summer program pairs high school students with local elementary school students to tutor them in reading. The program has proven beneficial for all of the students involved – 100 percent of the elementary school students who participated in the summer program increased their reading scores by an average of 14 percent, and the afterschool program has shown similar results. And high school tutors, like Juan, who must maintain a 2.5 grade point average to participate, have also improved overall reading proficiency and gained professional experience in the classroom.

**New Jersey** – Twenty monarch butterflies began their winter migration at the Westfield Area YMCA, as children in the afterschool program released the insects raised by Diane Genco, executive director of the nonprofit [New Jersey School Age Care Coalition](#). Monarch butterflies travel to warmer climates like Mexico in the winter, flying approximately 2,000 miles to survive. In the spring they make their way to the southwest United States to breed, and the newly hatched butterflies continue north until cold weather forces them to migrate again. Genco has been raising as many as 100 monarch butterflies at a time in her home since learning about their extraordinary life cycle two years ago, the *Star-Ledger* reports, and releasing them at afterschool programs to encourage children to pay attention to nature. “I could sit home and just release them myself, but what fun is that,” Genco said.

**North Carolina** – It’s beginning to look a lot like Christmas in Mount Airy. Children at the Reeves Community Center afterschool program are partnering with the State Employees Credit Union (SECU) to collect items for Christmas stockings that will be

shipped to National Guard and Reservists overseas. The children, ages five to 12, are collecting items like snacks, toiletries, sunblock and socks at the afterschool program and at drop-off locations throughout the county until October 11, the *Mount Airy News* reports. *For more information on the SECU Support Our Troops program, click [here](#).*

**Rhode Island** – The hard work of high school students in Providence paid off with the official opening of “[The Hub](#),” a youth-developed, youth-run center for teenagers. Teens designed every aspect of the center, from its logo and website to the types of services it will offer, the *Providence Journal-Bulletin* reports. The center will be led by a director and a youth leadership team, and will offer career and college advice, health care information, and help finding internships. The Hub was made possible by funding from the [Providence After School Alliance](#), with support from the City of Providence, the Rhode Island Foundation, The Family Foundation, and other community organizations. *For more information, click [here](#).*

**Wisconsin** – A gravel path now connects Eagle Elementary School and the Alice Baker Library, thanks to the volunteer work of community members and businesses that pitched in to make a safer path for children. The gravel path will be monitored by a security camera, and will also serve as an outdoor classroom with native plants, benches and an amphitheater. Community leaders hope the path will also lead to more collaboration between the elementary school and the library, both during and after school. The library has offers popular afterschool programs, and this gives the community a way to get the kids there safely, school principal Sara Norton told the *Milwaukee Journal Sentinel*.



## NEW JERSEY NONPROFIT RAISES MILLIONS FOR AFTERSCHOOL

After losing nearly 70 percent of its state funds to budget cuts, [New Jersey After 3 announced last month](#) that it has raised more than \$3.6 million in additional money to invest in afterschool programs this school year. That means that in addition to \$3 million from the state (which is down from \$10.4 million last year), New Jersey After 3 will be able to distribute the additional money it raised for a total of \$6.6 million for afterschool programs this year.

The nonprofit also announced the selection of 18 nonprofit partners that will provide afterschool programs in 26 public schools in New Jersey, serving approximately 3,800 students. The finalists were chosen through a competitive request for proposal (RFP) process.

“We’re proud of the fact that we’ve been able to successfully leverage these dollars, however, the outcomes of this year’s RFP process [are] bittersweet,” said Mark Valli, president and CEO of New Jersey After 3. “The 70 percent reduction in our State budget allocation forced a huge cut in our ability to offer afterschool programs in dozens of communities... This portfolio of selected finalists represent the most sustainable, high-quality programs from across our statewide network.”

*For more information, click [here](#).*



## THE NEXT MILLION

Since making afterschool programs its signature cause more than ten years ago, JCPenney has raised \$100 million for afterschool programs across the country. To celebrate this milestone, the company asked

its Facebook fans and the public to decide how to distribute the next one million dollars.

Until October 17, people could visit the [JCPenney Facebook page](#) and become a “fan” to vote for their favorite afterschool charity – Boys & Girls Clubs of America, FIRST, 4-H or The Y. The charities will be awarded \$25,000, \$75,000, \$150,000 or \$250,000 based on the number of votes they received.

JCPenney is also awarding 50 college scholarships to teens, ages 13 to 18, who make a difference in their communities, through an essay contest. Scholarships range from \$3,000 to \$5,000, and a matching donation will be made to each winning teen’s favorite charity.

*To learn more, visit the [JCPenney Facebook page](#).*



## RESOURCE

### Math and Science for All Types of Classrooms

Afterschool providers can search for thousands of hands-on interactive math and science activities at the National Science Foundation’s new website, [HowtoSMILE.org](#). The free online database features high-quality activities for out-of-school teaching environments, particularly those that are not in a classroom, like museums, zoos, aquariums, planetariums, libraries, camps and clubs. Providers can search for activity descriptions and videos, save their favorites, or submit their own project ideas. Foreign language versions are also available for most activities. *For more information, click [here](#).*



## THE LATEST AFTERSCHOOL NEWS!

Hungry for the latest news on afterschool? Be sure to check out [Afterschool Snack](#), the Afterschool Alliance's up-to-the-minute blog on afterschool news, trends and information from across the country. Recent posts include:

- [National Conference on Science and Technology in Out-of-School Time](#)
- [The Election, Children, Afterschool, and You](#)
- [Lights On Afterschool Green Event](#)
- [Why Wait for Superman? We Can Help Kids Now.](#)

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 [here](#).



*Petition continued from page one...*  
recommendation from the Administration and some legislators to open 21<sup>st</sup> Century Community Learning Center (21<sup>st</sup> CCLC) funds to other programs, including extended day initiatives and community schools. Such measures would have a negative effect on afterschool programs by diverting precious funds that thousands of programs rely on.

“Through this petition, we are asking supporters to help encourage lawmakers to keep afterschool funds for afterschool programs. We are asking Congress to establish a new funding stream to test extended day initiatives,” said Afterschool Alliance Executive Director Jodi Grant.

“With 15 million children on their own after the school day ends, denying or diverting desperately needed afterschool funding would be terribly damaging,” Grant continued. “Afterschool programs are a

success story, creating innovative new ways to engage students, keeping them safe and inspiring them to learn. And these programs are absolutely essential to working families. We intend to use the Petition to Save Afterschool Funds to send a message that this isn't the time to divert the funds that support quality afterschool programs.”

### Congressional Support

On October 8, two key congressional champions, Representatives Rosa DeLauro (D-CT) and Nita Lowey (D-NY), wrote to U.S. Secretary of Education Arne Duncan requesting that the Administration include \$1.5 billion for the 21<sup>st</sup> CCLC initiative in its Fiscal Year 2012 budget request.

Their [letter](#) states in part, “As the Administration finalizes its budget proposal for FY2012, we urge you to request an increase in the 21<sup>st</sup> CCLC program to at least \$1.5 billion dollars. As strong supporters of afterschool programs, we believe this investment will pay off many times over by strengthening the program, improving quality, and giving communities the ability to choose enrichment and academic programs that best meet the needs of their students.” Representative Lowey is co-chair of the House Afterschool Caucus.

*To learn more about the policy and appropriations work taking place around 21<sup>st</sup> CCLC, see [Afterschool and the Elementary and Secondary Education Act \(ESEA\) Reauthorization](#).*

*To sign the Petition to Save Afterschool Funds online, or download it as a pdf document, go [here](#).*





*Rural continued from page one...*  
 afterschool programs provide,” said Afterschool Alliance Vice President for Research and Policy Jennifer Rinehart at the event. “While there are not enough afterschool programs to meet the growing needs of every community, the problem is particularly acute in rural America. We need more dedicated funding to ensure that rural communities are equipped with the resources to offer quality afterschool programs that keep kids safe, inspire them to learn and help working families.”

A second part of the special report examining city-level data for Chicago, Dallas, Los Angeles and New York will be released this week and featured at *Lights On Afterschool* events in those cities. Both the *America After 3PM* full report and this new special report are sponsored by JCPenney Afterschool, a charitable organization.

To view the full report, *America After 3PM: From Big Cities to Small Towns*, [click here](#).



## MARK YOUR CALENDARS...

### **October 21, 2010**

The Afterschool Alliance will sponsor the 11<sup>th</sup> annual *Lights On Afterschool*, raising awareness about the benefits that afterschool programs offer to families and communities across the country. *Lights On Afterschool* is the only national rally for afterschool programs, and in recent years it has included some 7,500 events throughout the United States and at U.S. military bases worldwide. Last year, a million people participated. For more information, to plan an event or share your plans, and to sign up for free materials, [click here](#).

### **November 2 – 4, 2010**

The California Afterschool Network will host its second annual Step Up High School Summit in San Diego. Afterschool

professionals, staff members and high school administrators will gather to discuss ideas and promising practices for high school afterschool programs. For more information, [click here](#).

### **November 4 – 6, 2010**

The National Middle School Association will host its 37<sup>th</sup> annual conference in Baltimore, Maryland. This conference will give participants the information, tools and encouragement needed to provide a high-quality education for every young adolescent. For further information, [click here](#).

### **November 9 – 10, 2010**

The Summer Changes Everything Conference, hosted by the National Summer Learning Association, will be held in Indianapolis, Indiana. This is the only national conference focused only on summer. At it, summer program practitioners and advocates will gather to discuss how to build, strengthen and expand summer learning programs. For more information, [click here](#).

### **November 18 – 20, 2010**

The Big Tent Conference, hosted by the Search Institute, will be held in Houston, Texas. This Conference brings together youth and adult leaders from many organizations, networks and perspectives to focus on what they hold in common: Ensuring that all children and youth have the opportunity to grow up successfully. For more information, [click here](#).

### **November 18 – 21, 2010**

The National Association of Black School Educators (NASBE) will host its 38<sup>th</sup> annual conference in Fort Worth, Texas. NASBE is the nation’s premier association of African American educators. Nearly 4,000 attendees from across the country are expected to join this event, which will include workshops, more than 250 exhibits, and networking opportunities with members and friends of NASBE. For further information, [click here](#).

 **February 23 – 26, 2011**

The 14<sup>th</sup> annual Beyond School Hours conference, hosted by Foundations, Inc., will be held in Atlanta, Georgia. Afterschool advocates will gather for professional development. Participants will also address before- and afterschool, extended day, community-based and summer opportunities, as well as workforce development, higher education, and field-building research. *For information, click [here](#).*

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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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