#### A media outreach newsletter published by the Afterschool Alliance

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#### A NOTE FROM JUDY SAMELSON

Dear Friends:

I wanted to write a personal note to let you know that I have resigned my post as Executive Director of the Afterschool Alliance. The Board of Directors accepted my resignation when it met this week, and appointed my talented and experienced colleague, Jen Rinehart, to serve as Acting Executive Director. The Board will begin a national search for my replacement shortly.

This is a bittersweet moment for me. I will miss this wonderful organization and all its allies, friends and supporters. But I know that I leave the Afterschool Alliance in enormously capable hands, and take great pride in having achieved my goal to establish a strong organization that will continue raising the profile of afterschool with lawmakers and the public.

I have long thought that the Alliance should situate its leadership in its main office in Washington, D.C. and, as many of you know, my family and I live in Michigan. This is the right time to make the transition. This move also will allow me to travel less and spend more time with my family – something I cherish, as I'm sure you understand.

Be assured that the Alliance's essential work will continue and, with your help, its successes will raise the salience of afterschool for years to come. I thank every one of you for your passion and dedication to our shared goal of making afterschool programs available to everyone who needs them by the year 2010. If we stay the course,

Continued on Page Two...

### LAWMAKERS COMPLETE FISCAL YEAR 2005 BUDGET

Congress completed work on the FY 2005 Omnibus Spending Bill last week, sending President Bush a budget that provides \$991.1 million for the 21<sup>st</sup> Century Community Learning Centers (21<sup>st</sup> CCLC) afterschool initiative.

Although the 21<sup>st</sup> CCLC initiative was not specifically targeted for cuts this year, it suffered from a 0.8 percent across-the-board cut imposed on all education programs. Because of that across-the-board cut, the allocation for the 21<sup>st</sup> CCLC is slightly lower than last year, when a smaller across-the-board cut made it \$999.1 million.

Overall, the U.S. Department of Education is receiving \$56.58 billion in FY 2005 – a 1.6 percent increase over last year's education budget.

"The afterschool community's hard work and increasingly sophisticated outreach helped ensure that the 21<sup>st</sup> CCLC initiative was not cut significantly this year, when many other important education programs were," said Afterschool Alliance Acting Executive Director Jen Rinehart. "Still, we have a great deal of work to do. The allocation of nearly \$1 billion is much less than what was authorized in the *No Child Left Behind Act*. Until the appropriation increases, hundreds of thousands of children will have no place to go after the school day ends."

In a promising development, the Gear Up grant program, which supports afterschool and other initiatives aimed at increasing college attendance for high-poverty middle *Continued on Page Two...* 

Samelson, Continued from Page One... we will give every family access to the afterschool programs that keep kids safe, inspire children to learn and help working families.



Judy Y. Samelson



Budget, Continued from Page One... and high school students, received a small increase. Congress appropriated \$306.5 million for Gear Up in FY 2005 – a 2.8 percent increase from last year.

The President's FY 2006 budget proposal is due in February. "Afterschool advocates must continue to press lawmakers for more adequate funding," Rinehart added. "We know that the majority of Americans strongly support afterschool programs because they recognize that they are vitally important to families and communities. The FY 2006 budget must reflect that broad support."



# EIGHT IN TEN VOTERS FAVOR INCREASED AFTERSCHOOL FUNDING

A poll released this month by the Afterschool Alliance shows that American voters want their newly elected officials to increase federal funding for afterschool programs across the nation, even if it means increasing taxes. The poll, conducted on election eve and election day by Lake, Snell, Perry & Associates, Inc., found that 82 percent of voters agree that "our newly elected public officials should increase

funding for afterschool programs." Moreover, when asked if they'd support "increas[ing] funding even if it leads to a tax increase," 76 percent of voters – and 74 percent of Republican voters – said funding should be increased.

"There's no shaking voters' conviction on this question," said Judy Y. Samelson, the Afterschool Alliance's former Executive Director, in releasing the poll. "They see afterschool programs as essential for children, families and communities, and they want elected officials to spend what it takes to make sure quality afterschool care is available."

Other findings from the study include:

- Eighty-eight percent of voters agree that there should be some type of organized activity or safe place for children and teens to go after school (54 percent strongly agree).
- Support for afterschool crosses party and ideological lines. Ninety-three percent of Democrats, 82 percent of Republicans, and 91 percent of Independents agree on the need for an organized activity for children and teens.
- Voters perceive a variety of benefits from afterschool and identify a number of areas in which afterschool can play either an extremely or very important role.
   Two-thirds or more agree that afterschool can play an extremely or very important role in building safer communities; reducing the high school drop-out rates; and preparing young people for college and careers, among other benefits.

"Americans' willingness to spend more for afterschool is grounded in two things," Samelson added. "First, Americans see that afterschool works on many levels, keeping kids safe, helping to inspire learning, and helping working families. Second, they know from personal experience that too many children don't have access to afterschool programs. One reason for that is that the

federal government has failed to live up to the commitment to afterschool that it made in the *No Child Left Behind Act*, badly underfunding the 21<sup>st</sup> Century Community Learning Centers initiative. And the results of that failure are in plain evidence to Americans."

The November telephone survey was designed and administered for the Afterschool Alliance by Lake, Snell, Perry & Associates, Inc. It was conducted on November 1 and 2, 2004, and reached 1,000 self-described definite voters nationwide. The margin of error for the survey is +/-3.1 percent.



# ALBUM SALES TO BENEFIT AFTERSCHOOL

JCPenney and LeAnn Rimes are teaming up this holiday season to support afterschool programs across the country through the sale of Rimes' new holiday album, WHAT A WONDERFUL WORLD. JCPenney will donate the net profits from the sale of the album to fund afterschool programs that are helping more than 20 million kids develop socially, academically, and physically after the school day ends.

The album, which is Rimes' first
Christmas album, is a collection of eight
traditional Christmas classics, including
"White Christmas" and "Have Yourself a
Merry Little Christmas," and three original
compositions co-written by Rimes. The album
was recorded at the legendary Capitol
Records studio with members of the Brian
Setzer Orchestra. It is available at most
JCPenney stores.

"We've adopted afterschool as part of our corporate mission because afterschool programs provide a world of opportunity for children to be successful in school and in life," said Ed Solczak, director of JCPenney Afterschool. "While our efforts help millions of kids, there are millions more who do not

#### SEEKING INFORMATION

The Afterschool Alliance is gathering information on afterschool programs that involve senior citizens in their work. If you know of such a program, please contact the Alliance's Field Development Outreach Coordinator, Rachel Sabella, at rsabella@afterschoolalliance.org with the name, city and state of the program, and contact information for its director.

Thank you!

have safe, supervised afterschool activities to help them reach their full potential."

Rimes said, "I love children and appreciate being a part of JCPenney's efforts to open a world of opportunity for them. I was surprised to learn that more than 14 million kids are unsupervised and home alone after school, when they could be taking part in an enriching experience. Children's learning and growing should not end just because the school day ends, and it's a great pleasure to be able to help. This is truly in the spirit of Christmas."

Together, JCPenney and JCPenney Afterschool have contributed more than \$41 million to support afterschool initiatives since 2001.

JCPenney Afterschool is committed to helping provide children with high-quality, affordable afterschool programs to help them reach their full potential. The JCPenney Afterschool Fund is a non-profit, 501(c)(3) organization contributing financial support to five of America's leading Afterschool child care providers and advocates – YMCA of the USA, Boys & Girls Clubs of America, Afterschool Alliance, 4-H and Junior Achievement. JCPenney Afterschool's support helps provide safe, fun and educational afterschool programs and raise awareness of the need for more such programs across the country. For more

information, visit www.jcpenneyafterschool.org.



#### SEEKING INFORMATION

The Afterschool Alliance is interested in gathering information on afterschool programs that have been - or may beforced to close when their federal 21st Century Community Learning Centers grants are spent. If you know of such a program, please contact the Alliance's Field Development Outreach Coordinator, Rachel Sabella, at rsabella@afterschoolalliance.org with the name, city and state of the program, how many students it serves, and contact information for its director. Thank you!

### AFTERSCHOOL PROGRAM PRODUCES GOLD MEDALIST

A student from the After-School All-Stars of Greater San Jose has captured the gold for his weight class at the 2004 Junior Pan American Judo Championship Games.

Twelve-year-old Matthias Montes competed against athletes from Canada, Mexico, and many South American and Caribbean nations to capture the first place prize in Santo Domingo, Dominican Republic, last month.

Montes joined the After-School All-Stars program, conducted in partnership with San Jose State University, three years ago. After starting as a novice, he progressed quickly and is currently the number one ranked judo champion in the U.S. in his weight group. This latest achievement caps off a stellar season for Montes, who since March has won first place at statewide and national judo competitions as well as the Junior U.S. Open,

which draws judo competitors from around the globe.

The Montes family is "absolutely amazed" at their son's performance and credits the program for his achievements. "He has not always enjoyed such success at school and has sometimes had to endure difficult times in prior school years," writes the family in a recent thank-you letter to the program. "His increased self confidence, poise, and can-do attitude has contributed to his current success and we can only thank you all in the organization for helping him achieve this level."

The After-School All-Stars of Greater San Jose, headed by Executive Director John Poch, a 2004/2005 Afterschool Ambassador, provides daily afterschool programming free-of-charge for approximately 1,500 young people.

The City of San Jose will present Montes with a commendation and California Governor Arnold Schwarzenegger, founder of the After-School All-Stars Foundation, plans to send him a congratulatory letter. In reflecting on his win and the support he received from his afterschool program, Montes noted that the program "made me try to be my best."



#### IN THE NEWS...

National – This fall, thousands of students across the nation learned valuable financial skills in a new program sponsored by the Junior Achievement program and funded as part of a \$1.5 million grant from The Allstate Foundation. "JA Economics for Success" teaches students about the importance of budgeting, good management of personal credit, and the benefits of a college education. A newsletter for parents and a CD-ROM with games supplement the classroom curriculum. The program was piloted in 14 cities this year, and will be implemented nationally in the

spring of 2005. For more information, visit www.ja.org.

Massachusetts – The Boston Teachers Union is pledging extra support for afterschool students with its "Homework Helpers" program, reports *Education Week*. Union members recently approved spending \$44,000 to pay teachers to tutor students one evening per week in all 27 of the city's libraries for the rest of the school year. The program is sponsored by the union, the city of Boston, and the school district.

New Hampshire – A new afterschool program for girls is gaining popularity in Newport, reports the *Eagle Times*. "Girls Under the Hood," an eight-week program sponsored by Girls Inc., offers an intensive, hands-on auto mechanics course for girls. The program, which recently received a grant from the New Hampshire Charitable Foundation, has brought women from all corners of the automotive industry to speak with students, including a former race car driver, a car safety and design specialist, and an auto technician. Organizers hope to show girls that non-traditional career paths are acceptable.

New Hampshire – The Corporation for National and Community Service, the federal agency that provides opportunities for Americans of all ages and backgrounds to serve their communities, recently awarded a \$450,000 challenge grant to PlusTime NH, reports the *Union Leader*. PlusTime NH provides technical support to programs, communities and individuals to create and sustain high-quality afterschool programs throughout New Hampshire.

New York – In November, The After-School Corporation (TASC) held its first annual TASC Treasure Hunt, a creative staff development activity in which ten staff teams visited afterschool programs across New York City. TASC staff gained invaluable insight by participating in activities and conducting interviews with students, principals and afterschool program staff. The Treasure Hunt's aim was to offer a staff development day that kept staff tied to the mission of their work and highlighted program content.

**New York** – In late November, a courtappointed panel in the Campaign for Fiscal Equity (CFE) lawsuit concluded that New York City schools need \$5.6 billion more each year – a 44 percent increase to the current budget - to give students a "sound, basic education," reports New York Newsday. As part of the assessment process, Lucy Friedman, President of The After-School Corporation (TASC) – a New York-based organization that provides grants, training and technical support to afterschool programs testified before the New York City Council Commission on the Implementation of CFE. Friedman made the case that afterschool programs offer myriad benefits to children and communities and recommended that a public/private investment of \$650 million would ensure the availability of afterschool programs for all children in New York City by the year 2010. TASC estimates that as much as \$200 million is already being directed to afterschool in New York City through a mix of federal, state, city and private funding.

Washington, D.C. – Fifteen-year-old soccer champ Freddy Adu recently helped the D.C. Boys & Girls Club launch the NikeGO Afterschool Program. Adu, a player with both the U.S. National Team and D.C. United, was joined by U.S. Surgeon General Richard Carmona, D.C. Congresswoman Eleanor Holmes Norton and community leaders who stressed the importance of physical fitness for children. Conducted in partnership with SPARK (Sports, Play and Active Recreation for Kids), a national organization dedicated to reducing childhood obesity, the program provides afterschool instructors with training, lesson plans and sporting equipment to

increase students' physical activity. The program will be launched at 42 sites in Chicago, New York and Los Angeles and will serve approximately 12,000 students. For more information about these programs, visit www.nikego.com and www.sparkpe.org.

**Wisconsin** – Teens in Racine are helping younger students transition from elementary to middle school with help from a new grant, reports the Milwaukee Journal Sentinel. The Racine Family YMCA's "Teen2Teen" afterschool program pairs sixth-graders with high school mentors who help them with homework and offer moral support to ease the shift from childhood to adolescence. The program is one of 31 YMCAs nationwide to receive grants that help teens develop a service plan for a needy group in their community. Remembering their own difficult transitions to adolescence, and noticing a gap in services for 12-year-olds, Racine students created the Teen2Teen program. The project will be filmed by the teens as part of a documentary to be screened for the community at a later date.

## SUSTAINABILITY PROFILE:

#### **East Side Learning Center**

The swirl of presidential campaigning is hardly novel in New Hampshire, proud home of the nation's first primary. But the students and staff of Concord's East Side Learning Center still found October's visit from would-be Second Lady Elizabeth Edwards to be more than a little out of the ordinary, even a bit overwhelming. Director Amy Upton says the visit was "very educational for me, and a huge thing for the kids, but I wouldn't want to do it again anytime soon!"

Mrs. Edwards ended up at East Side courtesy of PlusTime NH, which provides technical support to New Hampshire

afterschool programs and advocates for afterschool in the state capital and elsewhere. A longtime supporter of afterschool, Edwards approached PlusTime, which referred her to East Side in part because it had recently become the first program in the state to apply for accreditation. Her visit on October 12 generated considerable attention in local media, most focused on the candidate's wife, but some on the center's track record of quality afterschool care.

Indeed, quality has been a hallmark for the East Side Learning Center since Upton founded it nearly 15 years ago in a church basement. Upton had recently moved to Concord from Detroit and, frustrated by the available choices for childcare, she approached her minister father's church about establishing a program for pre-K children. The daycare program opened with 12 children, all pre-school, in January 1990, but as children advanced into kindergarten and on to elementary school, the need for ongoing afterschool care became clear to Upton. Besides, she says, "we were attached to the kids and didn't want to send any of them away."

So Upton expanded the program to include afterschool care. Before long, however, the program began bumping up against capacity limits. Since afterschool children were there only in the afternoons, and therefore a source of limited revenue by comparison to all-day children, Upton faced the difficult problem of where to find space to care for more children without breaking the bank.

At about that time, Upton attended a PlusTime NH conference, and connected for the first time with the larger afterschool community in the state. She describes what she learned there as revelatory: "I realized that I was expecting our kids to function in a preschool environment, where nothing was age- or physically appropriate for them. That's when I realized I had to make a bigger change. And I remembered that one of the speakers at church had said one Sunday that

the church wasn't a church until the people come in. So I had this idea that if we got rid of all the pews in the church, we could divide the large sanctuary into several areas, and that we'd be able to provide care to many more kids in age-appropriate settings." The church eventually agreed and, in something of a leap of faith, sold its pews, replacing them with removable chairs, and told Upton she could use the sanctuary until she could raise the funds to construct a new facility on church premises.

That's precisely what Upton set out to do and, eight years later, on the strength of a number of grants, fundraising events, and a large bequest from Upton's grandmother, a new gymnasium now stands on church property. Each weekday, Upton and her staff of 32 provide afterschool care for more than 200 children – most in the afterschool program. Although the facility is available to the church for dinners and various weekend events, Upton's program is secular.

East Side uses a unique system built around 68 different clubs for students, with eight to ten clubs offered each day. Some are academic, like homework and reading; others are focused on various hobbies or career interests, such as cheerleading, marketing, cooking, and advertising; and some are service-oriented, like a drama club that produces skits for a senior center across the street. Students earn "East Side Dollars" at the various clubs, and can spend them to participate in some clubs – a sports club, for example – or at the program's "store," where various donations from community businesses, as well as products produced by the clubs are available. So a student might earn ten East Side Dollars at homework club, and buy a cookie with it at the store. In addition, the clubs reach out to the community to stock the store, soliciting donations from businesses.

Upton also points out that clubs are almost always designed to meet the needs of children at various developmental levels. As a result, she says, ADHD students can easily find outlets for their energy, and developmentally delayed children are integrated into appropriate activities.

The program's operating budget – made more manageable because it has its own facility – is funded by a daily \$12 fee for students, several grants, and a number of fundraising events and activities. About ten percent of the children receive state assistance to cover their participation fee.

Like any number of afterschool programs across the country, the East Side Learning Center is the product of vision, hard work and commitment – from a church that turned over its basement and then gave up its pews; local businesses that contributed dollars, volunteers, and products; parents and community members who donated their time to lead clubs in areas of interest; and a founder and staff who built a thriving program from scratch because they saw a pressing community need.



#### RESOURCES

#### **Financial Literacy Resource**

Wells Fargo Bank has produced a free, online tutorial to educate youth about savings, investments, budgeting and other financial subjects. "Hands on Banking" features animated lesson plans in English and Spanish geared toward elementary, middle and high school students as well as adults. The web site, at www.handsonbanking.com, also offers downloadable teacher guides to accompany each lesson.

#### **Post-Election Resources**

As you begin planning advocacy activities for next year, it is important to keep in mind the post-election political climate. Shortly after the election, the Alliance held a national meeting to discuss the best ways to advance afterschool in this post-election environment. The Alliance has gathered a number of related

resources on its web site to help you design a legislative or policy agenda for afterschool in your community. For more information, please visit www.afterschoolalliance.org/elections/elections\_2005.cfm.

#### **Out-of-School Time and Civic Engagement**

The Forum for Youth Investment, with support from the Chares Stewart Mott Foundation, has published a new policy commentary that discusses incorporating civic engagement in out-of-school time programs. The commentary can be downloaded at www.forumforyouthinvestment.org/comment/OST-PC8.pdf.



#### **FUNDING OPPORTUNITIES**

#### **Youth Funders Database**

The After-School Corporation (TASC) and the Partnership for After-School Education (PASE) have created a searchable, online database of public and private funding opportunities for youth-serving organizations. The "Youth Funders Database" provides the latest public and private funding information, including ongoing funding sources and timesensitive RFPs. The database was generously funded by Blue Ridge Foundation, Deutsche Bank Americas Foundation, Guttman Foundation and New York Community Trust. To access the database, log onto www.tascorp.org/toolbox/fundingdb.

# **Grants for Youth Nutrition and Fitness Programs**

The General Mills Champions Youth Nutrition and Fitness Initiative will award grants to community-based groups that develop creative programs to help youth (ages two to 20) adopt a balanced diet and physically active lifestyle. Grants will be awarded to programs that demonstrate significant potential impact on youth groups that are at-risk or that have an impact on large populations of youth. The deadline is February 1, 2005. For more information, visit www.generalmills.com/corporate/commitment/champions.aspx.

#### **Volvo Butterfly Award for Child Heroes**

Volvo is currently accepting nominations for its Butterfly Award, which honors child heroes who have shown extraordinary conscience, care and character in helping others. The award is a \$25,000 contribution to a charity selected by the winning child and his or her family. The award was created in honor of Alexandra Scott, a little girl who was diagnosed with cancer and started a lemonade stand to raise money for children's cancer research. By the time she was seven, Alex's lemonade stand had become an international movement, with kids around the world selling lemonade to fight cancer. When Alex died of cancer, at age eight, she had raised more than \$700,000. The deadline for nominations is January 10, 2005. For more information on the award or to make an online nomination, visit www.volvoforlifeawards.com. For more information on Alex's story or for materials to help children in your community hold their own Alex's Lemonade Stand fundraiser, visit www.alexslemonade.com.



#### MARK YOUR CALENDAR

February 16 – 19, 2005
FOUNDATIONS, Inc. will host its 2005
Beyond School Hours VIII® national
conference in Atlanta, Georgia. The Power of
Partnership conference will include
successful, content-rich, afterschool program
models, as well as network opportunities with
community, school, university and
government leaders. There will be
discussions on current policies and practices
that impact programming and school systems
and on methods to maximize resources and
funding strategies for schools and afterschool

programs. The conference is hosted in partnership with the U.S. Department of Education, 21<sup>st</sup> Century Community Learning Centers Program and is sponsored by the Annie E. Casey Foundation and the Annenberg Foundation. *For more information or to register online, visit: www.foundationsinc.org.* 

#### **February 24 – 26, 2005**

The National AfterSchool Association (formerly NSACA) will host its 2005 conference from February 24-26 in San Antonio, Texas. The conference will bring together 2,500 afterschool professionals – the largest conference of the profession – for practical, thought-provoking programs, sessions, and events. For more information, visit www.naaconference.org or call 800-606-0061.

#### *March 9–11*, 2005

The Coalition for Community Schools will hold its fourth annual conference from March 9-11 in Chicago, Illinois. The three-day national forum will bring together leaders from across the U.S. implementing local community-school initiatives to share their practical experiences. For more information or to register, visit www.communityschools.org.

#### *April 15 − 17, 2005*

Youth Service America will sponsor its 17<sup>th</sup> annual National Youth Service Day, a public awareness and education campaign that highlights the contributions young people make to their communities throughout the year, and mobilizes millions of young people to address the needs of their communities. *To learn more, visit the organization's web site at* 

www.ysa.org/nysd/lead\_agencies/la\_faq\_pare nt.cfm.

The Afterschool Alliance is a nonprofit public awareness and advocacy organization supported by a group of public, private, and nonprofit entities working to ensure that all children and youth have access to afterschool programs by 2010. 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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