

Afterschool Advocate

A media outreach newsletter published by the Afterschool Alliance

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AFTERSCHOOL FUNDING EMERGES AS ELECTION ISSUE

In every corner of the country, candidates for school superintendent, mayor, Congress and even President are vowing to increase funding for afterschool programs in recognition of the importance of the issue and its appeal to voters.

Support for afterschool makes good political sense. A poll conducted for the Afterschool Alliance last fall found that nine in ten voters (94 percent) agree there should be some type of organized activity or place for children and teens to go after school every day that provides opportunities for them to learn. The poll found that support for afterschool was strong across all demographic and party lines.

U.S. Conference of Mayors

In a measure of the growing support, the bi-partisan U.S. Conference of Mayors rallied behind afterschool programs in June. At their 72nd annual meeting, the mayors passed a resolution calling on President Bush to increase funding for the federal 21st Century Community Learning Centers (21st CCLC) afterschool initiative to \$2 billion next year.

The resolution urges federal, state and local governments to increase their investment in afterschool programs because afterschool programs “provide a way for communities to reduce the risk of youth involvement in crime, violence, substance abuse, teenage pregnancy and gangs” and “enhance the physical, social, emotional and moral development of youth.”

Kerry Proposal

Senator John Kerry (D-MA), the Democratic nominee for President, recently unveiled a plan that would provide full funding for the 21st CCLC initiative. The *School's Open 'Til 6* plan would significantly increase funding for afterschool programs, keep schools open later, and offer reliable transportation so children can get home safely.

Senator Kerry also pledged to fully fund the “No Child Left Behind Act,” which would increase afterschool funding from its current \$1 billion level to \$2.5 billion in 2007. This would give afterschool opportunities to 3.5 million students – a significant increase from the 1.4 million children currently served by federally funded afterschool programs.

“Increasingly, candidates from both political parties recognize that afterschool is a winning issue because there is a compelling and urgent need for safe, reliable afterschool care,” Afterschool Alliance Executive Director Judy Y. Samelson said. “Today in America, one in three middle school students care for themselves after school. With juvenile crime spiking between 3 and 6 PM, we all benefit when youth are in safe, learning, supervised activities.”

Support from Senator Dole

In another noteworthy move, U.S. Senator Elizabeth Dole (R-NC) wrote a letter to Senate Appropriations Committee leaders in July urging them to increase funding for afterschool programs in Fiscal Year 2005.

“My request for a modest ten percent increase of \$100 million would allow 140,000 more youth – 3,200 in North Carolina – the opportunity to participate,” the Senator said in her letter. “It is a step in the right direction...”

I believe that an investment of \$1.1 billion for the 21st CCLC Program is the right thing to do for our communities, for working families, and for children throughout America.”

“Senator Dole has demonstrated that she is a true champion for children by asking for an increase in federal afterschool funding next year,” Samelson said. “Afterschool funding has been stalled at \$1 billion for four years, and millions of children are missing out on the learning opportunities and other experiences these programs provide. As an important new voice, Senator Dole’s actions have helped to raise the level of debate on this vital issue in the Senate.”

More information on how afterschool advocates can raise the issue in the context of elections, in a nonpartisan way, is available at www.afterschoolalliance.org. Click on the “2004 Elections Guide” button on the upper right.



LIGHTS ON AFTERSCHOOL! 2004

Be sure to join afterschool advocates across the country for the fifth annual *Lights On Afterschool!* on **October 14**. Be part of this effort to save afterschool programs imperiled by funding cuts and underscore the need for quality afterschool programs for all children.

To learn more about how to participate or to register your event, visit www.afterschoolalliance.org. Help turn the lights on at afterschool programs!



IN THE NEWS...

California – On June 16, LA’s BEST (Better Educated Students for Tomorrow) joined Los Angeles Mayor Jim Hahn and members of the *Cheers* cast to honor actress Rhea Perlman and Target Stores for their commitment to enriching the lives of children and families in Los Angeles. Perlman was honored for her positive impact on the lives of children, their families and communities. She has supported LA’s BEST since the program started more than 15 years ago. Target was honored for its commitment to support and empower the communities it serves. Target gives back more than \$2 million per week to education, the arts and social services. Locally, Target has supported LA’s BEST by funding its literacy component as well as awarding \$10,000 worth of library books to a local LA’s BEST partner school. For more information about LA’s BEST, visit www.lasbest.org.

California – The Major League Baseball Players Trust awarded a \$10,000 grant to the Volunteers of America office in California to help fund a before-school and afterschool program for children in low-income housing in the state. In 2002, the Major League Baseball Players Trust partnered with Volunteers of America to promote the nurturing and well being of America’s children. The partnership, Share with a Child, features personal involvement from Major League baseball players and their families with youth programs conducted by Volunteers of America’s local offices throughout the United States. For more information about Volunteers of America, visit www.VolunteersofAmerica.org.

California – The Chabot Space & Science Center recently received a \$2 million grant from the Gordon and Betty Moore Foundation for its Techbridge afterschool program for girls, reports the *Contra Costa Times*. The Techbridge program engages girls in science

and technology that is both appealing and educational. With the assistance of role models and peer support, the program encourages female students to pursue science, technology and engineering careers. For more information, visit www.chabotspace.org/visit/programs/techbridge.asp.

Georgia – The federal Center for Abuse Prevention recently honored the Atlanta-based Clinic for Education, Treatment and Prevention of Addiction (CETPA), reports the *Atlanta Journal-Constitution*. The award recognized CETPA’s afterschool and summer programs for Latino children, based in five metro-Atlanta schools, which help prevent youth from abusing tobacco, alcohol or other drugs by involving them in community and educational activities.

Maryland – Hartford County resident Jaime Myers received the Girl Scout Gold Award - the highest honor awarded to a Girl Scout between the ages of 15 and 17 - for creating an educational kit filled with supplies, reports the *Baltimore Sun*. Myers’ kit was used at the Youth’s Benefit Elementary School’s afterschool program to help students with their homework.

New Hampshire – New Hampshire Governor Craig Benson recently announced a new initiative to raise \$1.5 million for afterschool programs for New Hampshire youth. “The 3 to 6 Challenge” was launched in partnership with Plustime NH, a local non-profit education organization. The initiative will target local business leaders for support, reminding them that employees are more productive when they are not worried about their children’s post-school whereabouts.

New York – Policy Study Associates, Inc., the independent evaluator of The After-School Corporation (TASC), recently completed its five-year assessment of TASC-supported afterschool programs in New York

City. Evaluators found that TASC program participants showed significant gains in math achievement and regular school-day attendance. The evaluation will help TASC and other afterschool providers identify successful program models and best practices. The TASC model has been replicated in other communities across the country, most recently by New Jersey Governor James E. McGreevey who earlier this year launched “NJ After 3,” a program to expand access to afterschool programs for all New Jersey’s children.

Ohio – The Dayton Urban League received a \$80,000 MetLife Foundations Healthy Community grant for its Academic Enrichment Program and STARS program (Science, Technology, Arithmetic and Reading Support program), reports the *Dayton Daily News*. Approximately 400 high school students participate in the enrichment program, which helps them pass proficiency tests. The STARS program is an afterschool program specifically designed for second through sixth graders.

Rhode Island – Ninety-six percent of Rhode Island parents agree that there should be some type of organized activity or place for children to go after school, finds a preliminary survey report from the United Way. When asked if they would support an optional afterschool learning and activities program that could run until 6 PM, 82 percent of parents said they would support the creation of such a program and 84 percent said they were likely to enroll their children. The findings were released at the “After-School: Expanding Opportunities for Rhode Island’s Kids” conference sponsored by the Governor’s Office, the Rhode Island State Department of Education and the United Way of Rhode Island in conjunction with the National Governor’s Association and the Rhode Island After School Plus Alliance.

Rhode Island – On June 28, Providence Mayor David N. Cicilline announced the kick-off of the Providence After School Alliance, a new public-private venture designed to transform out-of-school time for Providence middle-school age children and their families. The first phase of the program will begin immediately, leading to the rollout of a wide range of high-quality learning, recreational and creative opportunities expected in the fall of 2005. On behalf of the Providence After School Alliance, the Mayor also accepted a \$1 million gift from the FleetBoston Financial Foundation, a Bank of America philanthropic organization. The gift will support the system-building phase of the initiative: implementing universal quality measures, developing neighborhood hubs; and bolstering the resources of the nine city-run recreation centers.



IN THEIR OWN WORDS...

“It’s good news that five Iowa school districts have been awarded federal 21st Century Community Learning Center grants: Clinton, Fort Madison, Iowa City, Keokuk and Storm Lake. They’ll share \$1.5 million a year over five years to develop or expand programs for students before and after school and during the summer. Yet it’s frustrating, too. Every school district in Iowa needs to offer such programs. The vast majority do not, partly because they can’t afford to. Working families should be able to count on schools to provide child care with a focus on achievement. The school building is an ideal location, and limiting its education mission to six or seven hours a school day makes no sense. Yet only about 70 of 368 school districts offer summer child care, about 90 offer care before school, and 113 offer afterschool care, according to the Iowa Department of Education. Broader support – local, state and federal – is essential. Schools shouldn’t have to compete for limited grant

dollars. Financing also must be reliable, year after year.”

- Editorial, *Des Moines Register*, July 13, 2004

“There has been a surge in afterschool programs nationwide in recent years. In Louisiana, we are fortunate to have Boys and Girls Clubs, YMCAs, religious organizations and other concerned groups that work to keep children busy and safe. Still, according to the nonprofit, public awareness group Afterschool Alliance, only 15 percent of Louisiana’s K-12 youth participate in afterschool programs. We should be moving forward in addressing this problem. Instead, however, a backward step has been taken nationwide. Much of the funding for the recent healthy increase in afterschool programs came from the federal government’s 21st Century Community Learning Centers initiative, designed to boost kids’ academic achievement while protecting them from the perils that unsupervised kids are likely to encounter between 3 PM and 6 PM. Now, the initiative is being denied resources that were authorized in the Bush administration’s No Child Left Behind Act. A decline in the availability of afterschool programs will mean an even greater risk of more juvenile crime, more young crime victims, more teen pregnancy, and more academic struggles... We ask our readers to join us in urging our Washington delegation to work for more - instead of less - federal funding for afterschool programs.”

- Editorial, *Lafayette (LA) Daily Advertiser*, July 10, 2004

“Afterschool programs that keep children busy and learning until their parents can take them home provide so many benefits for families and the community that funding them should be a top priority. With federal grants disappearing, the tab for these irreplaceable educational programs locally falls to Salt

Lake City and the Salt Lake City School District. The potential benefits make it essential that they pay it... In the current federal climate of budget cuts for social programs, the city should work with the school district to keep afterschool programs operating... The Salt Lake School Board will ask voters to approve a tax hike to provide \$500,000 a year for afterschool classes, only about one-fifth of what the district got from federal grants. It would raise taxes on a \$100,000 home \$2.20 a year. A tax hike is never welcome, but voters would be wise to approve this one, considering the return on investment... Children are a community responsibility. If left to their own devices, they can become a community liability.”

- Editorial, *Salt Lake Tribune*, June 15, 2004

“...we are living in a very different kind of society with different kinds of neighborhoods. But for that single parent, I would say that we’ve got to be creative. And I would look to afterschool programs. As you know, I am a huge advocate for afterschool programs because I think that they can be such a valuable resource. That is, the highest incidence of teen-age pregnancy and juvenile crime is that period right after school from three to six, when there are not enough helpful, responsible eyes on our young people. So for that single parent that’s not in a village that we were so fortunate to grow up in, then you’ve got to find it. You’ve got to find it in the Boys and Girls Club. You’ve got to find it in sports activities after school. So many public school systems are having to cut back, I realize that, but be as creative as we can to find other positive things for our children to be connected to.”

- Guest Judge Glenda Hatchett,
National Public Radio’s Tavis Smiley Show, June 17, 2004

“I live in San Francisco and I’m an eleven-year-old ‘kid’ – too old for babysitting, but too young to be left on my own. I am writing to let people know how important it is for me that Gov. Arnold Schwarzenegger and Mayor Gavin Newsom keep their promise to take care of the needs of children. They should be putting money in child care, afterschool programs, education, health care and other services for children. My mom works a lot and she needs help - like someone to pick us up from school or take us to our afterschool activities. If children get as much attention as we should be getting, then we don’t do bad things. The more positive attention we get, the better for our self-esteem. Quality programs for children mean our government cares. Kissing babies is cute, funding child care is great!”

- Francis Cruz, Letter to the Editor,
San Francisco Chronicle, June 30, 2004



SUSTAINABILITY PROFILE:

Madison’s ‘Safe Haven’ Sustained By Persistent Outreach

In the 12 years since its founding, the “Safe Haven” afterschool program has relied on a variety of funding streams to keep the doors open at its ten sites in largely low-income, high-risk neighborhoods in Madison, Wisconsin. The program began in 1992 with funding from a U.S. Justice Department “Weed and Seed” grant, but has since developed a range of public and private funding mechanisms to sustain itself.

Safe Haven serves approximately 1,000 children, more than three-quarters of whom are from low-income families – two sites serve homeless children exclusively. Most Safe Haven sites are at Madison public schools, although a few are in neighborhood apartment buildings. Students typically

begin their afternoons with a snack, and then rotate through a homework/quiet session – at which homework help is provided – and an outside play period. Safe Haven director Eileen Otis says that one point of particular emphasis for the program is to establish and maintain sound relationships with school principals. “They know and work closely with our staff,” she explains. “So if a kid has an altercation during the day, my staff finds out, and is prepared.”

Building and sustaining the program through the years has required a variety of funding approaches. Mindful that its initial Weed and Seed grant would expire in the late 1990s, program leaders began planning in advance for ways to identify and secure other sources of funding. The program eventually secured an ongoing commitment for a share of the school district’s annual tax levy. Today that is the main funding stream, but it is supplemented by several other sources – federal, state, local, and private.

One significant source of revenue has been the federal Temporary Assistance for Needy Families (TANF) program, which began in the late 1990s with an allotment in excess of \$700,000 – Safe Haven’s budget was at roughly \$2 million at the time. Safe Haven first considered accessing TANF funds with more than a little reluctance. While not wanting to ignore the prospect of such significant support, administrators worried that the funds might be short-lived. Local officials expressed confidence that TANF dollars would continue to flow to Safe Haven at roughly that same level for the foreseeable future, but a state budget crisis proved Safe Haven’s worries well founded, and officials diverted most of the funding to other projects. The current year’s TANF allotment for Safe Haven is closer to \$100,000.

The TANF money also came with a requirement that program fees be charged, albeit on a sliding scale so as not to burden poorer families. Fees now account for less than ten percent of the program budget, and Otis says they are often waived or reduced for

children receiving federal lunch subsidies. Still, the fees help generate a reliable source of revenue and help build commitment to the program among parents.

In addition, Safe Haven receives donations from the United Way, after following a straightforward application process, following up on the suggestion of a member of Safe Haven’s advisory board who also is affiliated with the United Way. The contribution also comes with a measure of technical assistance on private fundraising issues. In the past, Safe Haven has received funding and in-kind contributions from local companies, including the Madison-based Oscar Mayer Foods.

Together with in-kind donations and resources from local school districts, fire and police departments, as well as parks and recreation programs, and the city library system, Safe Haven has managed to assemble support sufficient to sustain a program that touches the lives of hundreds of families in Madison, providing adult-supervised care for children, at least some of whom might otherwise be left to fend for themselves in the afternoons.



SUPPORT CONTINUES TO BUILD FOR AFTERSCHOOL PROGRAMS

During its 108th annual national convention in California in late June, the National PTA passed the following resolution:

WHEREAS, Between seven and 15 million U.S. children return from school to an empty house on any given afternoon; and

WHEREAS, Violent and juvenile crime triples in the hours from 3:00 PM – 8:00 PM, and it is during these hours that children face the most serious danger of becoming victims

of crime or participants in substance abuse and early sexual activity; and

WHEREAS, Afterschool programs are proven to reduce crimes against children, crimes by children, and incidents of other risky behaviors among children, and afterschool programs have the support of America’s police chiefs as the most effective solution for these problems; and

WHEREAS, Quality afterschool programs promote academic success and positive social relationships; and

WHEREAS, Nine out of ten voters agree that children and teens need some type of organized activity or place to go after school every day; and

WHEREAS, Afterschool programs save taxpayers more than \$2 for every dollar spent, and voters want to see all levels of government make a financial commitment to afterschool programs; therefore be it

RESOLVED, That National PTA urges local and state government and the federal government to make an increased investment in funding quality afterschool programs, accessible to all children, and where possible using school facilities; and be it further

RESOLVED, That National PTA urges all of its constituents and members to work with local communities to establish affordable, quality afterschool programs.



TERRY PETERSON TO CHAIR BOARD OF AFTERSCHOOL ALLIANCE

Former U.S. Department of Education Official Terry Peterson, Ph.D. has been appointed to chair the Afterschool Alliance

Board of Directors. Peterson, widely considered a national expert on education policy, is director of the Afterschool and Community Learning National Resource Network, and is currently the University of South Carolina Educational Foundation Senior Fellow for Policy and Partnerships. He holds a similar position at the College of Charleston. Peterson also serves on committees for John Hopkins’ Center for Summer Learning and the New York University’s Institute on Social Policy and Education Reform, among others.

“Terry Peterson brings a wealth of experience to the Afterschool Alliance,” Executive Director Judy Y. Samelson said in announcing the appointment. “He has dedicated much of his life to strengthening education at the local, state and national levels so that America’s children will have a better foundation and chance to succeed in the workforce and in life.”



FUNDING OPPORTUNITIES

“Let’s Just Play”

Nickelodeon’s “Let’s Just Play” campaign, which celebrates active, healthy lifestyles for kids, is announcing its first call for entries for a newly established “Let’s Just Play” grants program, offering a half-million dollars in awards to schools and afterschool programs to provide resources to create and expand opportunities for physical play. Elementary schools, middle schools and afterschool programs across the country are eligible to enter the grants program by participating in “Let’s Just Play” events within their own local communities. Criteria for entries, step-by-step details about how to apply and other information is available at www.everythingnick.com.

In addition to the grants program, “Let’s Just Play” has planned local market events this summer, public service announcements, a televised on-air event in October and multi-

platform information available at Nickelodeon on-air, online and magazine.

Launched in June 2003, the multi-platform “Let’s Just Play” campaign is Nickelodeon’s national, grassroots effort to get kids more physically active and to encourage more positive, healthy and playful lifestyles for kids across America. The first year of the campaign featured community events with The Boys and Girls Clubs of America in local markets including Atlanta, Hartford, Houston, Kansas City, Los Angeles, Miami and Spokane; a star-studded on-air event featuring appearances by Clay Aiken, Hilary Duff, Romeo and Frankie Muniz; and on-air, online and magazine “Let’s Just Play” dedicated content.

Corporation for National and Community Service

The Corporation for National and Community Service has announced the availability of \$2.9 million in funding to support AmeriCorps Professional Corps programs that engage professionals to provide health, public safety, homeland security, education and other human services in needy communities.

The Corporation anticipates making 30 to 60 grants, ranging from \$30,000 to \$100,000. Programs may request an amount of funding outside of this proposed range. These grants will support programs addressing critical community needs through the service of professionals, such as nurses, doctors, emergency medical technicians, other health care providers, teachers, social workers, early childhood development staff, engineers, lawyers, paralegals, police officers and firefighters in communities with inadequate numbers of such professionals.

Eligible applicants include nonprofit organizations, institutions of higher education, Indian tribes, and subdivisions of states, including city and local government entities. Other detailed eligibility restrictions apply.

The application deadline is August 17. For more information and application guidelines, visit www.usafreedomcorps.gov/content/about_usafc/newsroom/announcements_dynamic.asp?ID=627.



MARK YOUR CALENDAR

August 5 – 6

The U.S. Department of Education is sponsoring its Summer Institute in Washington, DC on August 5 - 6. There will be a pre-conference session for 21st CCLC Project Directors held in the afternoon on the day prior to the Summer Institute. This year’s focus is on ensuring that all programs provide exciting and effective content enrichment, and the conference will feature high-quality reading, mathematics, science, arts, technology, and homework/tutoring programs. The program is open to current grantees (including new State-administered grantees), former 21st CCLC grantees that are still operating afterschool programs, and other interested afterschool providers. For more information or to register online, visit www.synergyentinc.com/21stcentury/index.htm.

October 14


Be sure to join afterschool advocates across the country for the fifth annual *Lights On Afterschool!* on October 14. Be part of this effort to save afterschool programs imperiled by funding cuts and underscore the need for quality afterschool programs for all children. To learn more about how to participate and to register your event, visit www.afterschoolalliance.org/loa_2003/index.cfm. Help turn the lights on at afterschool programs!

 **November 4 – 6**

The California School-Age Consortium is hosting its National Middle School Conference, “Take Your Job and Love It!” at the Cathedral Hill Hotel in San Francisco from November 4 – 6. The conference will provide information, activities and ideas on engaging youth in afterschool programs and empowering staff to plan programs that middle school youth will love. For more information, visit www.calsaconference.org.


 **November 10 – 13**

The National Community Education Association (NCEA) is hosting its 39th annual conference in San Diego, California from November 10 – 13. “Creating a Future Without Boundaries” is the largest national gathering of community educators. The conference is designed to help participants create comprehensive community programs, including community schools, for the 21st century. The conference includes information on the latest issues, model programs, best practices, services and products to support participants’ efforts. Join others to learn about community education management and professional development, community education programming and afterschool programs. On November 9, there is a pre-conference workshop on “Building Your Afterschool Program’s Capacity to Provide Rich Academic Content.” For more information, visit www.ncea.com/conferences or call 703-359-8973.

 **February 16 – 19, 2005**

FOUNDATIONS, Inc. is hosting its 2005 *Beyond School Hours VIII*[®] national conference in Atlanta, Georgia from February 16 – 19, 2005. *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 also 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, 21st 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) is hosting 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.



RESOURCES

Kids Count 2004 Data Book

KIDS COUNT, a project of the Annie E. Casey Foundation, is a national and state-by-state effort to track the status of children in the U.S. By providing policy makers and citizens with benchmarks of child well being, KIDS COUNT seeks to enrich local, state and national discussions concerning ways to secure better futures for all children. Their 2004 data book provides a state-by-state statistical portrait of the educational, health and economic conditions of American children and can be accessed at www.aecf.org/kidscount/databook. The web site also provides an easy-to-use, powerful online database that allows readers to generate custom graphs, maps, ranked lists, and state-by-state profiles; or, download the entire data set as delimited text files.

SURFING THE WEB

MENTOR/National Mentoring Partnership

www.mentoring.org/afterschool/

MENTOR/National Mentoring Partnership recently launched the After-School Program Clearinghouse at www.mentoring.org/afterschool/. The clearinghouse is designed to provide afterschool coordinators with the tools and resources they need to add a mentoring component to their programs. It also provides resources on how to implement, manage and strengthen afterschool programs. Other features, many of which are in Word and PDF formats, include: Community Mentoring for Adolescent Development (CMAD) manual which provides extensive content for preparing mentors to work with adolescents; web sites of interest to afterschool programs; and customizable sample tools and templates developed by MENTOR's State and Local Mentoring Partnerships. The After-School Program Clearinghouse was funded by a grant from the Charles Stewart Mott Foundation.

LD OnLine

www.ldonline.org/helpinghelpers

LD Online offers a variety of information and tips on working with children with learning disabilities (LD) and Attention-Deficit/Hyperactivity Disorder (ADHD). The web site provides definitions and an overview of some of the issues affecting LD and ADHD students; strategies for helping kids with LD and ways to improve interaction with Learning Disabled students; an interactive bulletin board to post questions and messages; and a list of resources and web sites. LD Online also offers a free brochure on how afterschool volunteers can help at www.ldonline.org/helpinghelpers/brochure_request.html.

The After School Project

www.theafterschoolproject.org

The After School Project is a national program of the Robert Wood Johnson Foundation aimed at connecting significant numbers of young people in low-income neighborhoods with responsible adults in quality youth development afterschool programs. The Foundation provides grants to three intermediary organizations engaged in developing citywide afterschool delivery systems: After School Matters (Chicago); Team-Up for Youth (San Francisco Bay Area); and Boston's After-School for All Partnership. The After School Project provides technical and organizational assistance to the grantees; convenes meetings; commissions reports on topics salient to the afterschool sector; and works with the Foundation to build upon and share the important lessons of the demonstration. The Project recently launched a new web site, www.theafterschoolproject.org, to share its learning via reports, papers, meeting highlights and other resources. The REPORTS and PUBLICATIONS section now has all the publications of the Project, including its most recent publication *Afterschool Counts! A Guide to Issues and Strategies for Monitoring Attendance in Afterschool and Other Youth Programs*, available for downloading and some are also available in hard copy.



NEW STUDY FINDS DRAMATIC SHIFTS IN ATTITUDES TOWARD CHILDREN

Almost all Americans (97 percent) think that one person can make a difference in the life of a child, and the majority (78 percent) would like to help. In 1995, most Americans blamed parents for the problems children were experiencing and were reluctant to help.

Today, most Americans (72 percent) say that raising children is the responsibility of parents with the support of others in the community. These are the findings from a recent public opinion study conducted for The Advertising Council.

The results of the study appear in the Ad Council’s new report, *Turning Point: Engaging the Public on Behalf of Children*, which offers communications strategies, resources and advice to help advocates –from large organizations to small groups – develop communications to benefit children. The report was presented to leaders in Congress, as well as the non-profit and government communities, at a briefing in Washington, D.C. in June. The MetLife Foundation and the Annie E. Casey Foundation funded the report.

“This report reveals an exciting and unique moment in time for our country, which we must seize to help children,” said Peggy Conlon, President & CEO of The Advertising Council. “Non-profit groups and advocates can use the tools cited in the report to effectively communicate to the public about children. We should all make the most of the public’s new willingness and desire to take action to help kids.”

The Ad Council is a private, non-profit organization that marshals volunteer talent from the advertising and communications

industries, the facilities of the media, and the resources of the business and non-profit communities to deliver critical messages to the American public. Public service campaigns, including the Afterschool Alliance’s public service announcements, focusing on improving the lives of children account for approximately 70 percent of the Ad Council’s docket.

For a copy of the report, visit www.adcouncil.org/research/commitment_children.



Receiving the Afterschool Advocate via email

We would prefer to send you the *Afterschool Advocate* via email so that you can receive it in a more timely manner. If you would like to receive the newsletter by email, please contact editor Ridgely Benjamin via email (afterschooladvocate@prsolutionsdc.com) or fax (202/371-9142). She will need your name, organization, phone and fax number, and email address. Thank you!



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.

The *Afterschool Advocate* is produced for the Afterschool Alliance by PR Solutions, Inc., Washington, DC; Phone: 202/371-1999; Fax: 202/371-9142; E-mail: advocate@afterschoolalliance.org
