



NEWS RELEASE

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Contacts:

[Lisa Lederer](#), Afterschool Alliance

[Annie Hedrick](#), NextUp RVA

New Study: Parents in Richmond, Henrico & Chesterfield Value the Afterschool Programs Their Children Attend, But Four in Five Kids Are Missing Out

RICHMOND, VA — Most parents in the Greater Richmond area (the City of Richmond as well as Henrico and Chesterfield Counties) who want to enroll their children in afterschool programs are unable to do so. The parents of 81,929 of these Greater Richmond children want afterschool programs for them, but just 17,531 students are currently participating – and 64,398 are being left behind. The barriers that most often prevent enrollment are cost (cited by 67% of Richmond area parents who are unable to enroll their children), inconvenient locations (cited by 63%), lack of a safe way to get to and from programs (62%), and programs not being available in their communities (48%). The average cost Greater Richmond parents report paying for afterschool programs is \$131.70 per week.

Those are among the findings of [a household survey](#) commissioned by the Afterschool Alliance and released today. It finds that an overwhelming majority of parents in the Greater Richmond area (93%) favor public funding for afterschool. Nine in ten parents say afterschool programs encourage fun and learning and decrease screen time; build social skills and responsible decision making; and boost teamwork, critical thinking, and social skills. Strong majorities say afterschool programs support well-being (87%), excite students about learning and improve school attendance (80%), and keep kids safe (77%).

[America After 3PM 2025](#) is based on survey responses from 30,515 American households, with 269 households with 441 children in Richmond, Henrico and Chesterfield screened. It was conducted by Edge Research.

“The afterschool community in the Greater Richmond area is doing powerful work, but there aren’t nearly enough programs to meet the demand, and too many students and families are missing out,” said Afterschool Alliance Executive Director Jodi Grant. “The vast majority of parents in the area who want their child in an afterschool program can’t access one, and that needs to change. Quality afterschool programs are essential to student success in school and life. We need more support from government at all levels, businesses, and philanthropy to meet the demand for afterschool programs in the Richmond area, across Virginia, and nationwide.”

Richmond area parents also recognize that afterschool programs offer tremendous benefits to parents, with 94% of those with a child in a program agreeing that it helps parents keep their jobs or work more

hours, and 90% agreeing that it leads to less stress because parents know their child is safe in the afternoons.

"This study reinforces the tremendous value parents place on afterschool programs and the progress our region has already made through continued investment from the City of Richmond and strong partnerships in Henrico and Chesterfield," said NextUp RVA President & CEO, Dr. Traymanesha Lamy. "At the same time, the unmet need is undeniable. Closing that gap will take all of us — local, state and federal government, schools, community providers, and philanthropy — working together with urgency and purpose. We look forward to building on this momentum so every young person in our region has access to high-quality afterschool opportunities."

In most respects, the Greater Richmond findings mirror the national survey findings, which include:

Access is uneven by age.

- More than half the elementary schoolers not in an afterschool program (58%) would be if a program were available, as would 49% of middle school students, their parents say.

Cost is the greatest challenge for families whose child is not in an afterschool program.

- 56% cite cost as an important factor preventing them from enrolling their child.
- These parents cite accessibility as another primary barrier, with 49% saying their child does not have a safe way to get to and come home from afterschool programs and 48% saying program locations are inconvenient.
- Four in ten of these parents (42%) report a lack of programs in their communities.

Satisfaction among parents with students in afterschool programs is high.

- Nearly all parents are satisfied with their child's afterschool program (95%) and rate the quality of the program as excellent, very good, or good (97%).
- Most parents are happy with the opportunities for reading or writing and time to experience the outdoors (both 77%), healthy snacks and meals (75%), and homework help (72%) their child's program provides; and are satisfied the program helps their child develop social skills (90%); work on communication, teamwork, critical thinking, and leadership (82%); learn responsible decision-making (82%); and build confidence (86%).

Parents recognize the benefits for children: safety, skills, school engagement, and well-being.

- The percentage of parents who agree that afterschool programs keep kids safe and out of trouble grew from 66% in 2014 to 78% now.
- More than 8 in 10 parents agree that afterschool programs provide opportunities to learn life skills, like interacting with peers and responsible decision making (85%).
- Three-quarters of parents (75%) agree afterschool programs help children become more excited about learning and improve their attendance.

Parents say afterschool programs support working families.

- 85% say programs provide working parents with peace of mind knowing that their children are safe and supervised, and 84% agree these programs allow them to keep their jobs or work more hours.
- 88% of parents with a child in an afterschool program say that it boosts their productivity and 92% say they are less stressed knowing their child is safe.

Parents want more public funding for afterschool programs.

- 89% of parents favor public funding for programs that provide afterschool opportunities to students in communities that have few opportunities for children and youth. This is a steady increase from 83% in 2009, 84% in 2014, and 87% in 2020.
- Support is the highest among Black families (92%), families in urban communities (92%), households where both parents work (91%), and working moms (90%).

The Greater Richmond *America After 3PM 2025* is made possible with support from NextUp RVA. Findings from the new study [are here](#) and Virginia statewide findings [are here](#). Richmond area data were collected between January 31 and June 18, 2025.

The *America After 3PM 2025* study is based on a survey of 30,515 U.S. parents or guardians with a school-aged child living in their household. It was conducted in English and Spanish using a mixed-mode methodology to reach as many households as possible. The margin of error for the national study is +/- <1%. Previous *America After 3PM* surveys were conducted in 2004, 2009, 2014, and 2020. It is made possible through the Afterschool Alliance's partnership with the New York Life Foundation.

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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.

NextUp is an out-of-school time (OST) intermediary and nonprofit organization expanding access to quality afterschool and summer programs for Richmond youth ages 11 – 19. We convene a network of [partners](#) building Richmond's expanded learning system of youth development programs, resources, services, and opportunities. More information is available at <https://nextuprva.org/>.