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Afterschool Alliance Launches Ad Campaign to Defend Afterschool from Trump Budget

Washington, DC — The Afterschool Alliance today launched a new radio and print advertising campaign opposing President Trump’s proposal to eliminate federal funding for the 21st Century Community Learning Centers initiative, the longstanding federal funding stream that supports afterschool programs for 1.7 million children. The Trump budget released yesterday would eliminate the program altogether, leaving adrift the children, families and communities that rely on afterschool.

The radio ad is airing during morning drive time on Washington’s WTOP all-news station through Friday, February 16. A separate print ad will be wrapped around the Capitol Hill edition of *The Washington Post* on Thursday, February 15. In all, the ad buy totals \$65,000.

The radio advertisement asks listeners “What will happen to our kids?” with no federal funding for afterschool, and invites listeners to learn more at www.AfterschoolforAmerica.org, a new website created by the Alliance to support federal funding for afterschool. An audio file of the ad is [available here](#). The ad’s spoken text follows:

When the school day ends, 10 million children in this country go to a local afterschool program. They get homework help, play soccer, make music, do science experiments and more. Afterschool programs keep kids safe, inspire them to learn and give parents peace of mind.

But the President’s proposed budget would end federal funding for afterschool programs in your community. With no funding, what will happen to our kids? Learn more at AfterschoolforAmerica.org. Paid for by the Afterschool Alliance.

The print ad delivers the same message, telling readers that “The Administration’s budget proposal cuts afterschool programs for 1.7 million children,” and asking, “\$0 for America’s afterschool programs?” The ad is [available for preview here](#).

“This is the second year in a row the administration has tried to eliminate afterschool funding,” said Afterschool Alliance Executive Director Jodi Grant. “Congress wisely and resoundingly rejected this short-sighted funding cut last year, and we intend to mobilize parents, educators, business leaders and the entire afterschool community again to make sure Congress rejects it this year as well. The President’s proposal ignores decades of research demonstrating the many ways afterschool programs support student success. It betrays millions of families who rely on these programs to keep their kids safe, inspire them to learn and provide parents with peace of mind during the sometimes-perilous after school hours. It is, quite simply, a terrible idea.”

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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.