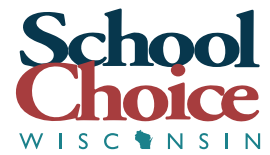


EMPOWERING PARENTS THROUGH CHOICE IN EDUCATION



THE MOVEMENT IS
GROWING!

School Choice Week Celebration

On January 28, School Choice Wisconsin hosted our National School Choice Week celebration at Lambeau Field. School Choice Wisconsin President Nicholas Kelly led the ceremonies as we celebrated amazing students, honored hard-working schools, and remembered how far the school choice movement has come during the last three decades.

Attendees enjoyed student performances by the Roncalli High School pep band, the Sheboygan Lutheran High School chamber choir, and the Dance Academy of Mexico from Milwaukee. SCW Government Affairs Consultant Jim Bender honored the many lawmakers who attended. Guests listened to speakers Shaun Luehring, President and CEO of LUMIN Schools, and Vanessa Moran, Director of Educational Opportunity for the University of Wisconsin. Moran authorized West Allis' newest charter school, Athlos Academy, on stage—the school choice movement actively grew during the event, and it will not stop there.





The movement is alive!

Keynote speaker, former governor, and early pioneer of the school choice movement, Tommy Thompson gave a lively speech about the history of school choice and what the future of the movement holds. He pushed for educational choice for all Wisconsin families.

“Leave it up to the parents. They will make the right decisions, if the state gives us the opportunity. Get rid of the rules and regulations. Allow whoever wants

to choose, choose,” former Governor Thompson said during his speech.

“The movement is alive...we’ve got to keep growing,” he said. That’s true not just for those present at Lambeau Field but for everyone who values parental rights and educational freedom. It is our duty to fight to keep the school choice movement alive and growing.

Wisconsinites Want School Choice for All

Parent choice has grown in size and popularity since the Milwaukee program began in 1990. While nearly 49,000 students are enrolled in the state's private school choice programs, tens of thousands more are excluded because of income and enrollment limits. SCW believes that all families should be able to choose private schools, just as they can choose traditional public schools, charter schools, or enrollment in another district.

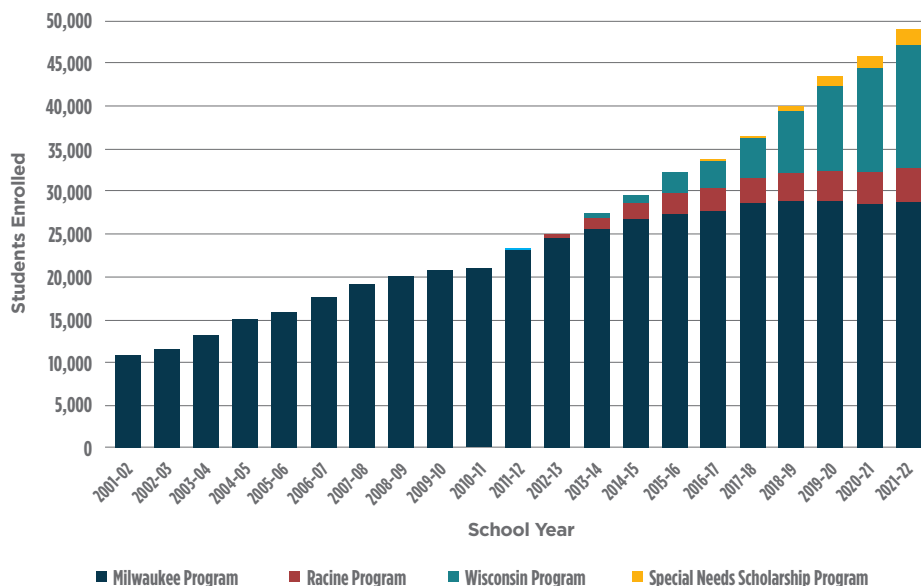
According to a new poll, the majority of Wisconsinites agree. OnMessage Inc., a highly regarded polling firm with deep experience in Wisconsin, conducted a poll of 700 likely voters in February. Their results show 65 percent of Wisconsinites across the political spectrum support removing income limits on parental choice programs.

The poll also shows 74 percent of Wisconsinites believe that parents should have the right to send their children to the school that best meets their needs, rather than being forced to go to their district schools.

"There has been a parental awakening in Wisconsin," said Nicholas Kelly, SCW President. "While voters might be divided on any number of other issues, there is substantial agreement when it comes to educational freedom."

Wisconsinites are in favor of expanding parent options. School Choice Wisconsin works to make those expansions a reality.

Choice Enrollment Keeps Increasing Year After Year



School Choice Wisconsin commissioned OnMessage, Inc. to conduct the study. Telephone interviews were held on February 13-16 with 700 likely voters. An equal number of those who identify as Democrats or Republicans were surveyed. Fifteen percent of those surveyed identified as independent voters. The margin of error is +/- 3.70%.

WISCONSIN PARENTS SHOULD HAVE THE RIGHT TO SEND THEIR CHILDREN TO SCHOOLS THAT ARE BEST FOR THEM RATHER THAN BEING FORCED TO ATTEND SCHOOLS BASED SOLELY ON WHERE THEY LIVE.

73.8%
AGREE

22.0%
DISAGREE

4.2%
Don't Know/
REFUSED

INCOME RESTRICTIONS NEED TO BE DROPPED SO THAT EVERY WISCONSIN FAMILY HAS THE ABILITY TO SEND THEIR CHILDREN TO A SCHOOL THAT'S BEST FOR THEM.

64.6%
AGREE

31.1%
DISAGREE

4.3%
Don't Know/
REFUSED

EVERY SCHOOL AND EVERY STUDENT

Has a Story



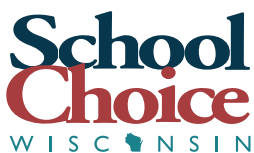
The Parental Choice Program is not just a policy. It is hope for the family that had lost hope that a child could learn to thrive in the classroom. It is transformative for the child who can finally attend the school that best meets his or her needs. It is an opportunity for the teachers, staff, and administrators to support their neighbors with valued alternatives in education.

The program is many things to the real people who feel its powerful results every day. Their experiences are testaments to the good that is borne of educational freedom. That is why SCW believes their stories need to be heard. Our *Real Lives, Real Results* series captures the outstanding stories of students who are thriving now because they were given a choice. Our *RISE* series recognizes the inspiring schools and educators who serve those amazing students.

You can read unique stories from each series by visiting our website, Facebook, Twitter, or LinkedIn.



School choice is helping real kids. Thousands of students throughout Wisconsin are thriving because of the educational options available to them through school choice programs. Scan the QR code for just a few of their school choice stories.



School Choice Wisconsin is a 501(c)3 that works to advance and defend parent choice. It works in tandem with its 501(c)4 affiliate, School Choice Wisconsin Action. Advocates also support the Fund for Parent Choice, a conduit that provides direct contributions to political candidates.