



# ChildCareGroup

## MEDIA KIT

ChildCareGroup began in **1901** as one center on McKinney Avenue in Dallas and had a single purpose: to care for the children of women who worked in the city's cotton industry. While our programs have evolved to meet the needs of the community, this history of caring and workforce support remains at the center of ChildCareGroup's mission. Today, our mission is to champion a strong early childhood system that teaches children and parents, trains early childhood professionals and assists families. We serve parents as well as children because 31 percent of Dallas children live in poverty, and children cannot lift themselves out of poverty. By offering holistic services to parents and children through our **two-generation model**, we can put them on the path to self-sufficiency. Our comprehensive programs fall into three main impact areas: teach, train and assist.

ChildCareGroup provides nationally recognized, evidence-based programming at no cost to **more than 1,200 children** along with their parents to help lift them out of poverty. We use our expertise from our more than 110 years of service to train other professionals in the best standards for early childhood education. ChildCareGroup also assists families with financial assistance for child care and community resources.

**OUR MISSION:** To champion a strong early childhood system that teaches children and parents, trains early childhood professionals and assists families.

**CONTACT US:** To learn more about what's happening with ChildCareGroup, reach out to the Marketing and Communications Coordinator:

Brittney Johnson  
bjohnson@ccgroup.org  
214-905-2446