



DIGITAL TOOLKIT

Texas Women's Foundation (TXWF) is pleased to share our latest white paper, Addressing the Texas Childcare Crisis. Published in partnership with Every Texan, this comprehensive statewide analysis on childcare access and affordability includes a spotlight on Dallas County as a bellwether for an issue that is becoming increasingly urgent.

To help amplify awareness of the childcare crisis and its impact on Texas families and the state's economy, we have created a digital toolkit. Inside, you'll find key data points, shareable graphics, messaging guidance, and sample content that can be used across social media, newsletters, presentations, and community conversations. We encourage you to use these resources to educate your networks, spark dialogue, and elevate the conversation around the childcare crisis in Texas.

The toolkit also includes advocacy actions and next steps you can take to support policies and solutions that will help build a stronger, more vibrant Texas for all, as well as information on how you can support TXWF's Childcare Access Fund.

[***READ AND DOWNLOAD THE FULL REPORT***](#)

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ABOUT TEXAS WOMEN'S FOUNDATION

Texas Women's Foundation (TXWF) raises funds from a broad base of donors, including individuals, foundations and corporations. These resources support nearly \$5 million in investments each year to help eliminate the barriers to women's economic security, stability and success by investing in research, advocacy, grantmaking and education. Since its inception in 1985, TXWF has invested nearly \$90 million in grantmaking in support of Texas women, their families and their futures, and another \$25 million in research, advocacy and education leadership for a total impact of \$115 million over the last 40 years. As TXWF prepares for its next 40 years, the organization's vision for a strong and vibrant Texas for all will remain at the forefront of its work.

TXWF's biannual "Economic Issues for Women in Texas Report" also provides corporate and community leaders, and state and local lawmakers with critical data to inform policies, practices and programs across the state. In addition, Texas Women's Foundation is an acknowledged leader and advocate in the mission-aligned investing movement, deploying 100 percent of its invested assets – endowments, operating investments and donor-advised funds – in a values-based portfolio that yields strong financial returns and social benefits that align with its mission.

ABOUT ECONOMIC ISSUES FOR WOMEN IN TEXAS, 2024

Texas Women's Foundation's fifth edition of the *Economic Issues for Women in Texas Report* examines women's ability to participate fully, consistently and productively in the workforce as it relates to their roles as providers, mothers and caregivers. The report identifies an inextricable link to women's access to supportive work place policies and accessible services related to child care, health care, education and stable housing.

[**READ AND DOWNLOAD THE FULL REPORTS**](#)

ADDRESSING THE TEXAS CHILDCARE CRISIS

KEY FINDINGS:

Affordability:

- Center-based infant care in Texas costs more than \$11,000 annually on average. In Dallas County, this represents 12.5% of the median family income.
- For a Texas family with an infant and a four-year old, the annual cost of center-based childcare is significantly higher than the estimated cost of housing.
- A minimum wage worker in Texas would have to work full-time for 37 weeks just to afford care for one infant.

Access:

- Over half of Texas counties are considered childcare deserts, where there are three or more children for each available licensed childcare center opening.
- An estimated 111,490 Texas children lack access to care within a reasonable driving distance – a 7.9 percent average access gap that grows to 12.8 percent in rural areas.
- In Dallas County, approximately 43,400 mothers with young children remain outside of the labor force due in large part to the lack of accessible – and affordable – childcare.

Economic Impact:

- Based on average annual earnings, Dallas County families forego \$1.63 billion in direct earnings due to the lack of affordable childcare.
- This earnings loss corresponds to approximately \$3.19 billion in annual Gross Regional Product (GRP) losses for the county.
- If left unaddressed, the cumulative, long-term economic losses for Dallas County and the state over the next 10 years are staggering:
 - Dallas County - estimated \$562 million-\$859 million
 - Statewide - estimated \$5.5 billion-\$8.3 billion

Investing for Change:

- Evidence presented in the report suggests that sustained, local, coordinated investment in childcare is necessary to reduce labor force constraints and strengthen regional and statewide economic resilience.
- Modeled outcomes in Dallas County have shown that an investment in childcare of \$100 per family per month would allow approximately 1,700 mothers to work and earn approximately \$65 million annually. With a \$400 monthly investment, those numbers would increase to 6,900 mothers working and earning \$260 million annually.
- In 2025-26 alone, Texas Women's Foundation has invested more than \$250,000 to address childcare access and affordability in Dallas County and beyond.

POLICY AND PRACTICE RECOMMENDATIONS:



SUSTAINED, SYSTEMIC FUNDING: One-time injections get absorbed by operating cost inflation. Reliable multi-year funding is what changes the curve.



LOCAL COORDINATION: Counties and municipalities are positioned to align childcare with housing, transit, and workforce strategy where families live.



OUT-OF-SCHOOL (OST) AS CORE INFRASTRUCTURE: After-school and summer care are not a separate problem. Year-round continuity is what stabilizes employment.



QUALITY AND ACCESS TOGETHER: Texas Rising Star expansion paired with slot expansion. Adding capacity without quality muffles the economic return.

INVESTING FOR CHANGE:



SUPPORT THE CHILDCARE ACCESS FUND: Make a donation to help grow strategic investment in North Texas and beyond. www.txwf.co/donate (select Childcare Access Fund)



SUPPORT THE CHILD CARE WORKS INITIATIVE: Contact your local officials to help create a sustainable solution for Dallas County

[CLICK HERE](#) For [sample wording and Commissioner contact information](#)

SOCIAL MEDIA COPY:



ENGAGE AND SHARE

1. Childcare isn't just a family issue—it's an economic issue. In Dallas County alone, \$1.63 billion in earnings are lost every year because families can't access affordable childcare.

Read the data. Share the facts. Help elevate the conversation.
Download the report and toolkit today. www.txwf.org/research
#ChildcareCrisis #StrongWomenBetterTexas

2. Texas works when women work!

43,400 mothers with young children in Dallas County are currently outside the labor force. With targeted childcare support, as many as 6,900 could re-enter the workforce—strengthening families, businesses, and our economy.

Learn more about the childcare crisis and share the report with your network.
www.txwf.org/research
#TexasEconomy #ChildcareAccess #StrongWomenBetterTexas

3. Did you know?

Childcare now costs more than housing and college tuition for many Texas families. When childcare is unaffordable, everyone feels the impact—from parents to employers to local economies.

Download and share our latest report to help spread awareness and drive solutions.
www.txwf.org/research
#ChildcareCrisis #StrongWomenBetterTexas



ADVOCATE AND ACTIVATE

1. Childcare is infrastructure.

More than half of Texas counties are childcare deserts, leaving 111,490 children without care within a reasonable driving distance. We need policies that expand access, strengthen providers, and support working families.

Read the report. Contact your elected officials. Share the facts. www.txwf.org/research
#ChildcareIsInfrastructure #StrongWomenBetterTexas

2. The childcare scholarship waitlist grew from 95,000 to 100,000 children—even after a \$100 million state investment in 2025.

3. The demand is clear. Families need more support.

Add your voice. Advocate for sustainable childcare solutions that meet the scale of the challenge. www.txwf.org/research

#ChildcareCrisis #StrongWomenBetterTexas

4. When mothers are forced out of the workforce due to childcare barriers, Dallas County loses up to an estimated \$859 million in economic activity. Over the next decade, the statewide impact could reach \$8.3 billion. Childcare policy is economic policy.

Join us in calling for solutions that work for families and employers alike. www.txwf.org/org

#ChildcareAccess #StrongWomenBetterTexas



DONATE

1. Every child deserves access to quality care. Every parent deserves the opportunity to work. Yet more than 100,000 Texas children remain on the childcare scholarship waitlist. Your support of the Childcare Access Fund helps expand opportunities for families and children across Texas.

Join us in creating access where it's needed most. www.txwf.org/donate

#InvestInFamilies #ChildcareAccess #StrongWomenBetterTexas

2. A Texas minimum-wage worker would need to work 37 full-time weeks just to afford one year of infant care. Families shouldn't have to choose between earning a paycheck and caring for their children.

Support the Childcare Access Fund and help create pathways to affordable, quality care.

www.txwf.org/donate

#InvestInFamilies #ChildcareAccess #StrongWomenBetterTexas

3. Investing in childcare delivers results. High-impact childcare support could generate \$260 million in new household earnings and more than \$510 million in regional economic activity in Dallas County alone.

Support solutions that strengthen families and fuel our economy. Give today.

www.txwf.org/donate

#InvestInFamilies #ChildcareAccess #StrongWomenBetterTexas

OTHER RESOURCES:

1. [ADDRESSING THE CHILDCARE CRISIS ANNOUNCEMENT PRESS RELEASE](#)
2. [NBC 5 COVERAGE: CHILD CARE WORKS PRESS CONFERENCE](#)
3. [DALLAS MORNING NEWS COVERAGE: Dallas childcare coalition pushes for countywide funding measure](#)
4. [GOVERNOR GREG ABBOTT FORTUNE 500](#)

Abbott's quote in this article is rich to refute: "Texas is the undisputed headquarters of headquarters," said Governor Abbott. "The world's leading businesses invest with confidence in Texas because of our welcoming business climate, predictable regulatory environment, and skilled and growing workforce. People and businesses are choosing Texas because Texas works."

- The skilled and growing workforce is increasingly female... And Texas/Texas-based employers are simply not ready for that.