Community Council Refreshes its Brand
77-year-old nonprofit gets new logo, new tagline and revitalized mission

DALLAS (March 29, 2017) – The Community Council of Greater Dallas is greeting spring much like a butterfly emerging from a cocoon. Under the dynamic leadership of CEO, Ken Goodgames, the 77-year-old Dallas nonprofit is looking to rebrand and refresh its efforts to serve North Texas youth, senior citizens, and working families. Notably the “Greater Dallas” designation has been omitted from the new logo, since the agency now delivers services in more than 50 counties across North Texas and neighboring communities.

"With more than 77 years of service to North Texans, we’re aiming even higher in establishing ourselves as a vibrant and productive nonprofit,” stated Ken Goodgames, CEO of Community Council. “We want folks to know that our core mission of delivering services to youth, seniors and working families not only remains unchanged, but revitalized. And with this revitalization, we’re working hard on expanding our efforts to secure the type of funding necessary to take on even bigger challenges.”

In addition to providing community-based services that benefit working families, seniors, and youth, the organization’s health care navigation team recently went into overdrive. In the first two months of the year, the nonprofit’s certified personnel assisted hundreds of last-minute enrollees with securing affordable coverage on the health care exchanges just ahead of the annual deadline. The Community Council is also well known for running the county’s 2-1-1 Information Referral Service, of which approximately 36,000 calls are routed each year. In total, the agency serves over 150,000 requests per year for social services of all types.

Among its revitalization efforts, the Community Council is proactively building upon its 77-year legacy as a recognized convener of research, policy and advocacy. They’re also the publishers of the annual Source Book: Directory of Human Services Agencies, a compilation of resources on public and private social services/government resources, demographics information and issues in Dallas. Moreover, Community Council is seeking to expand its list of member services through affiliation with nonprofit capacity building organizations.

“The Community Council is being revitalized to provide better focus on its core competencies,” Goodgames added. “We’ll be expanding our community outreach further than ever before with value propositions designed to produce measurable and impactful results.”

For more information, please visit the Community Council’s redesigned website, available at www.ccadvance.org.

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About Community Council
Since its founding in 1940, the Community Council has identified services that are needed in the community, assessed how best services could be delivered to meet social issues, and mobilized and
implemented action plans working in concert with its member agencies and public sector resources. The
nonprofit agency is primarily dedicated to specific causes that affect the youth, seniors, and working
families of North Texas. For more information, please visit www.ccadvance.org.

OUR MISSION REMAINS THE SAME: The Community Council serves the community by providing
leadership in: (1) determining solutions for priority issues in the human services arena; (2) convening
partners to significantly impact service delivery; (3) increasing awareness of and access to services.

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