

# TechCrunch

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## Sittercity Raises \$22.6 Million To Connect Families With Caregivers

Chicago-based startup [SitterCity](#) has raised \$22.6 million in funding led by [New World Ventures](#) and [Baird Venture Partners](#), with [Apex Venture Partners](#), [I2A](#), and [Point Judith Capital](#) participating in the round. This brings SitterCity's total funding to [\\$30 million](#). Benedict Rocchio, BVP partner and [Adam Koopersmith](#), partner with New World Ventures, will join the company's Board of Directors.

SitterCity goes beyond just connecting families with child care. The site also offers access to caregivers for pet care, eldercare, home care and tutoring. Sittercity guides clients through an in-depth screening process of potential caregivers, which includes background checks, references and parent reviews.

To date, Sittercity has more than 2 million caregiver profiles across the nation, and has helped connect hundreds of thousands of parents find an in-home caregiver.

Sittercity has also built out a corporate program, where organizations and companies offer a branded Sittercity portal as a benefit to their employees. For example, the U.S. Department of Defense uses Sittercity to help military families, including active duty, reserve and guard, across the nation find in-home care. The Department of Defense actually provides these families with a paid membership to Sittercity. Other corporate clients include MasterCard, Avon, Sega, Fox and Northwestern.

The new funding will be used to develop additional corporate partnerships as well as for expanding the site's services internationally.

Sittercity isn't the first Chicago startup to raise a large venture round this year. [GrubHub](#) just [landed \\$20 million](#) in new funding.

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[SITTERCITY](#)

Company: [Sittercity](#)  
Website: [sittercity.com](http://sittercity.com)  
Funding: \$30.6M

Sittercity connects clients with available caregivers. The service's clients aren't relegated to parents looking for babysitters. It also directs users to caregivers for pets and senior citizens — as well as tutors for kids.