

# CAPABILITY STATEMENT



## CONTRACTOR INFORMATION

- ◆ Federal UEI: SNJAHZTLNGK3
- ◆ CAGE Code: 9LS20
- ◆ EIN: 93-1355415
- ◆ D-U-N-S: 11-902-1431
- ◆ Primary NAICS Code: 541613
- ◆ CA Business No.: 202357119403
- ◆ CA SB Certification: 2033804

✓ Minority-owned Business

✓ LGBTQ-owned Business

✓ Certified Small Business

## OUR SERVICES

### Strategic Marketing Consulting

Tailored strategies to solve unique challenges and business objectives, enhancing impact.

### Communications Expertise

High-level partnership providing advice, coaching, internal communications plans, and expert insights.

### Multicultural & LGBTQ+ Media

Audience engagement through diverse media channels for LGBTQ+ and multicultural communities.

### Public Health Research Design

Expert guidance on strategy, evaluations, and formative research for complex health topics.

- Listening Sessions, Focus Groups, In-depth Interviews, Surveys, Literature Review, Data Analysis, IRB Protocols, Audience Segmentation, Insight Reports

### Public Relations & Advocacy

Message development and distribution strategies for issue discussion, coalition building, stakeholder engagement, and policy change.

### Community Engagement

Partnership strategies built on effective listening, two-way learning, participatory research, & events.

### Nonprofit Management & Marketing

Branding consultation, communications refinement, events, audience development, web & social media.

### Political Campaign Communications

Comprehensive communications for candidates or issues, including online presence and direct mail.

### Fund Development & Grant Writing

Consulting on business strategy, foundation engagement, proposal development, and funding strategies for public health initiatives.

## COMPANY HISTORY & OVERVIEW

From trialed beginnings to a beacon of change and inclusivity, Change Craft LLC's story is a testament to the power of resilience, creativity, and dedication. Change Craft arose from a shared vision to harness strategic communication as a force for good. Inspired by their unique backgrounds and experiences, from overcoming personal and cultural challenges to excelling in marketing and advocacy, the Tates established Change Craft in Los Angeles in 2023. As a dad to young girls while also experiencing life as an immigrant-turned-citizen whose biological family disowned him after coming out, Calvin remains grounded in the audiences we seek to serve and inspired to produce work that improves the lives of those misunderstood, underserved or historically marginalized. Brandon, a recognized and award-winning leader in public health communications who knows what it's like to experience poverty, childhood trauma and discrimination, was motivated to support Calvin's vision of a new type of consultancy and is proud to partner with clients to develop work informed by this passion. This shared commitment to excellence and inclusivity is beyond personal, it is also the ethos of Change Craft, setting it apart as a consultancy devoted to empowering voices and fostering impactful societal change.

## MISSION

### *Empowering Change Through Insightful Collaboration*

We craft custom communications solutions that drive meaningful change to enhance the work of our clients while making their lives easier.

## OPERATING PHILOSOPHY

### *Tailoring Success, Hand in Hand – Your Vision, Our Craft*

Our philosophy centers around a deep, client partnership approach, delving into your unique perspectives to find opportunities where we can add value. Our expertise complements your commitment for change and impact. This client-centric ethos allows us to craft bespoke solutions that exceed expectations.

## VISION

Our vision is to become a leading force in the realm of strategic communications, known for our ability to navigate complex challenges and deliver impactful results. We aim to set new standards in public relations and advocacy, ensuring our clients' messages not only reach but also inspire their target audiences while promoting a more inclusive and understanding world.

## LET'S CREATE CHANGE TOGETHER

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### CALVIN TATE

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Executive Creative Director  
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### BRANDON TATE

President &  
Chief Communications Strategist  
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## EXPERIENCE AND CLIENTS FROM PAST WORK

As Change Craft is newly established, examples below are based on past individual experiences of our founders.



## CONFERENCES APPEARANCES, PUBLICATIONS AND RECOGNITION

Public talks, keynote addresses, awards and published works featuring our founders include:



## AUDIENCES AND TOPIC AREAS WITH SUBJECT MATTER EXPERTISE

LGBTQ+  
Multicultural  
Youth & Young Adults  
Families & Children  
People Living with HIV  
Sexual & Gender Minority

People Experiencing Low Income  
Immigrant, Mixed Status Families  
Policymakers & Stakeholders  
Adverse Childhood Experiences  
Health Communications  
Tobacco & Substance Use

Policy Change  
Early Childhood  
Mental Health  
Sexual Health  
Branding  
Coalition Management

## OUR INSPIRED COMMUNICATION FRAMEWORK



### CONNECT

Forging genuine relationships with clients & stakeholders is the foundation. Our passion for your success unlocks insights that other consultants miss.



### COLLABORATE

We build strategies alongside you and the communities we serve informed by data and validated through collaborative pressure testing.



### CREATE

With clear alignment on strategic direction, we develop inspired and informed communications products to drive results and meaningful impact.

## FEDERAL, STATE, INTERNATIONAL CATEGORIES & CONTRACTING CODES

Marketing Consulting Services  
Market Research & Data Collection  
Public Relations Services  
Advertising Agency Services  
Graphic Design Services  
Management/Business Consulting Services  
Other Services Related to Advertising  
Other Scientific & Technical Consulting Services  
Other Social Sciences Research & Development  
Other Professional, Scientific, & Technical Services

**NAICS**  
North American Industry Classification System

**SIC**  
Standard Industrial Classification

**UNSPSC**  
UN Standard Products & Services Code

**PSC**  
US Product & Service Codes

541613

8742

80140000

R408, R406

Market Research & Data Collection

541910

8732

80141500

R422, R702

Public Relations Services

541820

8743

80170000

R708

Advertising Agency Services

541810

7311

82101800

R701

Graphic Design Services

541430

7336

82141500

T001

Management/Business Consulting Services

541618

7389

80101508

R799, R410

Other Services Related to Advertising

541890

7319

82100000

R426

Other Scientific & Technical Consulting Services

541690

8748

80101600

R421

Other Social Sciences Research & Development

541720

8732

93151508

A395

Other Professional, Scientific, & Technical Services

541990

7399

80101500

R499