



CAPABILITY STATEMENT

Your Partner in Mission-Driven Success

Elevating People, Programs, and Partnerships.

M/WBE CERTIFIED | EIN: 52-2441869 | NYCPS Vendor: 0002626949 | DUNS: 032435417

WHO WE ARE

The Gift Agency (TGA) is a NYC certified M/WBE management consultancy specializing in strategic communications, program management, and community engagement.

CORE COMPETENCIES

- **Strategic Communications and Brand Positioning** — Messaging strategy, campaign development, and visual branding that elevates organizational visibility.
- **Program and Project Management** — Program design, operational oversight, and support that maximizes impact.
- **Event Marketing and Strategic Partnerships** — Event production, conference and convening support, community and partner outreach.
- **School-Based Programming and Youth Development** — Workshops, career bootcamps, and cohort experiences from middle school through college.

DIFFERENTIATORS

- NYC-certified Minority/Women-Owned Business Enterprise (M/WBE)
- 15+ years driving results through innovative communications, operations, and program management
- Cross-sector expertise spanning 10+ industries including education, law, nonprofit, community development, real estate, and government
- Deep expertise in equity-focused storytelling and stakeholder engagement
- Goldman Sachs 10KSB alumna and Crain's NY 2021 Notable Black Leader
- Proven track record delivering on time, on scope, and within budget

AREAS OF EXPERTISE

- Strategic Communications and Messaging
- Program and Initiative Development
- Event Marketing and Production
- Stakeholder Engagement and Partnerships
- Program and Project Management
- Youth Development and School-Based Programming
- Career and Workforce Readiness Workshops
- School Partnership Development

WHO WE SERVE

- **Government and Public Sector** — City agencies and M/WBE procurement offices seeking certified vendors for communications and program operations.
- **Nonprofits and Community Development** — Mission-driven organizations needing communications strategy, program management, and event management.
- **Schools and Administrators** — NYC public schools and alternative programs seeking workshops, career programming, and student enrichment.
- **Students and Young Adults** — Middle school through college-age students in career readiness, entrepreneurship, financial literacy, and leadership.

NAICS | NIGP CODES

NAICS

- 541611 — Administrative Management and General Management Consulting
- 541840 — Professional, Scientific, and Technical Services
- 541613 — Marketing Consulting Services
- 624110 — Child and Youth Services
- 611430 — Professional and Management Development Training
- 611710 — Educational Support Services
- 611310 — Colleges, Universities, and Professional Schools

NIGP

- 91500 — Communications and Media Services
- 91522 — Communications Marketing Services
- 918-22 — Social and Human Services
- 924-68 — Training Services
- 952-74 — Educational Services



PAST PERFORMANCE

PUBLIC SECTOR AND NON-PROFIT CLIENTS

Appalachian Community Capital (ACC)

Fractional Communications Director | December 2022 to Present

Led strategic communications for EPA Greenbank for Rural America, Ford Foundation, Truist Foundation, Goldman Sachs, and Mastercard Strive announcements. Increased stakeholder engagement by 40%, secured 100+ media placements, produced annual impact reports, and strengthened brand positioning across the CDFI sector.

Open Access Fellowship

Communications and Marketing Consultant | February 2023 to Present

Exceeded application goals by 20% through targeted digital campaigns. Developed all marketing assets, drafted key messaging for partners and fellows, and managed recruitment campaigns strengthening national visibility in CDFI, Finance, and Real Estate.

Women of Color in Community Development (WCCD)

Marketing and Events Consultant | October 2022 to May 2025

Grew membership 20% in one year, drove a 33% increase in events, and delivered a 50.5% rise in attendance. Promoted flagship events including the As We Rise symposium and the Annual Women in Real Estate Development Conference.

PREA Foundation

Event and Program Consultant | 2023 to 2024

Curated a high-touch networking reception connecting students from SEO, Toigo, REEX, Urban Alliance, and Girls Who Invest with senior CRE leaders. Produced video storytelling sessions and managed full event logistics.

SCHOOLS AND YOUTH PROGRAMMING

REEC / REEX Pre-College Program

Chief Program Director | 2021 to 2023

Led operations for a pre-college pipeline connecting NYC public and private high school students to careers in commercial real estate. Designed career workshops, company tours, and a university-based summer program. Managed 600+ alumni and partnerships across 13 universities.

Project REAP / ICSC

Chief Program Officer and Acting Executive Director | 2013 to 2021

Directed programming and operations for a national real estate diversity pipeline. Managed 1,000+ professionals across 20+ academies in the US and Canada. Oversaw curriculum development, partner relations, faculty coordination, and all national convening logistics.

Girls on a Mission with Ambition (GOMA)

Workshop Facilitator | 2026

Designed and delivered two 90-minute entrepreneurship and business funding workshops for young women ages 16 to 19. Sessions included Build the Biz activities, The 5 Commitments framework, and take-home assignments kept as working documents.

Your Queens, Inc.

Management Partner | Ongoing

Serves as management arm for Your Queens, a 501(c)3 cultural storytelling and performance company. TGA manages school-facing bookings, scheduling, and event coordination for K through 12 classroom presentations, performances, and Dance Intensives.

Ready to partner with TGA? Let's build a strategy that matches your vision.

Book a consultation: osa@thegiftagency.com

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