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Social icons with hyperlinks (Twitter, FB, IG)

Advocate. Educate. Initiate. Evolve.

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Home

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Advocate. Educate. Initiate. Evolve.

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Building Solutions through Grassroots Engagement, Governmental Relations, and Policy Expertise

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Our Services

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Clients & Project Highlights

About Us

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Who We Are

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Evolve Solutions LLC is a preeminent government and public affairs firm that specializes in navigating complex public relations and policy spaces to meet clients' needs. Our efforts are grounded in our extensive grassroots networks, relationships in government, and expertise in public policy.

Based in Philadelphia, we work with the nation's leading foundations, nonprofit organizations, associations, businesses, and governmental agencies to navigate some of the most enduring challenges facing the world today across healthcare, education, civic engagement, diversity and inclusion, racial equity, criminal justice reform, and business.

Evolve Solutions is proud to be a BIPOC- and women-run organization.

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Our Approach

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We apply campaign-style approaches, deeply rooted in our experience in political and corporate fields, to achieve our clients' goals.

In the face of every difficult, and dynamic public affairs challenge, our team brings resolve, creative thinking, and a solutions-oriented mindset. We are renowned for introducing innovative tactics, drawing from our diverse skillset and experience, to build tailor-made programs that deliver solid results.

(Sub-page) About: Team

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Our Team

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Salima Suswell

Founder & CEO

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Salima Suswell is a highly accomplished entrepreneur, political strategist, organizer, and community leader. She has established and continues to expertly guide multiple companies and organizations, all with the underlying goal of enhancing and empowering underserved communities.

Salima is Founder and Chief Executive Officer of Evolve Solutions LLC, an award-winning management consulting firm serving at the intersection of politics and public policy. Evolve has been addressing racial and socio-economic disparities within urban communities through powerful grassroots initiatives since 2010.

In addition, Salima is Founder, President, and Chief Executive Officer of Halal Resource Group, Inc. (HRG), providing Halal Food Services, the Halal Distributor Network, consultation in Halal Certification, and Cultural Competency Consulting and Sensitivity Training Strategies for engaging Muslim Americans, since 2019.

She also founded the Philadelphia Ramadan & Eid Fund in 2018. This nonprofit organization offers educational opportunities, student advocacy, community programming, and shared experiences for children, youth, and families during the Muslim holidays, while celebrating the region's rich diversity.

In 2023, Salima founded the Black Muslim Leadership Council (BLMC), where she serves as Chief Executive Officer. This national nonprofit organization with a 501(c)(4) arm is dedicated to policy advocacy for urban communities, nonpartisan voter registration and turnout, civic education, and leadership development.

In the State of Pennsylvania, Salima made history in 2017 as the first Muslim woman appointed to the Pennsylvania Governor's Advisory Commission on Women by Governor Tom Wolf. She was reappointed to this prestigious Commission in 2023 by Governor Josh Shapiro.

In the City of Philadelphia, Salima was appointed by Mayor Jim Kenney in 2020 to the Mayor's Commission for Faith-Based and Interfaith Affairs. In 2024, she was appointed by Mayor Cherelle Parker to the Mayor's Commission for Muslim Engagement.

Salima has been recognized with numerous awards and distinguished honors by the Pennsylvania House of Representatives, Pennsylvania State Senate, Philadelphia City Council, Women-UP Organization, Muslim Youth Association, The Philadelphia Public Record, and The Philadelphia Tribune, among others. She was honored by The Philadelphia Inquirer as a Diversity and Inclusion Pioneer in 2019, and named a Faith Leader to Watch in 2022 by the Center for American Progress. In 2023, Salima was presented with the Keeper of the Flame Award by the United Negro College Fund (UNCF), where she serves on the Leadership Council for the organization's Philadelphia Chapter. In 2024, she received the Impact Award from City & State Pennsylvania magazine, and the Leader in Community Service Award from The Muslim Journal.

Salima is a graduate of Drexel University's Lebow College of Business. She and her family reside in the suburbs outside of Philadelphia.

Laila Duncan
Senior Consultant

Laila Duncan serves as Senior Consultant. In this role, Laila leads community and political outreach efforts on behalf of Evolve, including community events, engagement with elected officials and organizational leadership, as well as development of programming across the state of Pennsylvania and within national political networks. Building and maintaining relationships with diverse groups of people is central to this role, as well as brand promotion.

Laila possesses more than a decade of experience in government relations and community engagement, Laila has spearheaded numerous successful initiatives bridging the gap between public policy and community needs. As a Political Organizer, Laila has worked closely with elected officials to advocate for racial equity, social justice and policy relating to urban communities.

Laila's passion for community engagement has driven her to organize and facilitate numerous outreach events, workshops, and town hall meetings, fostering dialogue and collaboration among residents, businesses, and local government entities. Her detail-oriented, logistical approach alongside her deep understanding of strategic messaging and branding has earned her a reputation for excellence in project management across various sectors. With her diverse skill set and unwavering commitment to driving positive change, Laila continues to make impactful contributions to her field and the communities she serves.

Laila studied English and Political Science at Howard University.

Kimya Williams

Associate

Kimya Williams is the Associate for Evolve Solutions, supporting the Evolve leadership team across the firm's extensive work in government affairs, public policy, and community engagement.

Kimya has extensive experience in a diverse array of fields, including healthcare administration, finance, and law, as well as over 10 years in corporate training. She has been a managing member of a project management firm since 2000 and is the Founder and Program Director of a nonprofit that supports the underserved youth and elderly in the Philadelphia area. She is a well-known organizer with particular expertise in senior law advocacy, community leadership training, and hosting annual city-wide collaborative business networking events.

About: FAQs

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Frequently Asked Questions

1. Why work with EVOLVE Solutions?

Simply put: we deliver. We are experts in public relations, public policy, and community engagement, with a track record of getting things done at the local, regional, and national levels. We have extensive networks across the country, comprising activists, organizers, political officials, candidates, religious institutions, businesses, nonprofits, and media outlets that can be engaged to best fit your needs. We excel in thinking outside of the box to develop tailor-made solutions that capitalize on our skill sets to help you achieve your goals.

2. Are you a political organization?

We are not a political organization and we do not endorse candidates. We have keen insights into the American political system due to our extensive experience in political, social, and civic work, and we know how to achieve legislative/policy successes. We take on political clients, but take a nonpartisan approach to achieving their goals.

3. Where are you based?

We are proudly based in Philadelphia, Pennsylvania, but we engage in work with clients across the country.

4. I am not sure if you can help me achieve my goals. How should I proceed?

We love a challenge! Please reach out to us using our Contact Form and describe the project you want to work on. We will be in touch to garner more information and discuss your needs further. We are experts at tackling new and unique challenges to deliver for our clients.

Services

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Services

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Public Relations

We offer a complete suite of integrated public relations strategies, individualized crisis communication plan, and community-based consumer marketing.

We help you shape your message, safeguard your reputation, and develop a strategic plan for the best path forward. This includes strengthening your relations with the press, and driving coverage when and how it is most advantageous for you. We deliver results, driving your message directly to your audience in the most optimal way.

Public Policy

We help businesses, nonprofit organizations, leaders, and advocacy groups achieve their public policy goals, from legislative outcomes to advocacy wins to high-profile campaigns.

Public policy decisions require deep knowledge regarding the issues that matter most to you and your audience. We form strategic partnerships with key stakeholders to promote your agenda at the local, regional, and national levels. This draws on our significant expertise in the public affairs sector, where we are well known as leaders in crafting effective grassroots public policy strategies and building coalitions with diverse groups.

Community Engagement

We design, plan, and execute successful, diversity-focused campaigns that engage with targeted community groups to amplify your message and advance your goals.

As cultural competency experts, we drive civic engagement to address various forms of inequity, including healthcare, criminal and social justice, education, housing, economic opportunity, workforce development, and more. Our boots-on-the-ground community outreach efforts connect your cause with thousands of citizens, from intimate roundtable discussions to high-level forums and events.

Clients & Project Highlights

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Clients & Project Highlights

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Evolve Solutions is proud to have worked closely with numerous organizations on a broad variety of projects, substantially impacting the lives of individuals around the world. Following please find a partial client list, and a sampling of projects we have been engaged with.

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Our Clients

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Project Highlights

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Biden for President 2020 Campaign

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Evolve Solutions Founder Salima Suswell served as Deputy to the Pennsylvania Senior Advisor on the Biden for President 2020 Campaign. In this role, she led statewide coalition teams and operations, including fieldwork, policy initiatives, Get Out The Vote events, and coalition building in AFAM, Latinx, AAPI, Jewish, and faith-based communities. Salima particularly focused on increasing support for the Biden campaign in Black and Brown communities.

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Eid Holiday Recognition in Philadelphia Public Schools

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As the Project Management firm for the Philadelphia Eid Coalition, Evolve Solutions made history by leading a successful campaign to obtain the recognition of the two Islamic (Eid) Holidays on the academic calendar for Philadelphia Public Schools.

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Please Touch Museum Cultural Exhibition

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We served as Project Manager, Senior Community Engagement Advisor, and Curator for the Philadelphia Please Touch Museum's groundbreaking exhibition, "America to Zanzibar: Muslim Cultures Near and Far," which received local and national acclaim. As the project's social and cultural experts, we managed oversight of the museum's exhibition, including research, community engagement, exhibit customization, programming, and education. We also assembled a coalition of diverse masjid, Muslim community members, and interfaith professionals across the greater Philadelphia region to serve as community advisors, helping to shape the exhibition.

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PIAA Religious Freedom Advocacy

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Evolve Solutions made history by leading a civil rights issue-advocacy campaign on behalf of student-athletes across the Commonwealth of Pennsylvania. We built a grassroots coalition of religious and community leaders, elected officials, and civil rights activists to provide a unified response to the egregious violation of a Muslim student athlete's religious rights. As a result of this strategically focused advocacy campaign, Pennsylvania legislators negotiated with the Pennsylvania Interscholastic Athletic Association to adopt new language that would allow unfettered expression of religion for student-athletes. Pennsylvania now actively observes the religious beliefs of its students and their right to wear adherent headaddresses while playing sports, without a special waiver.

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Women's March on Philadelphia

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We served as a key organizer for Women's March on Philadelphia, which drew over 60,000 attendees . For this initiative, we focused on building a diverse coalition of women to support and uplift this historical movement. Our efforts resulted in a significant increase of women of color engaged in the movement, as well as active engagement by members of the local government.

- a) Support Faith Outreach portfolio by planning and attending events, and online engagements for Black faith leaders to shift the national dialogue in support of Kamala Harris' candidacy, focused in PA, MI, GA, WI, AZ, and NV;
- (b) Manage and maintain regular communication with Black faith leaders in the battleground states to connect them to in-state volunteer organizing opportunities, including debate watch parties, weekends of action, phone banks, canvasses, among others;
- (c) Identify organizing and GOTV opportunities in conjunction with local Black community centers and fold them into in-state organizing and GOTV opportunities.

Organized meet and greets with VP Harris and community leaders.

Contact Us

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Contact Us

[Built in form that directs to [X] email address with the following fields]

First Name

Last Name

Email

Phone (optional)

Subject Line

Message

Submit Button with Captcha

[Submission language: Thank you for your message. We will be in touch soon.]

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