

# *Caring By Default LLC*

## *Capabilities Statement*

**Website:** [www.caringbydefault.com](http://www.caringbydefault.com) | **Email:** [caringbydefault@gmail.com](mailto:caringbydefault@gmail.com) | **Phone:** (216) 825-0586 |

**CEO:** Casey Wilson, LPN, BLS Instructor

**D-U-N-S:** 138685962

**UEI:** JMGETA7UKXA7

**CAGE Code:** 13LD0

**NAICS Codes:** 611430, 621330, 541990, 611699

**PSC Codes:** R408, R425, R499, U099

**Business Status:** Woman-Owned, Minority-Owned, Small Business

**Caring By Default LLC is a woman-owned, minority-owned small business committed to delivering life-saving education and community-centered care with compassion, cultural awareness, and charisma. We specialize in CPR, First Aid, choking, and opioid overdose prevention training that's tailored to underserved populations through mobile, accessible, and Red Cross-certified instruction. With a faith-driven and mission-first model, our services empower families, schools, churches, and caregivers by bridging health equity gaps and building trust through culturally responsive outreach. Backed by clinical expertise and a bold futuristic nonprofit vision, Caring By Default is more than a service — it's a movement rooted in purpose.**

### **Core Competencies**

- CPR, First Aid, & Opioid Overdose Prevention Training - Red Cross-certified instruction, culturally tailored for underserved and minority communities.
- Mobile Health Education Services - Community-based delivery of life-saving health training, adaptable to schools, churches, and local events.
- Health Equity & Community Empowerment - Faith-led, evidence-based outreach programs designed to close the health literacy gap.
- Emergency Preparedness Outreach - Customized training to improve readiness in vulnerable populations. - Strategic Partnerships & Charitable Impact - Future nonprofit arm (501(c)(3) pending) to expand services via grant-funded community support.

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### **Differentiators**

- Culturally Responsive Instruction: Training developed with cultural humility and relevance to the populations we serve.
- Faith-Guided Business Model: Our mission is fueled by purpose, not profit.
- On-the-Go Delivery: We bring training to you - homes, schools, churches, and community centers.
- Long-Term Vision: Revenues from services support free training events, scholarships, and public health campaigns.

### **Past Performance / Experience**

- Certified through the American Red Cross as a Basic Life Support Instructor, First Aid & CPR Instructor
- Provided CPR/First Aid and Basic Life Support training to healthcare workers, caregivers, and families across Northeast Ohio
- Clinical background as a Licensed Practical Nurse, with respiratory and trauma-informed experience
- Experience hosting community health events and faith-based outreach programs

### **Corporate Data**

- Established: 2025
- Legal Structure: Limited Liability Company (LLC)
- State Registered: Ohio
- MBE/DBE Status: Currently pending registration through the SBA as of July 2025