



Empowering Economic Advancement for People of Color: Unveiling the BBOP Center in California

In a transformative move towards fostering economic empowerment for people of color, 2022 witnessed the inauguration of the Black and Brown Opportunities for Profit (BBOP) Center in San Bernardino, California. Initiated by Kim Carter and the Time For Change Foundation (TFCF), this groundbreaking 10,350-square-foot facility stands as a pioneering hub dedicated to advancing the economic prospects of marginalized communities. The BBOP Center, nestled within the Inland Empire, ushers in a new era of opportunities and growth for individuals who have historically faced systemic challenges.

March marked the commencement of operations at the BBOP Center, with its doors open for an extensive 16 hours a day. This innovative space encompasses 14 offices, shared work areas, a cafeteria, and a children's play zone. An exceptional feature is the provision of fast-pitch rooms, where female entrepreneurs can present their ideas to in-house venture capitalists. This avenue extends beyond pitching, offering women the chance to negotiate and secure deals within designated private rooms. To ensure fairness and equitable outcomes, legal guidance is also on hand for contract reviews, aiming to ensure that women receive just compensation aligned with their efforts rather than market-dictated norms.

In a recent interview, Kim Carter, a CNN Hero and Affordable Housing Developer who founded TFCF in 2002, emphasized the importance of leadership and engagement. Her unwavering dedication to aiding homeless women and children on their journey to self-sufficiency is reflected in the BBOP Center's mission. Having triumphed over personal challenges including incarceration, childhood trauma, and addiction, Carter now champions the cause of those confronted by similar adversities.

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In tandem with establishing the BBOP Center, Kim Carter released her memoir "Waking up to My Purpose" in the same year. This poignant work delves into themes of recovery, repair, atonement, and joy, with half of the book's proceeds directly supporting TFCF's initiatives. Carter's commitment to cultivating leadership shines through her philosophy of nurturing unique qualities within individuals to foster effective leadership.

Reflecting on her earliest advocacy experiences, Carter recalls her upbringing as one of four children raised by a single mother. Observing her mother's involvement in advocating for better support for teachers in the school system, Carter imbibed the essence of her motto: 'Taking care of those who will take care of the rest.' This philosophy, instilled from a young age, propelled her drive to create the BBOP Center as a haven for marginalized women during the pandemic.

Carter's dedication comes at a time when the pandemic disproportionately affected women of color, often burdened with the dual responsibilities of work and caregiving. The BBOP Center thus became an emblem of resilience, offering a platform for Black and brown women to build investable businesses, bridging economic disparities.

Despite her lack of experience in creating such a monumental space, Carter's journey testifies to her aptitude for leading this endeavor. Her own transformation during a prison sentence, thanks to an innovative drug and alcohol program, laid the foundation for her current role as President & CEO of the Center for Housing Advancement and Motivational Projects (CHAMP). Through these resources, she has addressed the needs of women of color over the years. Carter's advocacy has already assisted over 3,500 women in transitioning from homelessness and incarceration to self-sufficiency. Furthermore, her involvement in legal policy changes through initiatives like CA AB570 and 'Ban The Box' showcases her dedication to altering family court systems, employment structures, healthcare, and education throughout the United States.



Looking ahead, Carter envisions the intersection of business and technology, exploring the impact of artificial intelligence on future enterprises. In the interim, she encourages entrepreneurs to utilize tools like Salesforce and ChatGPT to stay attuned to the swiftly evolving technological landscape.

As women of color engage with the BBOP Center, they are greeted by inspiring murals adorning the building, depicting dynamic women who have triumphed over inequities and oppression. Carter's message resounds clearly: the past does not define the future. With the BBOP Center as a beacon of hope, a bright future awaits those who dare to dream and strive for economic prosperity.

Website: <https://bbopcenter.com>
Email: info@bbopcenter.com
Facebook: [bbopbusinessacademy](https://www.facebook.com/bbopbusinessacademy)
Instagram: [@bbopacademy](https://www.instagram.com/bbopacademy)

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