ELEVATE, transform, and inspire

They expect staff to dedicate themselves to their mission, clients, and work. The company’s employees know this is heart work, not a 9-to-5. Kim expects their employees to find meaning in their work as they build a culture that values service to others. She believes the company’s desire to serve is its greatest strength.

Kim shares that philanthropy and corporations are their main markets, and they want to improve community service through these groups. Investing in outcome-based solutions makes them measurable. Vanessa asserts that their nonprofit helps homeless women with trauma, incarceration, substance abuse, marginalization, and child reunification. To improve client experiences, staff must be trained in evidence-based programs and want to help this population overcome barriers, poverty, homelessness, and self-sufficiency. Kim gives a brief that BBOP targets black and brown women entrepreneurs. They have a popular incubator and accelerator. Black women in the Inland Empire have 24% poverty, and Hispanic women have 22%. Black and brown women own 2% of businesses, have less capital, and are underrepresented. They prioritize women and provide access for them to succeed.

The three executives are eager to explain their foundation’s services after seeing people’s problems resolved. Kim uses Gallup Strength Coaching and Assessment and discovers team execution opportunities. Based on the proliferation of warehouses in the Inland Empire, she believed that women of color need capital, information, and networks to participate in this technology-driven industry, so they developed 10,000 square feet of commercial real estate to create the first of its kind: The BBOP Center—Black and Brown Opportunities for Profi—helps women build, grow, and scale investable businesses. There are 14 offices, 3 conference rooms, a large cafeteria, a co-working space, and a childcare center. Vanessa says their team’s workload motivates them to achieve their yearly goals for service and helping women. Motivating others and advancing the organization drive her, and consequently, she advises, sets goals, and updates.

In subsequent years, Kim wants to invest in BBOP Center startups with a small pool of dollars. Vanessa is excited to offer women another economic opportunity. She will turn an abandoned restaurant into a commercial kitchen, training space, and downtown smoothie shop selling healthy drinks. Kim will help women start sustainable businesses. Teaching women inspires nations and their children. "It's exciting to create plans that elevate entrepreneurial ideas, innovate with technology and capital, and eliminate inefficient methods as we create something special for us and by us," she claims.

Kim believes the organization will succeed and find new solutions to California’s biggest issues in five years, and women will run businesses. She adds that the Inland Empire has great potential and opportunities. They just need to give everyone unlimited potential. Vanessa believes TCFF will lead the region in helping women build generational wealth, create sustainable businesses, and change their families’ social and economic trajectory. Kim grows exponentially as the organization builds businesses and helps women and children live healthy, productive, fulfilling lives while changing the community.