

Empowerment: Equipping Communities for Economic Well-being and Enhanced Quality of Life (July 2025)

Presented by Black Cultural Zone Community Development Corporation

What We Do: This area is dedicated to initiatives designed to equip individuals and communities with resources and skills to enhance their economic well-being, health, self-sufficiency, and overall quality of life.

How We Do It (Key Methodologies & Approaches): Our approach to Empowerment leverages The **THRIVE Approach (THRIVE)** for community-based workforce stewardship, integrating coaching, technical assistance, and job placement. The **CRAFT Approach (CRAFT)** builds a thriving creative economy by empowering artists and entrepreneurs. The **LEGACY Approach (LEGACY)** focuses on building generational community wealth through financial education and investments.

Why It Matters: Economic self-sufficiency and improved quality of life are fundamental to thriving communities. By providing access to resources, skills, and opportunities, we break down systemic barriers, foster entrepreneurship, and build pathways to sustained financial well-being and generational prosperity in East Oakland.

Our Signature and Strategic Initiatives:

- **Business Navigation/Success:**
 - Economic Development and Innovation Corporation Initiatives
 - Strong Economy Network: Supporting Healthy Entrepreneurs
 - Thrive Coaching for Business
 - Black Economy Network/Packages
 - Black Business Briefcase
 - Cultural Markets/AKOMA Market
 - @Liberation Park
 - On The Road
 - @1955
 - Akoma Boxes
 - Food Oasis: Chef, Caterers, and Artisans_Food and Beverage Program

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- **Career and Workforce:**

- Prime Age Adult
- Rising Leaders
- The Talent Agency: Associate Program
- Food Oasis: Culinary and Soft Skills Training
- Real Estate Pathway

- **Wealth Generation:**

- Financial Empowerment: Financial and Technical Assistance/Education, Training/Coaching, Master Classes, and Group Workshops on financial literacy
- Wealth Generation and Preservation, which includes the Black Prosperity Initiative

