REACHING OUR DESTINY "ROD" DIGITAL NETWORK

NON-PROFIT "GIVE-BACK" SOLUTIONS & PROGRAMS

PROVIDES MOVEMENT * CHURCH NETWORK* TAKE BACK THE HOUSE

THE AD THAT PAYS THE COMMUNITY BACK — PROVIDING FUNDING AND SUSTAINABLE PROGRAMS

REACHING OUR DESTINY DIGITAL NETWORK, INC
PROVIDES MOVEMENT & NON-PROFIT GIVE-BACK

Reaching Our Destiny (ROD) Digital Network, Inc is a communal–focused network developed to classify our own unique strategy to financially empower the community and its institutions via multi-media advertising, marketing, and creative programming. Reaching Our Destiny (ROD) Digital Network, Inc was designed to assist entities who are dedicated to building conduits for change within society. Our Company utilizes advertising and marketing through a diversity of channels coupled with a powerful business model, primarily to bring the communal masses together to educate, unify thus promoting self-sustainability and prosperity.

The Company Leadership of Reaching Our Destiny (ROD) Digital Network, Inc. has joined forces with other community leaders and business owners to create a unified emphasis on stabilizing Urban America. These combined powers have recognized the urgent need for transformation and identified areas of stagnation that must be charged through the element of change. The modifications evaluated include, but are not limited to, Economic Development, Technology, Sustainable Housing, Family Matters, Education, Faith Based Leadership, Health - Wellness, and The Arts.

ROD Digital Network's goal is to accomplish its role in this enormous undertaking by the design and implementation of a special program, which we have entitled "The Non-profit Give-Back Program. This ideology is based on the foundational principal that every collaborated platform produces revenue streams to create or sustain the mobility of missions carried by community-based organizations. The guiding principle is subtitled ***"The Provides Movement"*** partly derived from the philosophy "Robin Hood Effect". In this prescription, monies are not stolen, but redistributed through legitimate commerce / marketplace endeavors and charitable contributions. Furthermore, the dependence on government sustenance potentially decreases the taxation on those who are financially stable thus creating a societal win-win.

An indispensable component in communal revitalization is Churches and Religious Associations. These Organizations are the Nucleus in many urban sectors and have the ability to be a pivotal force for unification. It is imperative the leadership of these particular unions and business owners within their respective sector, corridor, and region work together to implement effective plans to reverse many of the ailments that plague a vast number of metropolitan communities. We have proposed blueprints for action though a unifying platform entitled ***"The Church Network"*** which allows for the distribution of positive messaging that strengthens and enhances, while a creating recyclable source of funding. We believe this system will serve as a key factor to reverse the disastrous spiral currently in operations. The formulas within the planning aim to foster economic growth and budget surplus! The monumental changes will serve as gateways for unity and prosperity roads.

Through the combination of the above two components, we work toward the mutual goal to ***"Take Back the House."*** "The **House**" is economic downturned of urban communities and their residents throughout the nation. By incorporating non-traditional programing, members of these communities will be empowered to support themselves, their favorite businesses, non-profit

organizations and charities. Our program is comprised of a mix of strategies and the flexibility of platforms that employs the use of innovative technology and creative marketing creating a bridge that lead to economic sustainability.

Urban Communal Challenges

Creating revenue streams within urban communities right away is primary focus of Reaching Our Destiny (ROD) Digital Network, Inc. The company has identified 3 states to initiate its campaign for Economic Stability and Sustainability:

1. **Florida**
2. **Maryland**

These locales were radically effected in a harsh manner by the housing crises of 2008 and are still experiencing the trickle down of negativity today. High foreclosures rates and its adverse properties produced a dismal financial picture and enlarged urban societal challenges which included but not limited to, increased unemployment, homelessness, health issues, substance abuse and crime. These sum of these elements and more, not only affects individual families and their respective neighborhoods but entire states, therefore our nation as a whole.

According to USA Today and Credit.com article from June 2015 the national foreclosure rate increased 1% in May from April and increased 16% from May 2014, reaching a 19-month high, according to RealtyTrac, a housing-data company. One in every 1,041 housing units in the U.S. had a foreclosure filing in May, which includes notices of default, scheduled auctions and bank repossessions. **For the third month in a row, Florida had the highest foreclosure rate of any state, including the District of Columbia**.

The States with the Highest Foreclosure Rate in May 2015 are as Follows:
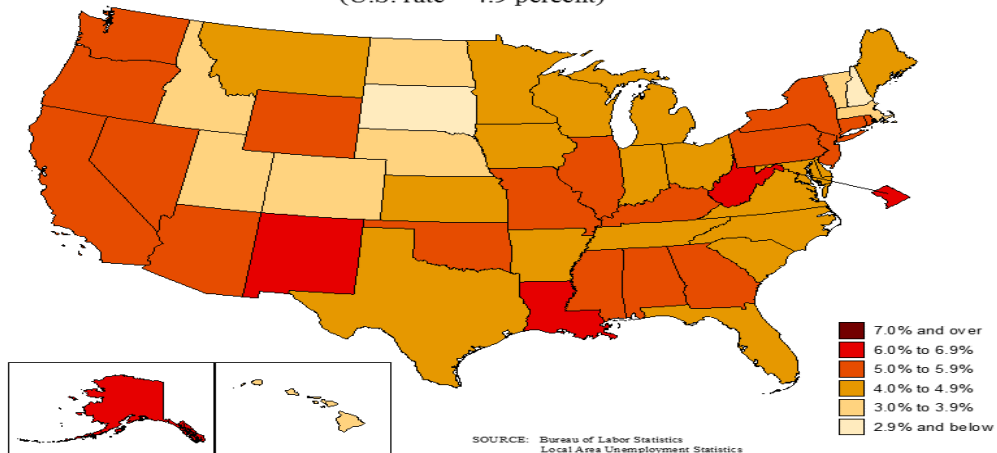
10. South Carolina - **May 2015 foreclosure rate:** 1 in every 987 housing units in foreclosure

9. Indiana - **May 2015 foreclosure rate:** 1 in every 963 housing units in foreclosure

8. Illinois - **May 2015 foreclosure rate:** 1 in every 765 housing units in foreclosure

7. Ohio - **May 2015 foreclosure rate:** 1 in every 763 housing units in foreclosure

6. New Mexico - **May 2015 foreclosure rate:** 1 in every 726 housing units in foreclosure

5. Nevada - **May 2015 foreclosure rate:** 1 in every 590 housing units in foreclosure

4. Maryland - **May 2015 foreclosure rate:** 1 in every 531 housing units in foreclosure

3. Tennessee - **May 2015 foreclosure rate:** 1 in every 485 housing units in foreclosure

2. New Jersey - **May 2015 foreclosure rate:** 1 in every 483 housing units in foreclosure

1. Florida - **May 2015 foreclosure rate:** 1 in every 409 housing units in foreclosure

According to the U.S. Bureau of Labor Statistics in October 2016, Maryland ranked 16 and

Florida 22 in Unemployment Ranking. http://www.bls.gov/web/laus/laumstrk.htm

**Unemployment rates by state,
seasonally adjusted, October 2016**
(U.S. rate = 4.9 percent)

7.0% and over	
6.0% to 6.9%	
5.0% to 5.9%	
4.0% to 4.9%	
3.0% to 3.9%	
2.9% and below	

SOURCE: Bureau of Labor Statistics
Local Area Unemployment Statistics

The Housing Crisis mixed with the High Unemployment rates created an increase in our underserved population and displacement. Homelessness is very taxing on the economic state of country. Costs can be insurmountable and are usually covered by taxpayers and local government. Often overlooked is the amount of dollars used for hospitalization, medical treatment, incarceration, police intervention, and emergency shelter expenses and more. Many states have budget deficits. Foreclosures that may lead to homelessness will not help their economic standings. In 2014, Florida shared homeless population was over 6%. Reaching Our Destiny (ROD) Digital Network's programs bring solutions to help curtail this ever growing epidemic.

State Estimates
Homelessness in the United States

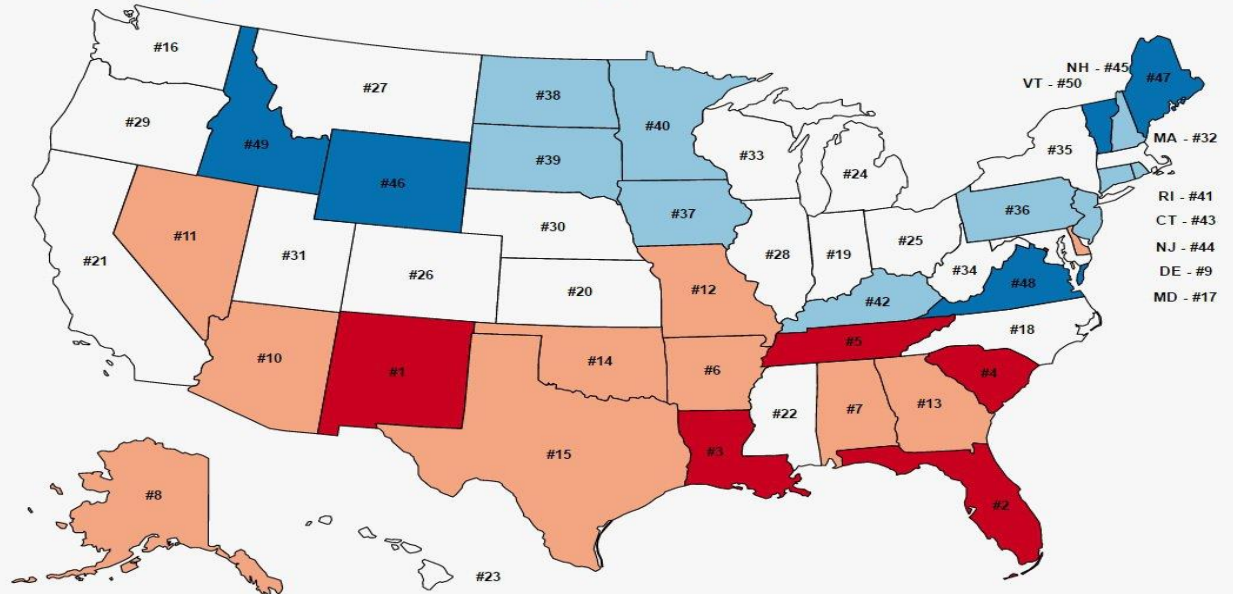Data source: PIT 2007–2014; Excludes Puerto Rico and U.S. territories.

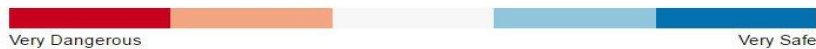**EXHIBIT 1.5: Estimates of Homeless People**
By State, 2014

Share of Homeless Population
- Less than 1%
- 1%–2.9%
- 3%–6%
- Greater than 6%
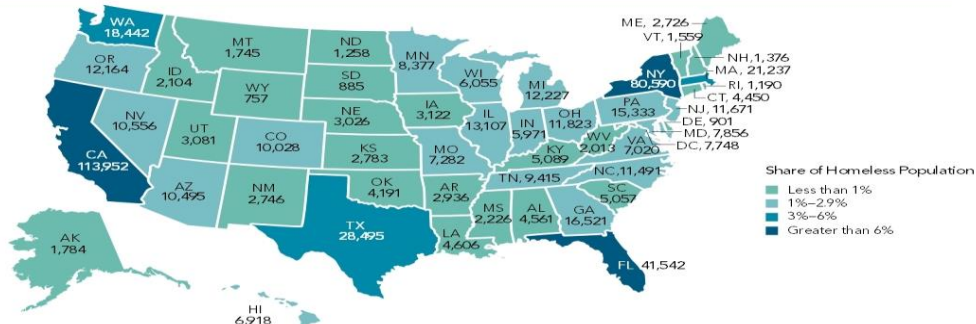
Please take a note of how Florida and Maryland rank for in the U.S. Crime Rate Statistics

according to https://www.roadsnacks.net/most-dangerous-states-in-america/

The Reaching Our Destiny "Non-Profit Give-Back Program" has been implemented on behalf of the many Non-profit and Community-based organizations who have difficulty obtaining funding for their mission and projects. The lack of revenue within these entities that truly "care" usually effects families and communities at large.

Entire cities have experienced the ripple effect of insufficient funds that often causes inefficient program success. The domino can be witnessed daily with increased homelessness, crime, and substance abuse.

According to the National Center for Charitable Statistics (NCCS), more than 1.5 million nonprofit organizations are registered in the U.S. This number includes public charities, private foundations, and other types of nonprofit organizations, including chambers of commerce, fraternal organizations and civic leagues. However according a survey conducted in 2013 by the Non Profit Finance fund:

- Government funding is not returning to pre-recession levels, philanthropic dollars are limited, and demand for critical services has climbed dramatically.
- 42% report that they do not have the right mix of financial resources to thrive and be effective in the next 3 years.
- 1 in 4 nonprofits has 30 days or less cash-on-hand.

- Over the next twelve months, 39% plan to change the ways they raise / spend money.
- 23% will seek funding other than grants or contracts, such as loans or investments.
- Only 14% of nonprofits receiving state and local funding are paid in full for services
- 17% of federal fund recipients receive full reimbursement. Partial reimbursements require additional funding to cover the growing gap as nonprofits serve more people.
- Government is late to pay: Among those with state or local funding, just over 60% reported overdue government payments; over 50% reported late payments from the federal government
- More than half (52%) of respondents were unable to meet demand over the last year; 54% say they won't be able to meet demand this year.
- Jobs (59%) and housing (51%) continue to be top concerns for those in low-income communities.
- 49% have added or expanded programs or services; 17 percent reduced or eliminated programs or services.
- 39% have collaborated with another organization to improve or increase services.
- **39% have upgraded technology to improve organizational efficiency.**

Throughout centuries politicians have used the same resources and methods to win the votes of the people. Our Company employs technology as a friend by employing its dynamic resources coupled with cause marketing. Our strategy distributes positive messaging, raises awareness, provides campaign and non-profit funding plus offers communal participation to assist with positive change.

Our company serves as liaisons for the extermination of unduly social hardships that have negative effects on community. We use our product, event, and marketing channels to rally businesses together to support communal causes while offering viable channels for promotions and increased sales. Our innovative business model simultaneously recycles dollars and resources back to local communities.

Furthermore, ROD Digital Network considers Cause Marketing coupled with innovation digital content to be the wave of the future. The 2012 Edleman Goodpurpose study findings were compelling on the subject of cause marketing.

- 72% of people surveyed said they would recommend a brand that supports a good cause over one that doesn't.
- 57% of respondents said they would want to work for a brand that supports a good cause over one that doesn't.
- 45% of respondents said they would want to invest in a brand that supports a good cause over one that doesn't.
- 44% of respondents said they would be willing to pay a premium for a brand that supports a good cause over one that doesn't.

Cause Marketing leads to Word-of –Mouth Advertising, which is still one of the most powerful

means of distribution. ROD Digital Network has combined these two forces, along with multi-media advertising and events to provide viable answers to the issues of instability within many cities. The negative effect that foreclosures, unemployment, lack of education and inadequate health care have on society is insurmountable.

<u>**Nonprofit & Community-Based Organizations *Need* New Funding Sources**</u>
<u>**Business Owners Need More Promotions and Revenue Sources**</u>

ROD Digital Network aims to be a corporate funder of communities across the country, partnering with Non-Profits, Community-Based Organizations and Leaders to help provide communal stability. The company model is a Community-Based **"A$$ET SYSTEM**." Our primary product is Digital Advertising and our focus is to funnel revenue back into the local community with each and every advertisement sold, through the means of givebacks, marketing and events. We enable businesses to support non-profit organizations and charities through our give-back model.

At, Reaching Our Destiny (ROD) Digital Network we advocate for Change through a diversity of campaigns. We are not a Charity, but Legal Modern Day Robin Hoods. We extract from the trillions of dollars spent annually on advertising / marketing and disseminate a portion of the revenue into communal endeavors. Billionaire, Paul Trudor Jones, founder of the Robin Hood Foundation stated it best in his 2013 60 Minutes interview, "I see people in pain, people in need, people at times without hope, looking for something that will give them some compelling future. I see too many people in homeless shelters, on food stamps. I think a lot of us don't like to focus on it, but it's a significant part of this country that needs to be addressed.

<u>**Our Digital Campaign Solution**</u>

<u>**Our Indoor Signage**</u>
Our **"Give-Back"** program is powered by the Sales Generated Through Our Advertising Network Rod Digital Network uses Digital Signage and Marketing to promote your message. We place 2nd & 3rd party advertising and HDTV Screens within Restaurants, Gyms, Hotels, Churches, Retail Establishments, and more. Our network is divided by zip codes and normally there are at five digital locations within a 5 mile radius.

Our network utilizes flexible digital broadcast systems on Android, and Other Platforms. Each aspect of our network is custom designed to address the needs of the advertiser. Through the use 15-60 second static or animated commercials and the latest technology, we are always striving to ensure our clients satisfaction. Imagine the possibilities that we can create an unlimited number of video, animation and design elements.

Individuals and entities can also cost effectively advertise their message, products, and services to their local market on numerous indoor screens for an affordable monthly cost. Our locations are in high traffic areas and our commercials are cost efficient.

We have the capability to connect any S-Video, RCA or beautiful High Definition (HD) source (satellite, cable, security cameras, etc...) via a capture card. We support all common RSS feeds

and PowerPoint through a PowerPoint to flash converter. We can add custom web components to any signage presentation and develop side custom components.

Our Outdoor Signage

Our Outdoor Signage Network consists of Large Roadside 14x48 LED BILLBOARDS through our strategic partnerships! The ROI and the sheer size of the potential audience create an unlimited income platform. The large LED billboard on any stretch of highway catches the attention of several hundred thousand people each day. Furthermore, the typical business model for outdoor LED billboards reinforces our survey finding that advertisers really like reach based pricing models, such as CPM (cost per minute). Digital Billboards are profitable and the revenue from them can empower communities and business owner alike.

Our Digital Signage and Advertising Opportunities offer:

- Members and supporters the ability to advertise in front of a captive audience on local indoor and masses on outdoor locations.
- An opportunity help erect Indoor Signage Displays and share in its profitability
- Revenue Generations for community members through the ROD Referral Network
- Free Fundraising platforms for Non-profits and Community-Based Organizations
- Free Commercials for Selected Organizations and Community leaders
- 20% minimum Give-Back on each and every ad sold
- Ads displayed on average 4-6 times per hour
- Creation of video/artwork
- Some locations include Text Marketing Codes to capture audiences with special updates, news and information
- An Option for Hand-Canvassed Tri-Fold Print Materials highlighting your Organization

Additional Platforms & Solutions

Canvassed Print Marketing

Our Targeted Print Campaigns offer the advertiser a traditional means of advertising coupled with canvassing services at an affordable price. Through our brochures, we offer hand to hand disseminated and the capture of vital participant information at event driven community campaigns thus creating awareness and empowerment. Events may consist of Church gatherings, sports competitions, community festivals and more.

We have employed a cost-efficient and effective method of advertising. Our Tri-fold are divided into 8 to 12 advertising slots which are sold in 5000 count increments for just one low price. Our coupons books are currently distributed quarterly. We also include QR code that directs individuals to any WEBSITE. Our marketing teams HAND distribute each brochure, which certainly helps save advertising cost. Plus, part of the advertising dollars recycles back into the mission and vision of the Non-profit. It's That Easy!!!

Events

Another part of our program is event sponsorship. ROD Digital Network partners with local organizations, churches, schools, etc… to provide affordable Digital Signage, Advertising and Marketing. We assist in the promotion of your vision and cause through Community-Based Events. It is our unique approach to partnership as a corporate sponsor. Whether it's a Senior Events, Youth Festival, Awareness Rally, just to name a few, ROD Digital Network helps to bring the funds to the table.

Our approach to event sponsorship and funding is offered three different ways which can be combined:

1. ROD Digital Network promotes event hosts and vendors who wish to participate through 10-15 second commercials on our digital television screens. We can erect our signage in multiple locations at events, which can broadcast various types of information and specials.

2. ROD Digital Network offers various types of print media and customized packages. One example is Our Brochure Tri-Folds which are hand-canvassed and branded with your message and the promotions of area advertisers.

3. ROD Digital Network can host an event on behalf of your program at your location or one selected. Our team will set-up the venue, book the entertainment, acquire the vendors, and help raise the funds.

ROD Digital Network collaborates with the organization, church, school, etc… and offers a share of the revenue. Event vendors and local advertisers pay to advertise at upcoming events. The advertisement is sold at minimal costs. The more advertisers that participate, the more promotions, and the event HOST receives a portion of the gross revenues received. There is no cost to the Organization that serves as the Event Host. Please Contact us with Questions or to get started TODAY.

"Provides Talent Events" center around a local talent searches, business mixers and entertainment. These venues will be held within local establishments showcasing some of the finest local and non-local performers. Our company will use its advertising channels to raise funds through sales and sponsorship of each event. A portion of the proceeds collected will be places on gift cards to be distributed through the McKinney-Vento Program, other local charities, and churches.

Cars 2 Work

Our Newest Program is our Cars 2 "Work" Program. We PUT our CARS to WORK for Seniors. We are partnering with Car dealerships and other community businesses. Our approach is simple. Advertisers can cost effectively advertise their message directly on the vehicle that will be used "Go Get" or take to appointments, including transporting to the polls. Seniors can rest assured that their vital transportation needs are being met through the partnerships of our company. Dealerships and other partners benefit from sales and services. As you can see, The

Reaching Our Destiny advertising network is custom designed to address the needs of the advertiser while maintaining communal focus.

Destiny Homes

As an answer to homelessness, displacement, and unemployment within Urban Sectors, this program uses creativity to produce modular homes for individuals and family utilizing the "Tiny Homes" Model. Local Residents will have the opportunity of rebuilding their communities and contributing to stabilization of their neighbors. This program also aids in ensuring that current living conditions are safe and inhabitable through partnership with the Healthy Homes Council, a Florida Non-profit Organization. Furthermore, we provide job acquisition and First Responder Services

Collaboration & Referral

ROD Digital Network is pleased to Offer Our New Collaboration / Referral Program. We will pay Referral Dollars to Agents who send us clients that purchases select advertising from us. The program is easy. Contacts are referred to us via our online form and when they buy from us, someone gets paid. Collaborative Agents also have opportunity to fund Inside Signage locations and gain revenue from every ad purchased on that screen. Additional cash flow can be collected by "Closing the Deal". This is TRUE revenue sharing as a lucrative method and means for anyone who desires to become involved in our efforts.

Our Approach to Giving is Simple

1. We Give Back Funding Revenue to Non-Profits and Community-Based Organizations with Each and Every Piece of Advertising Sold.

2. We Give Back to Business for Utilizing their locations

3. We Create Positive Messaging within Communities

4. We provide jobs and stabilization within Communities

5. We fight against homeslessness, displacement, health issues, substance abuse, crime, and provide solution and sustainable programs.

Our Network creates profitability for Residents, Businesses, Non-Profits, Churches and Politicians alike. Furthermore, becoming involved in our Unique Give-back Program is simple We do not charge an administrative fee or any hidden charges to any of our participating organizations. There is only mimimal criteria required start receiving immediate funding. Once approved. Whenever members / supporters pay to advertise on our network, you get paid. It is just that **SIMPLE!!!**

NPO / CBO Giveback - FULL Screen Ads

Number of Locations	Number of Ad SLOTS (20)	AVG Cost Per Ad	20% Giveback	6 Month Amount	12 Month Amount
20	400	$100	$8,000	$48,000	$96,000
40	800	$100	$16,000	$96,000	$192,000
60	1200	$100	$24,000	$144,000	$288,000
80	1600	$100	$32,000	$192,000	$384,000
100	2000	$100	$40,000	$240,000	$480,000

Campaign Giveback - FULL Screen Ads

Number of Locations	Number of Ad SLOTS (20)	AVG Cost Per Ad	10% Giveback	6 Month Amount	12 Month Amount
20	400	$100	$4,000	$24,000	$48,000
40	800	$100	$8,000	$48,000	$96,000
60	1200	$100	$12,000	$72,000	$144,000
80	1600	$100	$16,000	$96,000	$192,000
100	2000	$100	$20,000	$120,000	$240,000

Sponsor Giveback - FULL Screen Ads

Number of Locations	Number of Ad SLOTS (20)	AVG Cost Per Ad	10% Giveback	6 Month Amount	12 Month Amount
20	400	$100	$4,000	$24,000	$48,000
40	800	$100	$8,000	$48,000	$96,000
60	1200	$100	$12,000	$72,000	$144,000
80	1600	$100	$16,000	$96,000	$192,000
100	2000	$100	$20,000	$120,000	$240,000

DISCLAIMER: These numbers are an example. They are estimated not actual. Number of Ads Vary.

NON-PROFIT "GIVE-BACK" APPLICATION

Email Completed Form to: info@reachingourdestiny.com   Reference Number:

General Information

Company/Individual Name: _____

Sole Proprietorship___, Partnership___, C-Corp___, S- Corp___, LLC Corp___, 501C(3)___, Other____

Address: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Contact: _____ Title: _____

Additional Contact #s: _____ Employees / Volunteers_____

Number of Years Company in business: _____ Primary Mission: _____

Geographic Market: _____

List Any Professional Licenses held and State issued: _____

Principal Information
Name: _____

Address: _____ State: _____Zip: _____

Phone**:** _____ Phone 2**:** _____ Fax: _____

Name: _____

Address: _____ State: _____Zip: _____

Phone**:** _____ Phone 2**:** _____ Fax: _____

References (2)

Company Name	Phone Number	Contact Name

Company Name	Phone Number	Contact Name

I/We completed an application containing certain information and certify that all of the information is true and complete. The undersigned hereby authorizes ROD Digital Network and/or it assigns to obtain such information as it may require in order to verify the information provided on this application.

Signature	Title	Date
Signature	Title	Date

Please allow 5 to 7 Business days to receive pre-approval on the above application. A copy of a valid 501(c)(3) MAY be required upon acceptance into the Reaching Our Destiny Digital Network, Inc Give-Back Program if along with other required documentation and criteria.