

REACHING OUR DESTINY NETWORK - DESTINY HOMES
Creative Housing Units for The Homeless, Veterans, and Families in Need



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. Our company was designed to assist entities are dedicated to building conduits for change within society. We employ a diversity of economic building channels coupled with a powerful business model to bring the communal masses together thus promoting unity, self-sustainability and prosperity.

The company model is a Community-Based “ASSET 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. However, we have joined forces with other community leaders and business owners to create a unified emphasis on stabilizing Urban America. Sustainable housing and employment were two of the identified areas that must be charged through the element of change.

Urban Housing Challenges

Two locales that were radically affected in a harsh manner by the housing crises of 2008 are:

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

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. Reaching Our Destiny (ROD) Digital Network, Inc has initiated its campaign for Economic Stability and Sustainability within these two states.

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, 1 in every 409 housing units.** According to the U.S. Bureau of Labor Statistics October 2016, Maryland ranked 16 and Florida 22 in Unemployment Ranking.
<http://www.bls.gov/web/laus/laumstrk.htm>

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

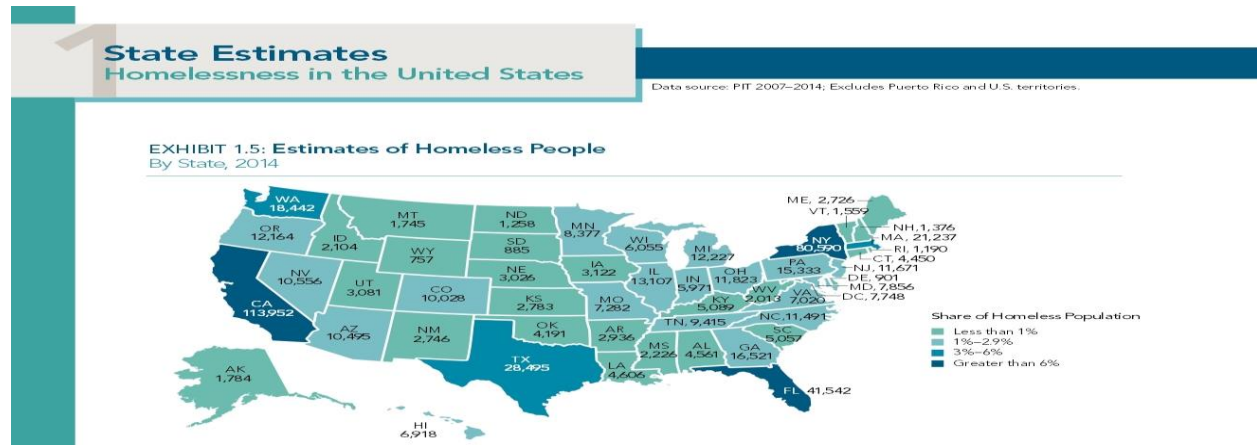
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insurmountable and are usually covered by taxpayers and local government. Often overlooked is the amount of dollars used for hospitalization, medical treatment, incarceration, police intervention, and emergency shelter expenses and more. Many states 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 program newest program brings solutions to help curtail this ever growing epidemic.

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. The initiative is schedule to launch with the acquisition of land in one acre increments. Each parcel has the capacity for up to four 8x20x8.5 or two 8x40x8.5 steel containers to create "Tiny Homes" providing 320 to 640 square feet of living space. However, they will be developed 10 units at a time. Furthermore, the program will ensure living conditions remain safe and inhabitable through partnership with the Healthy Homes Council, a Florida Non-profit Organization.

Destiny Homes is an affordable program designed to foster economic empowerment. With the vacant lots all throughout the inner cities, home ownership is a main focus. Furthermore, the program combats unemployment by providing jobs acquisition, skills training, entrepreneur programs and First Responder Services. Properties can be gain traditionally or creatively through the process of "Sweat Equity" and possibly owner finance. Every development will also have buildings allotted for small business and youth empowerment centers.



At, Reaching Our Destiny (ROD) Digital Network we advocate for Change through a diversity of campaigns. Our company serves as liaisons for the extermination of unduly social hardships that have negative effects on community. 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.

Thank you for your time and consideration. Please feel free to contact me directly with any Questions or Concerns - Anthony Whitfield - 410-970-3031