



Phoenix Pathways to Ownership Initiative™

From Character to Career. From Career to Ownership.

PROGRAM FRAMEWORK AND MASTER BLUEPRINT

Featuring The Dynamics of Highly Successful Living™

A Character-Gated Entrepreneurship Framework with a Real Estate and Construction Focus

Maryland Pilot | 16 Weeks | 12–16 Participants | July 2026

Prepared by Charles E. Hall Sr., Founder and Program Lead

DOCUMENT PURPOSE: The official source document for fiscal sponsorship, fundraising, partnerships, pilot implementation, government outreach and grant development.

Executive Summary

Phoenix Pathways to Ownership Initiative™ is a proposed charitable workforce, reentry and ownership initiative designed to help justice-impacted and economically disadvantaged individuals convert adversity into disciplined preparation, sustainable careers and responsible ownership.

Phoenix is the operating and fundraising organization. The Dynamics of Highly Successful Living™ is its proprietary core curriculum. The curriculum was created and taught by Charles E. Hall Sr. during more than 13 years of incarceration and has informed the mentoring of more than 300 incarcerated individuals.

The model intentionally places character before capital and discipline before opportunity. Participants first build habits, judgment, accountability and work readiness. They then advance through safety credentials, construction and property-preservation training, financial literacy, real-estate education, entrepreneurship and readiness-based pathways to ownership.

Program Element	Current Design
Initial geography	Maryland, with an initial focus on Prince George's County and the greater DMV
Pilot cohort	16 weeks; approximately 12–16 participants
Training environment	Classroom, supervised worksites and two to four residential properties when available
Startup campaign	\$60,000 for sponsor-approved legal, operational and pilot-readiness costs
Illustrative full pilot	\$468,000 planning budget, subject to funding rules and partner commitments
Operating structure	Fiscal sponsor or eligible nonprofit lead; separate written agreements for related businesses

Immediate 12-Month Objective

Secure a qualified fiscal sponsor or nonprofit lead, one workforce/credential partner, one housing or property-preservation work pipeline, sufficient startup funding and an auditable operating plan for the first 16-week cohort.

1. Philosophical Foundation

The Phoenix Principle

Phoenix Pathways is founded on the belief that no person should be permanently defined by a setback, a conviction, poverty, unemployment, addiction, homelessness, educational barriers or past mistakes.

Like the phoenix rising from the ashes, individuals can transform adversity into wisdom, discipline, purpose and opportunity. The ashes are not the individual's identity; they represent the circumstances, decisions and systems from which the individual is rising.

Lasting transformation begins internally. Character creates the foundation for personal responsibility, trustworthy relationships and professional success. Career converts renewed character into practical skills, credible experience and economic stability. Ownership transforms stability into independence, entrepreneurship, property, community leadership and generational opportunity.

THE CAUSE CAN NOW BECOME THE CURE. People and communities that have experienced the consequences of disinvestment, incarceration and limited opportunity can become part of the solution by rehabilitating housing, rebuilding neighborhoods, developing businesses and mentoring the next generation.

Mission

Phoenix Pathways to Ownership Initiative™ equips justice-impacted and economically disadvantaged individuals to transform adversity into opportunity through character development, education, mentorship, career training, entrepreneurship and pathways to business, property and financial ownership.

Vision

We envision a world in which every person has a meaningful opportunity to rise beyond past circumstances, establish a sustainable career, achieve ownership and create lasting prosperity for their family and community.

Motto

From Character to Career. From Career to Ownership.

2. Organizational and Curriculum Identity

Identity	Role
Phoenix Pathways to Ownership Initiative™	The operating, fundraising, partnership, participant-support and outcome-accountability organization.
The Dynamics of Highly Successful Living™	The proprietary character-gated curriculum that develops mindset, judgment, skills and readiness.
REMC Group, LLC / other qualified contractors	Potential licensed worksite or construction service providers only under written, independently reviewed, market-rate agreements.
DFI Pro / Deal Funding Intelligence	A separate founder-led platform that may support deal analysis and capital-readiness education only under an independently approved agreement.

Phoenix delivers the opportunity. The Dynamics develops the individual. Career provides economic stability. Ownership creates independence and generational change.

The Character-Gated Model

- Advancement is earned through attendance, conduct, assignments, safety performance, teamwork and demonstrated judgment.
- Enrollment is not a promise of immediate access to money, property or business ownership.
- Technical training, work experience and capital-readiness opportunities follow demonstrated personal and professional readiness.

- Screening and advancement standards will be documented, job-related, consistently applied and compliant with applicable law.

3. Target Population and Participant Journey

The initial pilot prioritizes justice-involved adults age 25 and older who are legally able to work, interested in construction, property operations, real estate or entrepreneurship and prepared to participate in a structured, accountable environment. Later cohorts may include underemployed adults and disconnected young adults ages 18–24, subject to appropriate safeguarding and sponsor approval.

Phase	Participant Development	Primary Evidence
RISE	Identity, mindset, accountability, emotional regulation and purpose	Attendance, covenant, goals and readiness review
PREPARE	Safety, life skills, financial literacy and career planning	Credentials, assessments and individualized plan
BUILD	Trades exposure, property preservation, estimating and supervised work	Work hours, site evaluations and portfolio
LAUNCH	Employment placement, apprenticeship, entrepreneurship and capital readiness	Resume, interviews, business-readiness assessment
OWN	Responsible pathways to business, home, property and financial ownership	Long-term plan, mentoring and verified milestones

Minimum Entry Factors

- Demonstrated interest in construction, real estate, property operations or entrepreneurship.
- Ability to meet worksite safety and attendance expectations.
- Willingness to complete an individualized employment and reentry plan.

- Commitment to truthful disclosure, respectful conduct and progressive responsibility.
- A realistic participation plan for transportation, supervision requirements and appointments.

4. Sixteen-Week Curriculum

Week	Theme	Required Learning and Application
1	Orientation and baseline	Program covenant, assessments, goals, barriers, attendance and safety
2	Be proactive	Personal responsibility, choice, consequence and ownership
3	Begin with the end	Personal mission, identity, long-term goals and career planning
4	Discipline and trust	Priorities, emotional regulation, conflict, ethics and accountability gate
5	Worksite foundation	OSHA-10 preparation, PPE, math, tools and hazard recognition
6	Property preservation	Inspection photos, securing, cleaning, trash-out and documentation
7	Carpentry and envelope	Framing, blocking, doors, windows, roofing and moisture awareness
8	Interior trades	Drywall, painting, flooring, cabinets, punch lists and

quality control

Week	Theme	Required Learning and Application
9	Mechanical awareness	Plumbing, HVAC and electrical scopes; licensed-trade boundaries
10	Healthy housing	Lead-safe/RRP pathway, mold, accessibility and aging in place
11	Estimating and job cost	Takeoffs, labor, materials, allowances, contingencies and change orders
12	Live rehabilitation	Supervised production, daily logs, quality and schedule control
13	Real-estate finance	Mortgage process, underwriting, compliance, draws and interest carry
14	Valuation, title and DFI Pro	Appraisal, BPOs, as-is/ARV, title, closing and deal guardrails
15	Employment and enterprise	Resume, interview, capability statement, bidding and banking
16	Capstone and transition	Property presentation, business plan, placement and 90-day plan

5. Service Delivery and Worksite Model

Participant Flow

1. Referral, orientation and eligibility screening.
2. Readiness interview, barriers assessment and individualized plan.
3. Four-week character and accountability foundation.
4. Safety credentials and supervised trades rotation.
5. Paid or subsidized work experience on approved sites.
6. Employment placement, apprenticeship referral or business-readiness review.
7. Retention follow-up at 30, 90, 180 and 365 days.

Potential Work Pipelines

- HUD/FHA REO field-service-manager subcontracting and property preservation.
- Public-housing vacant-unit turnover and modernization.
- CDBG/HOME owner-occupied rehabilitation through eligible partners.
- Senior and disability accessibility modifications.
- Local-government vacant-property and nuisance-abatement work.
- Affordable-housing nonprofit rehabilitation, weatherization and healthy-homes work.

NO DOUBLE BILLING: Grant funds may pay for eligible training, credentials, supports and supervised work experience. Contract funds must pay for contract deliverables. The same labor hour, material or service may not be charged to both.

6. Partnerships, Governance and Safeguards

Partner	Primary Responsibility
Fiscal sponsor / nonprofit lead	Charitable oversight, fiscal controls, receipts, reporting and grant compliance
Founder / Program Director	Curriculum leadership, instruction, mentoring, partnerships and program execution
Licensed construction platform	Site operations, estimating, supervision, safety and quality under written agreement

Credential partners	Recognized OSHA, EPA, trade, college or apprenticeship credentials
Reentry and support partners	Recruitment, case management, transportation and retention support
Evaluation partner	Data plan, outcome validation and continuous improvement

Required Conflict-of-Interest Controls

- Written disclosure of relationships among Phoenix, the founder, REMC Group, Allied, DFI Pro and any other related business.
- Independent approval of founder compensation and every related-party agreement.
- Competitive procurement or documented cost and price analysis.
- Separate bank accounts, ledgers, time records, invoices and funding-source records.
- No interested person may select, negotiate or approve their own compensation or contract.
- Board- or sponsor-level review, annual disclosure and documented recusal.

Youth Protection

Any future service to minors will require parental consent, appropriate screening, background checks, trained supervision, safeguarding procedures, suitable insurance and sponsor-approved youth-protection policies before enrollment.

7. Staffing and Founder Qualifications

Position	Pilot Level	Core Function
Program Director / Lead Instructor	1.0 FTE	Leadership, character curriculum, real-estate instruction and partnerships
Construction Director / Licensed GC	1.0 FTE	Sites, safety, quality, inspections and

		subcontractors
Assistant GC / Trades Instructor	1.0 FTE	Hands-on instruction, competency checks and daily supervision
Project Manager	1.0 FTE	Schedule, procurement, cost tracking and closeout
Case Manager / Reentry Navigator	1.0 FTE	Barriers, referrals, supervision coordination and retention
Administrative / Data Coordinator	0.75 FTE	Eligibility, timesheets, credentials, outcomes and reporting

Founder Qualification Summary

Charles E. Hall Sr. brings more than 30 years of experience in mortgage banking, real-estate investment, property development and construction management. His professional expertise was established before incarceration, transformed into service and teaching during incarceration and rebuilt into business and community leadership following reentry.

During more than 13 years of incarceration, he created and taught The Dynamics of Highly Successful Living™ and mentored more than 300 incarcerated individuals in mindset, ethics, finance, investing, construction and entrepreneurship. Following reentry, he resumed property acquisition and development leadership, including acquisition and permitting activity on a \$7 million development.

He holds Maryland contractor and contractor/salesperson licensing separate from real-estate licensure. He has completed 120 hours of residential real-estate coursework and 220 hours of commercial Realtors coursework and is awaiting state and national real-estate examinations. He is not currently licensed as a real-estate salesperson or agent.

8. Outcomes and Evaluation

Targets are pilot planning goals and must be finalized with the fiscal sponsor, funder and evaluation partner. Outcomes will be reported in aggregate and supported by source documentation.

Measure	Pilot Target	Verification
Enrollment	12–16 participants	Eligibility and enrollment records
Foundation completion	85% complete first four weeks	Attendance and readiness-gate records
Credential attainment	80% earn at least one recognized credential	Credential and provider records
Work-based learning	90% complete documented experience	Timesheets and supervisor evaluations
Program completion	75% complete all requirements	Completion checklist
Placement	70% enter work, apprenticeship or training within 90 days	Employer or training verification
Retention	60% retain work or training at 180 days	Follow-up verification
Housing production	Two to four properties preserved or rehabilitated	Inspection, photo and closeout files
Entrepreneurship	100% complete readiness assessment; advancement is earned	Assessment and capstone records

Data Protection

Participant files will use role-based access, minimum necessary data collection, written consent, secure storage and retention schedules. Public reports will not disclose personally identifiable information or individual criminal-history information.

9. Pilot Budget and Funding Strategy

The following planning budget supports one 16-week cohort. It is not a final grant budget and must be reconciled to each funding notice, sponsor policy, wage requirement, indirect-cost rule and partner commitment.

Cost Category	Planning Amount	Purpose
Personnel and fringe	\$172,000	Program, construction, case management, project and data staff
Participant stipends / paid work	\$96,000	Up to 16 participants across 16 weeks
Credentials and instruction	\$28,000	OSHA/EPA, instructors, curriculum and testing
PPE and shared tools	\$24,000	Safety equipment and controlled inventory
Property/worksite materials	\$80,000	Prefer contract/property reimbursement; no double billing
Supportive services	\$20,000	Transportation, clothing, documents and barrier reduction
Data and evaluation	\$18,000	Tracking, validation and reporting
Insurance/admin/compliance	\$15,000	Insurance and operational compliance

Indirect / fiscal sponsor	\$15,000	Subject to approved rate or negotiated cap
TOTAL PILOT COST	\$468,000	Illustrative full pilot planning budget

\$60,000 Founding Campaign

Phoenix is presently unfunded and seeks initial capital to become legally and operationally ready. Sponsor-approved startup uses may include nonprofit counsel, incorporation and registrations, accounting, insurance, curriculum and intellectual-property protection, technology, fundraising infrastructure, outreach, participant recruitment and pilot preparation.

Launching in America. Backed by the World. Phoenix will initially operate in Maryland and the United States. Supporters may come from around the world; no international program activities are presently planned.

10. Launch Roadmap

Stage	Primary Actions	Completion Evidence
1. Foundation	Fiscal sponsor; legal structure; policies; IP and brand protection	Signed sponsor agreement and compliance calendar
2. Capital	\$60,000 campaign; grants; corporate and philanthropic outreach	Approved campaign and documented funding
3. Partnerships	Credential, reentry, employer, construction and evaluation partners	MOUs and written scopes
4. Pilot readiness	Sites, staff, insurance, curriculum, recruitment and data system	Launch checklist and approved cohort roster

5. Delivery	16-week cohort, credentials, supervised work and placement	Auditable participant and project records
6. Evaluation	30/90/180/365-day follow-up and improvement review	Outcome report and next-cohort plan

Official Program Promise

We meet people where they are, help them recognize who they can become and provide a structured pathway from personal transformation to economic ownership.

Document Control

This framework is the official source document for Phoenix Pathways program design. Each fiscal-sponsor application, grant proposal, government submission, partnership agreement and fundraising message must be adapted to the exact eligibility, budget, match, deadline, disclosure and reporting requirements that apply.

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