

## Executive Summary

The Americans All Benefit Corporation (AABC) seeks \$250,000 from an investor/marketing partner (can be two separate entities) to support the Americans All Pilot (AA) program for one year. During this period, AABC will conduct programs (already in process in three Maryland counties and the District of Columbia) and rebuild its website on the Drupal 9 platform because the existing 11-year-old Drupal 7 platform will no longer be supported. The management team will not receive compensation (except expense reimbursement) until the investor is repaid by using 60 percent of the non-school gross revenues received from business sponsorship fees. The management team will contribute its share of the non-school gross revenue toward the repayment of the investment.

The investment carries a \$250,000 balloon payment which will be repaid by using 2 percent of the non-school gross revenue. After the balloon is paid, the investor will have the option of receiving an additional balloon of \$250,000 or converting that to 2 percent of the equity of AABC.

The marketing partner will receive 30 percent of the non-school gross revenue. After gross annual revenue exceeds \$3,000,000, the marketing partner can buy out the management team for \$6,000,000 and take full control of AABC.

**Background:** Beginning in 1989, the Americans All foundation was one of the nation's first education nonprofits to provide K-12 schools with multiple-perspective, diversity-based, supplemental social studies classroom resources as well as activities for English Language Arts programs. After nine pilot programs, our resources were distributed nationwide to more than 2,000 schools and libraries. However, as our nation became more politically polarized, we needed to offer a program that would be accepted by as many schools and students as possible. We also want to expand our website to house one of our nation's most comprehensive and non-political databases of individual and group stories, past and present, about the Peopling of America. Our storytelling tool is an ideal vehicle to help focus on our population's commonalities rather than their differences. By sharing stories, we can all recognize the contributions of every citizen, while reinforcing the values of diversity and respect, and promoting tolerance, acceptance, empathy, and understanding.

**Business Model:** We use a modified version of the one used by the American Automobile Association (AAA). By paying an annual fee, AAA members can access benefits internally generated by AAA plus external benefits in the form of discounts from travel-related companies, such as hotels, rental cars, insurance, and cruises. In our model, lifetime membership in Americans All is free, and members and their families gain access to our existing resources, most importantly, the ability to create and publish on our Heritage Honor Roll (in multiple locations), two legacy stories in English and as many stories as desired in other languages. Stories can be augmented with photographs, images, logos, hyperlinks, and audio-visual media. What makes our program unique is that we include historical information to provide context for many of these stories and the experiences, observations, and accomplishments reflected in them,

**Social Legacy Network:** In addition, for one year, members and their families also receive a free subscription to our Social Legacy Network, which is managed by AABC. (As long as they remain in school, students never pay a membership fee.) This entitles them to access discounts on goods and services from participating local businesses and professional service providers that have registered for our program by paying a nominal fee. Business and local service providers can also put stories about themselves on our Heritage Honor Roll and can host stories created by our members supporting the business entity. Business members cannot access our members' contact information; they only know how many members we have in each Zip Code. The more members we have, the more valuable supporting Americans All becomes to a business partner.

## Executive Summary (continued)

**Target Market:** The program will be first marketed to county high schools and focus on two major demographics: students and small local businesses. Although our program is nonpolitical, the nation's current polarization suggests that not all states will fully participate, and of those that do, not all counties or schools within participating states will take advantage of this program. Therefore, we have based our projections based on percentages of the total market size. We view the 3.7 million students registered in the 11<sup>th</sup> and 12<sup>th</sup>-grade as our potential members and the nation's more than [30 million small businesses](#) as our potential clients. Once a school is registered, we will contact its PTA/PTO for its support because many of its members participate in local businesses. We do not yet include students in the more than 800,000 home-school families.

**Additional revenue:** This can be generated by creating additional types of membership, similar to how American Express offers multiple membership options with different benefits. However, revenue generated by the AABC not directly related to the mission of the People of America Foundation will not automatically be subject to distribution to the education community, which currently receives 80 percent of our program's revenue. The data below is an example of revenue generated at one level of membership and how it is distributed.

[Click here](#) to view the complete Business Plan and Funding request. [americansall.org/566633](http://americansall.org/566633)

### Projected Annual Distribution of Revenue Generated by Business Legacy Partner (BLP) Membership Fees using 0.001 percent of Total Market Size for Year 3 including 80 percent renewal of the prior year's membership.

Number of new BLP memberships, prior year x 2	20,000				
Number of existing memberships @ 80 percent	25,200				
Total Memberships: 45,200 x \$98	\$4,429,600				
Distribution based on non-school revenue	\$885,920				
Credit card fees, 3 percent		0.030	\$26,578		
Overhead and outreach, 4 percent		0.040	\$35,437		
National investor, 2 percent		0.025	\$22,148		
People of America Foundation, 2 percent		0.025	\$22,148		
National marketing partner, 30 percent		0.300	\$265,776		
Management team fee, 58 percent		0.580	\$513,834		
Distribution directly to schools, 60 percent				0.60	\$2,657,760
Distribution to district, 20 percent				0.20	\$885,920
		<b>1.000</b>	<b>\$885,920</b>	<b>80%</b>	<b>\$3,543,680</b>

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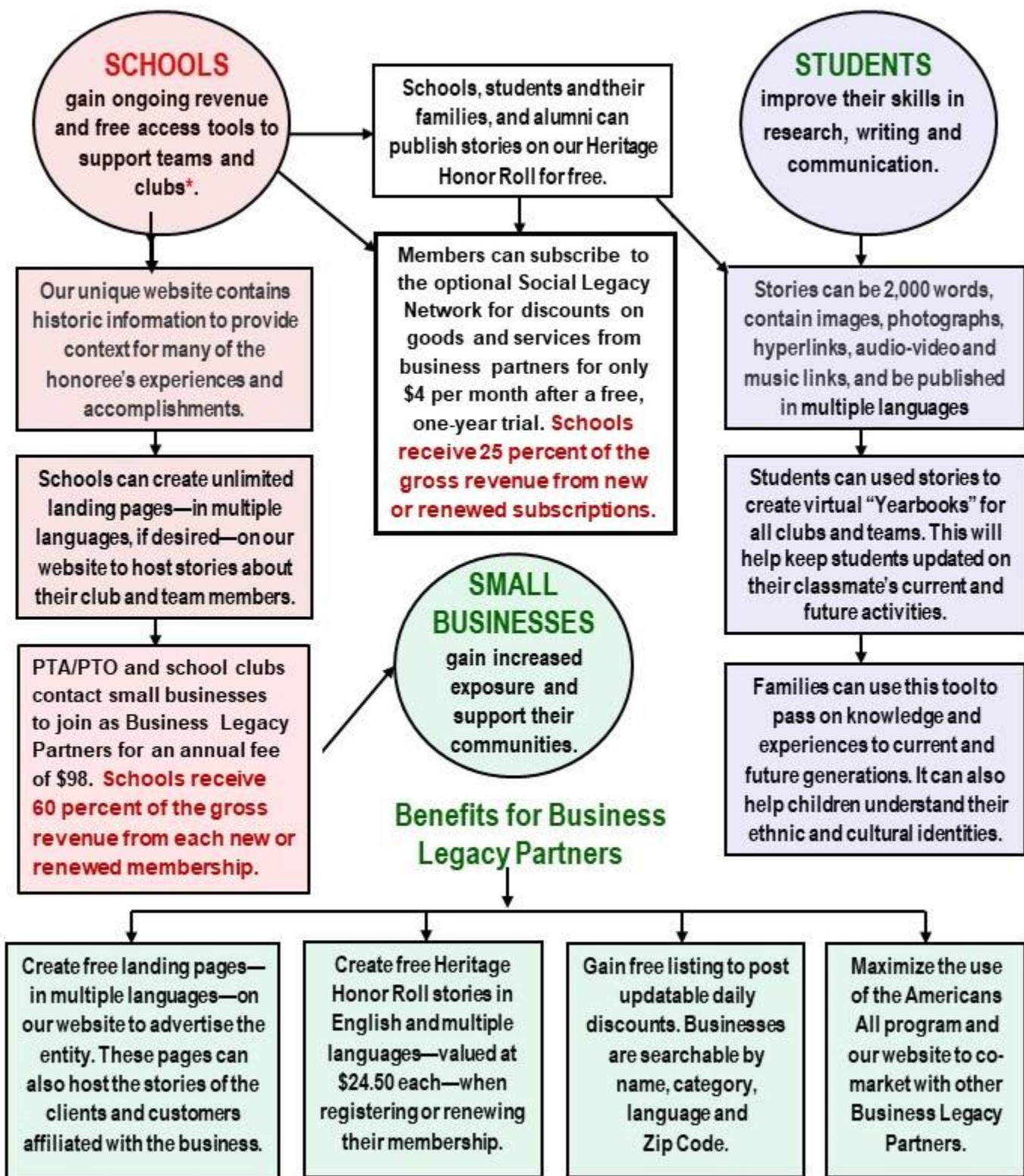
**Projected Annual Distribution of Revenue Generated by Business Legacy Partner  
(BLP) Membership Fees using 0.001 percent of Total Market Size for Year 5  
with **NO INCREASE** in Annual Memberships,  
including 80 percent renewal of the prior year's membership.**

Number of new BLP memberships,	40,000				
Number of existing memberships @ 80 percent	56,928				
Total Memberships: 96,928 x \$98	\$9,498,944				
Distribution based on non-school revenue					
Credit card fees, 3 percent		0.030	\$284,968		
Overhead and outreach, 4 percent		0.040	\$379,958		
National investor, 2 percent		0.025	\$237,474		
People of America Foundation, 2 percent		0.025	\$237,474		
National marketing partner, 30 percent		0.300	\$2,849,683		
Management team fee, 58 percent		0.580	\$5,509,388		
Distribution directly to schools, 60 percent					
				0.60	\$5,699,366
Distribution to district, 20 percent					
				0.20	\$1,899,789
		<b>1.000</b>	<b>\$9,498,944</b>	<b>80%</b>	<b>\$7,599,155</b>

**Projected Annual Distribution of Revenue Generated by Business Legacy Partner  
(BLP) Membership Fees using 0.001 percent of Total Market Size for Year 6  
with **NO INCREASE** in Annual Memberships,  
including 80 percent renewal of the prior year's membership.**

Number of new BLP memberships,	40,000				
Number of existing memberships @ 80 percent	77,542				
Total Memberships: 117,000 x \$98	\$11,466,000				
Distribution based on non-school revenue					
Credit card fees, 3 percent		0.030	\$343,980		
Overhead and outreach, 4 percent		0.040	\$458,640		
National investor, 2 percent		0.025	\$286,650		
People of America Foundation, 2 percent		0.025	\$286,650		
National marketing partner, 30 percent		0.300	\$3,439,800		
Management team fee, 58 percent		0.580	\$6,650,280		
Distribution directly to schools, 60 percent					
				0.60	\$6,879,600
Distribution to district, 20 percent					
				0.20	\$2,293,200
		<b>1.000</b>	<b>\$11,466,000</b>	<b>80%</b>	<b>\$9,172,800</b>

# How Americans All Benefits Schools; Students and Their Families; and Local Businesses, Cottage Industries and Professional Service Providers.



\*Non-academic activities include (but are not limited to) all school sports and clubs, as well as external events. Students can apply academic skills in a real-world context, which helps build a well-rounded education. We donate 80 percent of our gross revenues to schools and districts that support our program

## Sample story from our Heritage Honor Roll

Allan S. Kullen Author, Executive

Owner, Social Entrepreneur, Founder



Allan S. Kullen Photo © 2007 - iStock

"Her name is Ester Baumgartner. Do you know her?" Allan Kullen had posed the question in a broken mixture of Hebrew and English to whoever would listen and could understand him. Allan had met Ester while on an archaeological dig at [Masada](#) in Negev, Israel. All he knew by the time they parted ways was her name and the fact that she was staying in Tel Aviv. So, after finishing his work, he decided he would try to find her. He hitchhiked his way to Tel Aviv and, despite all odds, found her. It was to play an important role in his life.

Allan was born in Washington, DC, on February 20, 1942, to Eunice (Stotland) and Sol Kullen, both originally from Baltimore, MD. His sister, Marian, was born two years later. He grew up in the DC metropolitan area. His father had built a successful career in the printing industry so, in 1959 after a very uneventful four years culminating in his high school graduation, Allan chose to attend the School of Printing Management at [Carnegie Institute of Technology](#) (CIT) in Pittsburgh, PA.

Americans All features photographs and texts on the contributions that immigrants made to the nation's development when they come through Ellis Island. At the same time, he was printing for the [Coordinating Committee for Ellis Island](#), a nonprofit group focused on the same topic. This action rekindled the passion generated by his travels abroad, and he founded and became president of the People of America Foundation and became co-

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photographs, simulations and teacher's guides, all developed by a team of scholars led by Americans All co-developer [Dr. Gail C. Christopher](#).

Although Americans All was well received by the education community, its appeal was limited to classrooms devoted to teaching social studies. With the national emphasis shifting to support STEM programs, his foundation [Note: This story was excerpted and edited from an interview by Gordon Bernhardt, author of [Profiles in Success](#) (Volume 6): Inspiration from Executive Leaders in the Washington D.C. Area.]

To view the legacy story about Albert "Chew" Kullen, [click here](#).

To view the stories in the Kullen (Kulchinsky) Family Circle, [click here](#).

**Make a Difference, Get Involved TODAY!**

Register for Americans All to create and personally share a legacy story—[CLICK HERE](#)

Upgrade your Americans All program membership after the 30-day trial by submitting our Social Legacy/Network to you and your family members to benefit—interlocking cards for document gifts and benefits from our program partners and access to over 12 social studies resources—[CLICK HERE](#)

Receive a copy of content to your business card, business or Legacy Partner—[CLICK HERE](#)

Receive a copy of content at your group or nonprofit organization and become a Legacy Partner for free—[CLICK HERE](#)

Receive a copy of content for your school, library or educational facility and become a Legacy Partner for free—[CLICK HERE](#)

To learn more about Americans All—[CLICK HERE](#)



- **Stories can be:**

  - about individuals, groups or issues/topics
  - up to 2,000 words (1,000 can be password protected for privacy)
  - augmented with images, logos, hyperlinks, photographs, and audio-video media.
  - published in [multiple languages](#), including a second story in English.
  - updated easily and have all prior versions archived
  - started by filling in only a few required fields and then be completed over time
  - also created in a shorter version (up to 500 words) and printed in an 8½" x 11" format
- Americans All provides step-by-step tutorials and easy-to-use templates to simplify the creative process.
- Legacy stories reflect members' views and are not vetted for accuracy. However, all text is filtered through a third party, secure Profanity App to ensure that they do not contain inappropriate language. If requested, our editorial staff can override the App if they feel the identified word or phrase is acceptable by today's standards.
- We comply with the "Children's Online Privacy Protection Act" of 1998 and therefore disallow children under 13 from putting personal information on our site.
- All content and images published on our site are considered to be in the public domain, unless it is clearly noted that they are protected by copyright laws. We cannot provide permission for commercial use. However, content can be reproduced from our site for educational or personal use as long as a citation is provided.

[www.americansall.org/node/553341](http://www.americansall.org/node/553341)