



**Proposal for a public-private partnership between  
FEMA and Americans All for the benefit of  
families affected by the COVID-19 pandemic.**

**August 6, 2021**

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## A Free Opportunity for Families to Preserve Stories of Lost Loved Ones.

The 35-year-old 501(c)3 People of America Foundation's Americans All program desires a public-private partnership with [FEMA](#) to advance the agency's support for families who have experienced—and continue to experience—personal losses due to the COVID-19 pandemic. In addition to financial help with unanticipated funeral expenses, families need an appropriate way to get closure. This is especially true if family members of the deceased never had a chance to express their feelings and/or say good-bye to them.

Our Americans All program has repurposed its unique [storytelling tool](#) to support these families at no cost to them or to FEMA. Written stories celebrating lives—in contrast to oral histories that disappear after two generations—can keep a lost loved one's legacy alive and enable his or her experiences, achievements and contributions to motivate current and future generations. What makes our program unique is we include historical information to provide context for these stories.

*“Stories are one of the most powerful means that [all people] have to influence, teach, and inspire. Storytelling forges connections, among people and between people and ideas. They convey the culture, history, and values that unite people. When it comes to our countries, our communities, and our families, we understand intuitively that the stories we hold in common are an important part of the ties that bind.” —Excerpted from a post by Vanessa Boris, author at Harvard Business Publishing, and Lani Peterson, Psy.D., psychologist, storyteller and executive coach.*

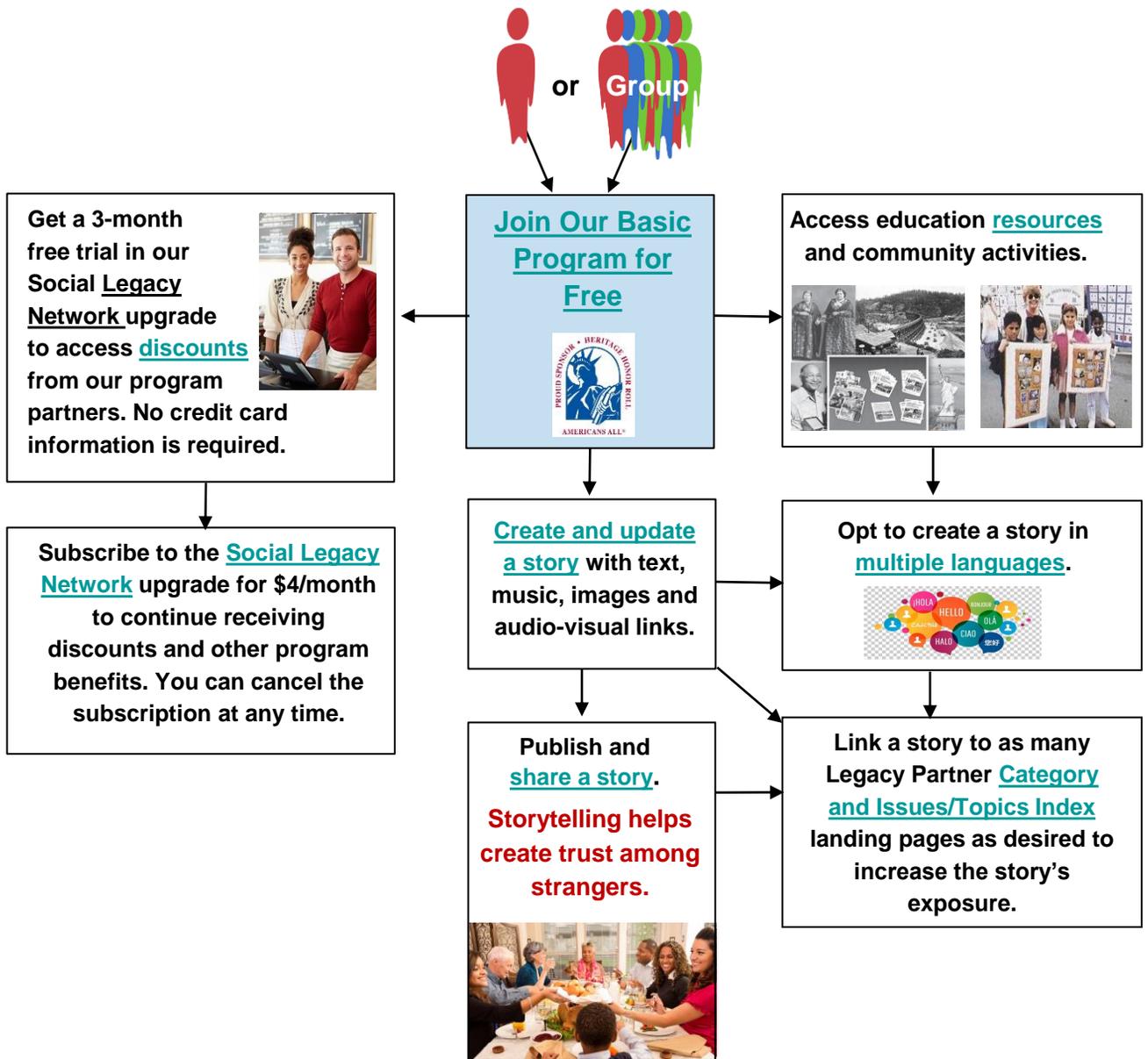
### How the Americans All Program Works

To access all program benefits, including the ability to create, publish and update a legacy story on our [Heritage Honor Roll](#), an individual needs to register for Americans All. Registration is **free** and a detailed [tutorial](#) walks the individual through each step. We only require a first and last name, e-mail address and a Zip Code. We do not require addresses, phone numbers or any other personal information, and member information is never shared or sold.

Legacy stories are published on our web-based [Heritage Honor Roll](#) and can contain up to 2,000 words, of which 1,000 can be password protected for privacy. They can contain images, logos, and links to text, music and audio-visual materials. The stories can also be created and published in multiple languages. To get started, our storytelling templates only requires members to fill in the name and date of birth of the honoree, and a summary not to exceed 60 words. The story can be completed over time. Easy-to-use [templates](#) and [tutorials](#) simplify the process. Students—who frequently have a difficult time fully handling a loss of this type—can be part of the creation process, which will not only be emotionally rewarding, but also contribute to their research and writing skills, important as they continue with their education and when they move on to participate in our democracy, economy and workforce.



# Flow Chart of How the Americans All Program Works.



Business Legacy Partners pay a \$49 fee that is renewable every 6 months. They receive two Americans All memberships when they join and each time they renew. They also receive multiple Legacy Partner landing pages and a listing on our [Discounts](#) page, which can be updated daily. Moreover, businesses and service providers can use our program to co-market with other Business Legacy Partners.

Americans All invests 80 percent of the revenue from Social Legacy Network subscribers and Business Legacy Partner members in communities that support our program. In addition, our supplemental social studies resources help students succeed in our democracy, economy and workforce and reinforce the value of diversity, tolerance and acceptance. We also honor the contributions that immigrants continue to make to our nation, and we use historical timelines to establish context for their stories.

## How the Americans All Program Works (continued from page 3)

A story can only be edited or modified by the member who created it, but the story can be read and/or printed out by anyone. However, to print a story without having the URL information distorting the text, the reader must be a member of Americans All. If the author has privacy protected a portion of the story, the reader must obtain that password from the author as that information is not saved nor can be accessed by the program staff.

The 60-word summary (which can be the lead sentences in the story) follows the honoree's name on the Heritage Honor Roll landing page. This feature exists because it is possible that two individuals have the same first/last name. The summary will enable the reader to locate the story of their honoree. (See example below.)

**Allan S. Kullen** Maryland (*February 20, 1942 - ?*) Author, Businessman, Golfer, Inventor, Jewish, Marketing, Mergers-Acquisitions, Poland, Printer, Social Entrepreneur, Traveler

"Her name is Ester Baumgartner. Do you know her? She's a pretty Swiss girl who sings beautifully, and I think she lives near here." Allan 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 the Negev, Israel. All he knew by the time they parted ways was her name and that she was staying in Tel Aviv.

[Read more](#) [The "[Read more](#)" link will take the reader to the complete story.]

Legacy stories reflect members' views and Americans All does not vet these stories. The Heritage Honor Roll may contain more than one legacy story for an individual or a group—or the legacy story may appear in more than one language—because members have opted to recognize different contributions of the same individual or group or want to share the story in the native language of the honoree.

Because stories will be read by individuals of all ages, we want to ensure the legacy stories published on our Heritage Honor Roll do not contain inappropriate language. Therefore, all text is filtered through a secure, third-party Profanity App. If a word or phrase used in a story is on its "block" list, the member will receive an error message at the top of the template when he or she clicks on the "Publish My Story" button. If that occurs, replace the word or phrase by using its first and last letters and put an "x" for each letter in between, such as "sxxt."

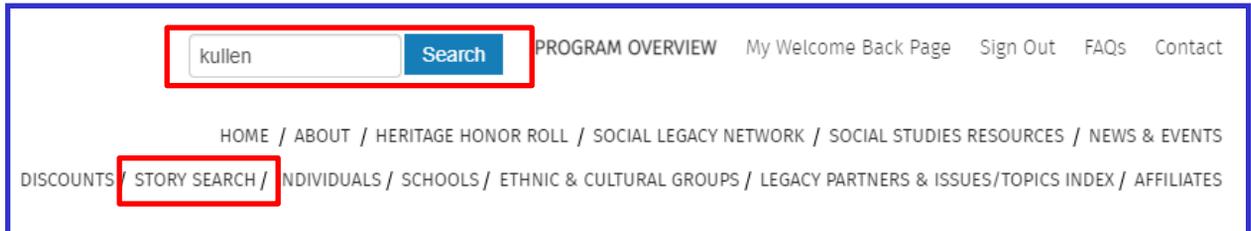
We can override the App's list of blocked words. If an individual believes the "blocked" word is appropriate, contact us by e-mail. Put the word "Profanity" in the subject line. In the body of the e-mail, identify the "blocked word or phrase" and include the sentence in which it is used. If our editorial board agrees that the word or phrase is appropriate, we will remove the word or phrase from the App's block list and notify the member so he or she can insert the desired word or phrase into the story.

Within the Heritage Honor Roll, individual honorees are listed alphabetically by last name. If included, maiden names appear between parentheses and nicknames appear between quotation marks (but are not picked up by the Search Engine). If an exact birth or death date is not known,

## How the Americans All Program Works (continued from page 5)

we add “c.” to indicate it is an approximation. If the individual is still alive, we insert a question mark symbol (?). The honoree’s occupation, field, industry or profession is listed last.

To find a legacy story about an individual or a group on our website, put the honoree’s name or a key word in the search box or click on the “STORY SEARCH” tab that appears on the top of all pages.



When each story is published, it is assigned a unique 6-digit identification number. If a reader knows the number, he or she can use a shortcut to directly access the story. The reader simply types "[www.americansall.org/node/](http://www.americansall.org/node/) " followed by its identification number as shown here, [www.americansall.org/node/566231](http://www.americansall.org/node/566231).





# Nonprofit Legacy Partners and Issues/Topics Index

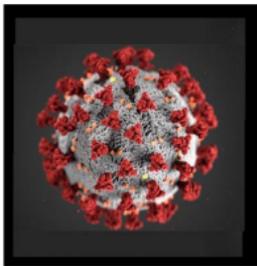
Nonprofit Legacy Partners (NLPs) participate in Americans All at no cost because they host, on their free Legacy Partner home page(s) on our website, [legacy stories](#) that members have published on our Heritage Honor Roll to provide further exposure for these stories. These home page(s)—one for each chapter/division/office and in multiple languages, if desired—share information about the organization and help it better connect with current and future members. The NLP must first select a point of contact to register its group or organization (see page 9.)

NLPs are listed on our Legacy Partner landing page and can be searched by name, language, category and location. To help individuals and groups that share a common interest but are not represented by a national organization, such as families of COVID-19 victims and First Responders, and to consolidate stories on historically relevant topics, we have added landing pages for these [issues/topics](#) in our Legacy Partner section. If an individual or a group creates a story about an issue/topic we have not identified, notify us via our [Contact](#) page and we can create a landing page for that issue/topic. [Sample below: <https://americansall.org/node/566360>]

**Americans All®**SearchPROGRAM OVERVIEWCreate New AccountLog into My AccountFAQsContact

[HOME](#) / [ABOUT](#) / [HERITAGE HONOR ROLL](#) / [SOCIAL LEGACY NETWORK](#) / [SOCIAL STUDIES RESOURCES](#) / [NEWS & EVENTS](#)  
[DISCOUNTS](#) / [STORY SEARCH](#) / [INDIVIDUALS](#) / [SCHOOLS](#) / [ETHNIC & CULTURAL GROUPS](#) / [LEGACY PARTNERS & ISSUES/TOPICS INDEX](#) / [AFFILIATES](#)

## Covid-19



COVID-19 (Coronavirus disease 2019) is a contagious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The first case was identified in Wuhan, China, in December 2019. It has since spread worldwide, leading to an ongoing pandemic.

Symptoms, which begin one to fourteen days after exposure to the virus vary, but often include fever, cough, fatigue, breathing difficulties, and loss of smell and taste. Most people (81%) develop mild to moderate symptoms (up to mild pneumonia), while 14% develop severe symptoms (dyspnea, hypoxia, or more than 50% lung involvement on imaging) and 5% of patients suffer critical symptoms (respiratory failure, shock, or multiorgan dysfunction). At least a third of the people who are infected remain asymptomatic and do not develop noticeable symptoms at any point in time but can spread the disease. Some patients continue to experience a range of effects—known as long COVID—for months after recovery and damage to organs has been observed.

The virus spreads mainly when an infected person is in close contact with another person. Small droplets and aerosols containing the virus can spread from an infected person's nose and mouth as they breathe, cough, sneeze, sing, or speak. Other people are infected if the virus gets into their mouth, nose or eyes. A person who is infected can transmit the virus to others up to two days before they themselves show symptoms, as can an individual who does not experience symptoms. People remain infectious for up to ten days in moderate cases, and two weeks in severe cases. The standard diagnosis method is by real-time reverse transcription polymerase chain reaction (RT-PCR) from a nasopharyngeal swab.

Preventive measures include physical or social distancing, quarantining, ventilation of indoor spaces, covering coughs and sneezes, hand washing, and keeping unwashed hands away from the face. The use of face masks or coverings has been recommended in public settings to minimize the risk of transmissions. Several vaccines have been developed and various countries have initiated mass vaccination campaigns, but new strains continue to show up. (Information from Wikipedia)

### Legacy Stories from the Americans All Heritage Honor Roll

We are pleased to host and share these legacy stories created by honorees' family, friends and associates. They, like us, appreciate that heritage and culture are an integral part of our nation's social fabric and want to help students participate effectively in our nation's economy, workforce and democracy.

Search by:  and   
Language State  
and  or   
Last Name of Individual First Name of Individual Group name

**Federal Emergency Management Agency (FEMA) (? - ?)**

The Federal Emergency Management Agency is an agency of the United States Department of Homeland Security, initially created under President Jimmy Carter by Presidential Reorganization Plan No. 3 of 1978 and implemented by two Executive Orders on April 1, 1979.

[Read more](#)

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

**Register for  
Americans All to create  
and permanently  
share a legacy story—  
CLICK HERE**

Upgrade your Americans All program membership, after a free, 3-month trial, by subscribing to our Social Legacy Network so you and your family can maintain its benefits—membership cards for discounts on goods and services from our program partners and access to new K–12 social studies resources—  
**CLICK HERE**  
☆

Become a point of contact so your business can become a Legacy Partner—  
**CLICK HERE**  
☆

Become a point of contact so your group or nonprofit organization can become a Legacy Partner for free—  
**CLICK HERE**  
☆

Become a point of contact so your school, library or historical society can become a Legacy Partner for free—  
**CLICK HERE**  
☆

To learn more about Americans All—  
**CLICK HERE**  
☆

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## Social Legacy Network

The Social Legacy Network, an initiative of the nonprofit [People of America Foundation](#), provides additional benefits to members of the Americans All program. Once individuals have registered for Americans All to create and share a legacy story, the foundation gifts him or her a free, 3-month trial subscription in our network as a thank-you for supporting our Foundation's mission and goals. After the trial period is over, members can elect to continue the subscription for only \$4 per month. Americans All will not automatically bill a member unless authorize us to do so, and the subscription can be cancelled at any time without penalty. Schools, students and students' families participate as lifetime members in Americans All at no cost.

## Partnership Responsibilities of FEMA

Although the Americans All program provides a turnkey opportunity for FEMA, there are several functions that FEMA can do to enhance the program success.

- Prepare announcements and media press releases about the partnership, focusing on how this program helps FEMA fulfill its mission to the nation.
- Notify all subcontractors to include the storytelling benefit when speaking with individuals seeking financial assistance with COVID-19 related funeral expenses.
- Provide Americans All with access to historical information on FEMA and the DHS so that stories on them—and any other related department or program—can be added to the Americans All website
- Determine if this benefit can be retroactively utilized to help families who lost loved ones in other disasters, such as earthquakes, hurricanes, storms and floods, etc., to further demonstrate FEMA's mission to the nation.

## Partnership responsibilities of Americans All

In addition to providing the storytelling structure and the tutorials, the Americans All program is responsible for the following.

- Maintaining the sections of the website that hosts legacy stories and expanding the content that puts the stories into historical perspective.
- Ensuring that the Foundation continues to work toward fulfilling its mission and goals.
- With FEMA's direction and input, prepare all individual Legacy Partner pages so that stories can receive maximum exposure, such as: "Covid-19, Alabama"; "Covid-19, Alaska"; etc.
- Increase the number of Issues/Topics Index pages to host stories by category, see [www.americansall.org/node/566386](http://www.americansall.org/node/566386) for a list of current relevant pages.
- Expand the 3-month free trial offer to join the Social Legacy Network to FEMA members to 6-months to give the program time to gain traction.

## Appendix 1: One Page Information Sheet on Public-Private Partnership

The 35-year-old 501(c)3 People of America Foundation desires a public-private partnership with FEMA to advance the agency's support for families who have experienced—and continue to experience—personal losses due to the COVID-19 pandemic. In addition to help with unanticipated funeral expenses, families need an appropriate way to get closure. This is especially true if their loved ones never had a chance to express their feelings and/or say good-bye.

Our Americans All program has repurposed its unique [storytelling tool](#) to support these families at no cost to them or FEMA. Written stories celebrating lives—in contrast to oral histories that disappear after two generations—can keep a lost loved one's legacy alive and allow his or her achievements and contributions to inspire current and future generations.

Stories are published on our web-based [Heritage Honor Roll](#) and can contain up to 2,000 words, of which 1,000 can be password protected for privacy. They can contain images, logos, and links to text, music and audio-visual materials. The stories can also be created and published in multiple languages. Easy-to-use [templates](#) and [tutorials](#) simplify the process.

Students participating in the storytelling will strengthen their research and writing skills, helping to prepare them for success in our nation's democracy, economy and workforce. Legacy stories can also be hosted on pages of our program partners and appear in our topics index to give them greater exposure and relevance.

What makes Americans All unique is we include historical information to provide context for these stories. In addition, [local businesses](#) can join our program for a nominal fee, publishing stories and offering discounts to rebuild their customer base in the wake of the pandemic. We invest 80 percent of our membership revenue in communities that support our program.

[Click Here](#) to register for Americans All, for free.

[Click Here](#) for a step-by-step tutorial on how to create and publish a legacy story.

[Click here](#) to learn how to become a nonprofit Legacy Partner, for free, to host legacy stories.

The image shows a screenshot of the Americans All Program website. The top header reads "Americans All Program". The main content area features a story page with a photo of a man, a text excerpt, and a link: "View this complete story at [americansall.org/node/566231](http://americansall.org/node/566231)". Below the text are several small images, including a group of people, a building, and a person. To the right of the main content are social media icons for Facebook, Twitter, LinkedIn, and Pinterest, along with a "KP" logo. On the far right, there is a vertical collage of images, including a map of the United States made of flags, a historical scene with people, a woman in a white dress, and a group of children.

## Appendix 2: History of the Parent Organization, the People of America Foundation and its Mission and Goals

The People of America Foundation was created in October 1995 to become the parent organization of Americans All, a national education program developed in the 1980s to recognize and honor the contributions of different immigrant groups to our nation's growth. We were formed as a nonstock corporation to manage and grow Americans All classroom resources and received notification of our publicly supported nonprofit status from the Internal Revenue Service in March 1997, a status reconfirmed in March 2001. [Click here](#) to review the foundation's recent tax returns.

Sensing a much greater need, we expanded our mission to supporting excellence in K–12 social studies instruction and promoting civic engagement in our nation's public and private schools to help ensure students are prepared to participate in our nation's democracy, economy and workforce and in our global world. Despite our success, however, the emphasis in education shifted toward STEM topics, which reduced funding for history and civics. Fortunately, our [Heritage Honor Roll](#) aimed to recognize, honor and preserve the contributions that all people have made, and continue to make, to our nation by recording their [legacy stories](#). This component is in line with author David McCullough's belief that "history is the story of people."

Even though its Americans All program has recently repurposed its unique [storytelling tool](#) to support families who have lost a loved one to Covid-19, the People of America Foundation remains true to its mission to honor the contributions that all immigrants, both forced and voluntary, have made—and continue to make—to the United States. The Foundation aims to reinforce our nation's values of diversity, tolerance and acceptance through legacy storytelling about individuals and groups. They also include historical information in timeline in [timeline](#) format that provides context for these stories. The Foundation recognizes that differences make us human, but respect for one another—a key to getting past stereotypes or politics—is the glue that makes communities work.

A second goal is to help students succeed in our democracy, economy and workforce by providing them, their families and their schools with free access to supplemental, inclusive social studies [resources](#) already being used in more than [2,000 schools](#) and libraries. The Foundation uses the Americans All unique storytelling tool to facilitate legacy preservation and enable students to communicate better. Families can also use this tool to pass on knowledge and experiences to current and future generations. Without this information, children will neither understand their roots nor develop their ethnic and cultural identity. In addition, storytelling brings communities together by sharing people's common histories, rather than their differences.

Lastly, the Foundations gives small businesses—many of which are minority-owned or employ people of color—[new marketing tools](#) to better reach their clients and customers. They can create their own stories to better connect with their clients and customers and access an inexpensive way to publish daily discounts on their goods and services for Americans All members. In the business world, an organization's stories, and the stories its leaders tell, help solidify relationships in a way that factual statements encapsulated in bullet points or numbers don't.

## Appendix 2: (Continued from Page 12)

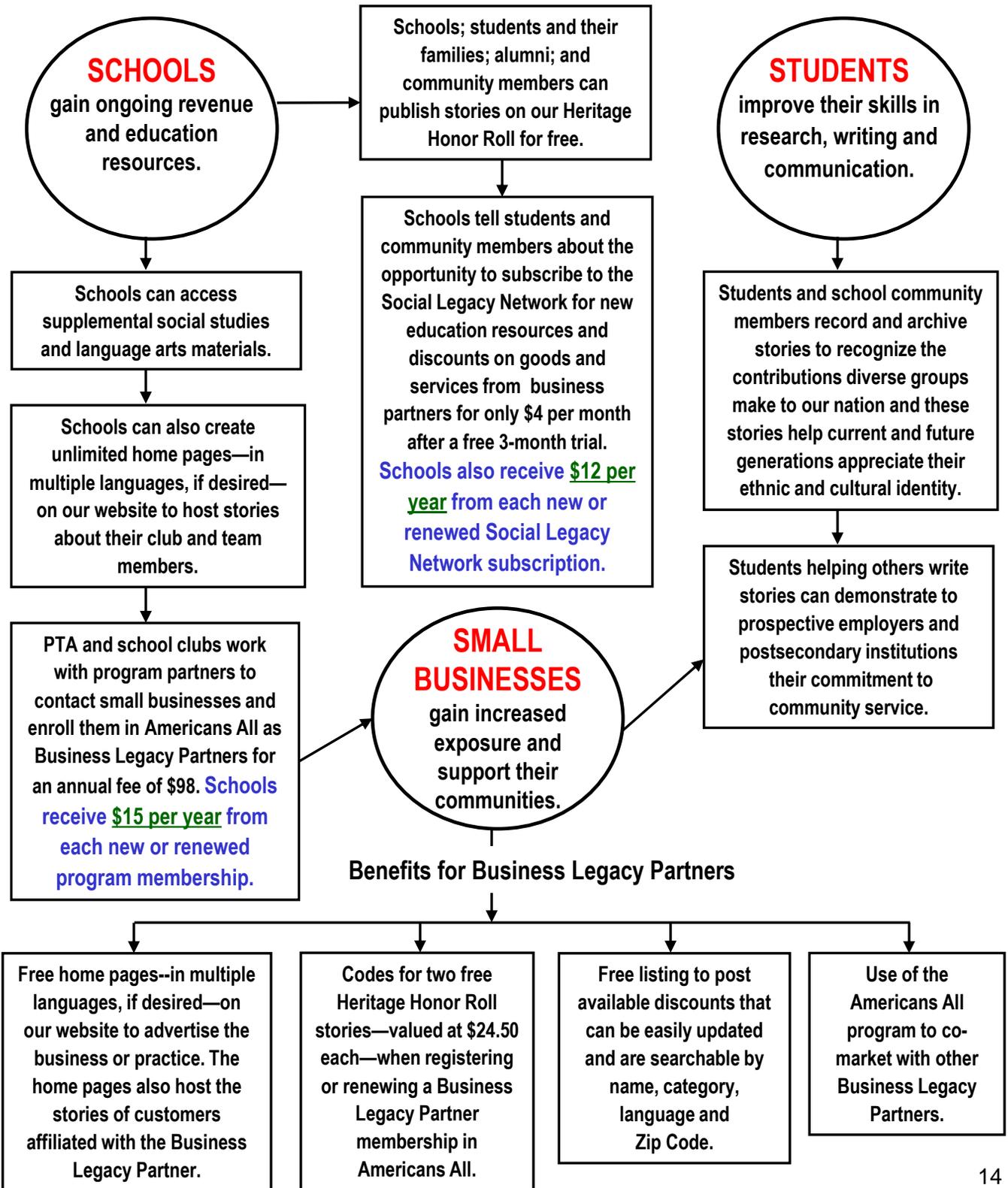
Because of their importance to our nation’s financial health, our value to small businesses cannot be understated. According to the SBA, small companies create 1.5 million jobs annually and account for 64 percent of new jobs created in the U.S. (Fundera, 2019). More than 70 percent of small businesses shut down when the pandemic hit. A solution adopted by many has been to increase online activities to try and reach out to their client base and survive by selling their products and services online.

The new generation of entrepreneurs is more likely to create a side business. In fact, Millennials and Gen Zers are 188 percent more likely to do this than Baby Boomers or traditionalists (SalesForce, 2019). Social media is a preferred favorite for small business owners. In fact, 64 percent of surveyed small businesses use social media in their marketing strategy (The Manifest, 2019). The same study showed that nearly all small businesses advertise, and they rely on digital as a medium of advertisement because they can target their customers in a more effective manner. Our program can become a vital part of their marketing plans.

Schools frequently ask businesses for financial support but rarely provide them with anything of value in return. Our grassroots approach enables schools to receive ongoing revenue from the fees paid by Business Legacy Partners. Americans All members can also continue their Social Legacy Network subscription for a small monthly cost (\$4) after the free trial to receive additional benefits besides publishing a story on our web-based Heritage Honor Roll. Schools also benefit from the Social Legacy Network fees. The Foundation invests 80 percent of its membership and subscription revenue in communities that support its program.

Revenue Opportunities for a School								
Year	New Business Legacy Partners Enrolled	Total Business Legacy Partners Enrolled	Revenue from Business Legacy Partners @ 15/year	New Americans All Members Who Join for Free	New Social Legacy Network Members @ 25% of Americans All Members	Total Social Legacy Network Members	Revenue from Social Legacy Network Members @ \$12/year	 Total Annual Revenue for a School
1	20	20	\$ 300	400	100	100	\$ 1,200	\$ 1,500
2	20	40	\$ 600	500	125	225	\$ 2,700	\$ 3,300
3	20	60	\$ 900	600	150	375	\$ 4,500	\$ 5,400
1	50	50	\$ 750	500	125	125	\$ 1,500	\$ 2,250
2	50	100	\$ 1,500	600	150	275	\$ 3,300	\$ 4,800
3	50	150	\$ 2,250	700	275	550	\$ 6,600	\$ 8,850

**Appendix 3: Americans All is a nonprofit community outreach program that specifically benefits schools and small business and service providers by using a unique storytelling tool and fundraising approach.**



## Appendix 4: The Americans All Program Resources

Standard textbooks used to teach social studies are like encyclopedias in which facts follow facts and no sense of drama or story exists. Students discover that things happened but rarely is it clear why they happened or whether it mattered. Often the result is that young people tune out the past.

Americans All [texts](#) incorporate narratives and visuals (i.e., [posters](#) and [photographs](#)), and our [music](#) program contains original recordings of songs representing diverse ethnic and cultural groups. All aim to accommodate students' different interests and learning styles and keep them engaged. Engaged students are more likely to stay in school.

Our instructional resources also focus on studying social studies from multiple perspectives; this inclusiveness can be a catalyst for diverse students learning how to interact respectfully and productively with all people in our nation and world.



**THE PEOPLING OF AMERICA:  
A TIMELINE OF EVENTS THAT HELPED  
SHAPE OUR NATION**  
*A Historical Program*

Compiled by Allan S. Kullen  
Editorial Coordination by Martha M. Hanna  
Programmatic Design by Gail C. Christopher

Americans All®  
A National Historical  
Education Program

150TH ANNIVERSARY  
1863-2013