

Dear High School Principal,

We have been asked to provide more details on the following: how Americans All is structured; the nature of our business model; and the best way to begin implementing the pilot.

### [Our Structure](#)

The People of America Foundation, a 501 (c) nonprofit, was created in October 1995 to become the parent organization of Americans All, at that time a national education program developed in the 1980s to recognize and honor the contributions of different immigrant groups to our nation's growth. In August 2013, we created the Americans All Benefit Corporation to handle outreach and operations. A benefit corporation is a business entity with a dual purpose: promoting the public good and making a profit. The unique feature of our benefit corporation is that we are not profit-driven since we do not have stockholders, and distribute 80 percent of our gross revenues to schools and their communities.

### [Our 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 generated internally 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 and future resources. Moreover, for the first year, they also receive a free membership in our Social Legacy Network, which is managed by our benefit corporation. This entitles them to access discounts on goods and services from all participating local businesses and professional service providers that have registered for our program and paid a nominal fee. Business members cannot access our members' contact information; they only know how many "anonymous" members we have in each Zip Code. The more members we have, the more valuable supporting Americans All becomes to a business partner.

After their trial period, Social Legacy Network members and their families can opt to continue receiving discounts by paying a \$4 monthly fee, 80 percent of which is distributed to schools and their communities. If members do not feel that they are earning more in discounts than their monthly fee, they can opt out, but they never lose their benefits as members of Americans All.

We do not identify, endorse, support or recommend any individual local business or professional service provider. However, we encourage all local entities to join Americans All to support the school of their choice or the district they are in. They cannot advertise directly to our members but can use our posters and their regular outreach to show that they actively support our program and make their business or practice more welcoming to our members.

### [Starting the Pilot](#)

Once approval is given by the principal, the first step is for the school to appoint a program coordinator to notify students and their families about Americans All. We will work with the coordinator to create whatever he/she needs and have attached a suggested implementation plan to this email. To make it easier to share this information, we have put it on our website at [americansall.org/566612](http://americansall.org/566612)

We look forward to hearing back from you to discuss how we can bring the benefits of Americans All to your school, its students, and their families.

## How to Implement the Americans All Pilot in High Schools

Americans All is designed to be owned and implemented on a countywide level and can be easily modified to conform to existing school structures. Even if the program is currently approved for use in a county, the program still needs a way to directly contact each school's principal to notify him/her about the opportunities and benefits available in Americans All. We will work with the coordinator to create whatever he/she needs.

Only the principal can determine which school administrators should be involved in implementing the program. Generally—and titles may vary—it will be the staff that handles activities/athletics, the SSL program, relationships with the PTSA, and the yearbook. Although not designed specifically for academic use, the program has an exceptional [Ellis Island Simulation Workshop](#), which was initially created by the MCPS Aesthetic Education Department, Interrelated ARTS Program.

Once the principal's approval is received, the first step is to select a point of contact to register the school for Americans All, so he/she can first create the school's Legacy Partner landing page and then its story for the Heritage Honor Roll (which can be completed over time). It can be an experienced individual in the school's yearbook staff (or community outreach staff) because those offices should have all the information needed for the school's annual story and its photograph montage. The text for both the landing page and the legacy story can be taken directly from existing publications. Next, a notice about the program should be put in the school's communication networks to make students, teachers, and parents aware of the program and its value to the students.

The SSL coordinator can use students wanting an in-school project for their community service requirement or from one of the school's service clubs to gain this type of experience. Students can use the storytelling tool to demonstrate their understanding and appreciation for the value of community service and volunteerism by helping others less skilled create and publish their stories, thus enriching the history of their communities. This will reinforce that SSL is not just a "thing" they need to do to graduate, but an exercise that helps them develop as a person while reinforcing the values of diversity and respect, and promoting tolerance, acceptance, empathy, and understanding.

Because they represent a large number of students, athletic team coaches can help their teams create an annual, permanent record of all their players, augmented by photographs and audio-visual media. Each team will also need to create its own annual Legacy Partner landing page to host the stories. If a team does not have its own email address, it can get a free one from this list—<https://www.guru99.com/best-free-email-service-providers.html>, or it can add one or more alias' to the school's email address. Students applying for college or the workforce can use stories to help showcase their talents, attaching their own highlight videos or other well-written narratives to their stories.

Students will find it easy to start creating their stories. Our story template only requires individuals to fill in a name, date of birth and a summary not to exceed 60 words. Additional story text, hyperlinks, photographs and audio-visual media can be added over time and the subject can be changed at any time. The story does not have to be completed in one session. All previous versions of the story are archived. Moreover, stories can be published in multiple languages. Only the student can edit the story, and half of a story can be privacy protected with a second password.

For smaller groups, the academic advisory or club president can enable them to determine, in addition to creating a permanent annual record of their members, how the program can be used to expand their current missions and activities. Business-oriented clubs could play a role in notifying local businesses, cottage industries, and professional service providers about the advantages of becoming Americans All Business Legacy Partners and could gain experience helping businesses attract a larger audience for their goods and services (which will provide revenue to the schools). Also, the more "anonymous" members we have in each Zip Code is a further stimulus to gain business support.

Finally, PTSAs support schools in getting both unrestricted funds and resources. Americans All can fill this dual role. Many of the school's families are in a business or are a service provider and can use this

program as an inexpensive vehicle to gain additional exposure and reach a larger audience for their entities. Families can also use this tool to pass on knowledge and experiences to current and future generations. Without this information, children will have a difficult time understanding their roots and the history behind their ethnic and cultural identities.

## Sample story from our Heritage Honor Roll

Allan S. Kullen Author Success  
 Chief, Social Entrepreneur, Success



"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 Massada 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-

### Read More . . .

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](#).



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

**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 you've started. See the advantages on Social Legacy! (Send us your old membership number to receive membership credit for donations, goods and services from our program.)  
 (800) 444-4444

Receive a print of content for your business card. Includes a Legacy Partner for free—  
 (800) 444-4444

Receive a print of content for your group or nonprofit organization. Includes a Legacy Partner for free—  
 (800) 444-4444

Receive a print of content for your school. Includes a Legacy Partner for free—  
 (800) 444-4444



- **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.

