

Projected annual revenue generated from Business Legacy Partner (BLP) membership fees is linear and is based on a percentage of the total number of the approximately 30 million small business in the United States.

Number of BLP memberships @ 0.005 percent of total*	150,000		
150,000 memberships x \$98	\$14,700,000		
Distribution of school revenue, 77 percent	\$11,319,000		
Distribution of nonschool revenue, 23 percent	\$3,381,000		
Credit card fees, 3 percent		0.03	\$441,000
Overhead and outreach, 5 percent		0.05	\$735,000
Initial investor, 1 percent		0.01	\$147,000
People of America Foundation, 3 percent		0.03	\$441,000
Nat'l nonprofit mktng partners, 4 @ 1 percent each		0.04	\$588,000
Development/management team fee, 7 percent		0.07	\$1,029,000
Totals		0.23	\$3,381,000

* BLP memberships can reflect a small percentage of the total number of businesses or a significantly larger percentage of a targeted subset of this population.

Projected annual revenue generated from Social Legacy Network (SLNP) subscription fees from approximately 3.8 million high school graduates, based on a percentage of their participation. These students will have received SLN benefits at no cost for between one and three years. This does not include potential membership revenue from other market segments.

Number of new SLN subscriptions @ 3 percent of prior-year graduating class*	105,000		
105,000 new subscriptions x \$48	\$5,040,000		
52,500 renewed subscriptions x \$48 (50 percent renewal from prior year)	\$2,520,000		
Total gross subscription revenue	\$7,560,000		
Distribution of revenue to schools or school districts, 77 percent	\$5,821,200		
Distribution of nonschool revenue, 23 percent	\$1,738,800		
Credit card fees, 3 percent		0.03	\$226,800
Overhead and outreach, 5 percent		0.05	\$378,000
Initial investor, 1 percent		0.01	\$75,600
National nonprofit marketing partners, 4 @ 1 percent each		0.04	\$302,400
People of America Foundation, 10 percent		0.10	\$756,000
Totals		0.23	\$1,738,800

* Subscription numbers can be reached by using a small percentage of the total number of high school graduates or by using a significantly larger percentage of a targeted subset of this population.

Overview of Americans All

Americans All (AA) provides a unique, multipurpose storytelling tool that helps leaders improve the mental, social and economic health of their cities and counties. The socially conscious membership organization operates a program by the same name and uses its [Social Legacy Network \(SLN\)](#), [Heritage Honor Roll \(HHR\)](#) and [Business Legacy Partner \(BLP\)](#) landing pages to support and connect students, community members, nonprofits, schools and local businesses. AA is owned by a 36-year-old nonprofit foundation and is managed by the for-profit Americans All Benefit Corporation. The program is nonpartisan and risk-free for all participants.

Research confirms that life stories are central to one's sense of self and the social world they inhabit. It also asserts that intergenerational knowledge of one's family history is associated with [positive mental health, wholeness, well-being and a sense of belonging](#). In today's polarized, socially segregated and increasingly diverse America, investments in belonging are more urgent than ever. When one belongs, they feel emotionally connected and welcomed.

How Americans All Works

Students and community members can create and publish stories on our HHR and on landing pages that accept stories. HHR stories can contain text, hyperlinks, photographs and audio/visual media, and they can be updated for free. Part of the story can be password protected. Members can create two stories in English and as many as they desire in multiple languages. If students have already created a story, they can repurpose it by adding enhancements. They can also create a shortened version of each story to be printed in an 8 1/2 "x 11" format, or they can use one of their stories to honor a [family pet](#).

Student groups can also create landing pages (i.e., virtual yearbooks) for all their noncurricular clubs and teams. This will help them better connect with others who share the same interests. For additional exposure, students can post their stories on the landing pages of Nonprofit Legacy Partners or Business Legacy Partners that accept stories. Creating stories will help them showcase their research and writing skills when they apply to postsecondary schools or enter the highly competitive job market.

Upon registering students receive a free subscription to our SLN until their class graduates, while community members get their free subscription for one year. This enables members to get discounts on goods and services from our program's business partners. After their trial period ends, students and community members can extend their subscription for \$4 per month, cancellable at any time, to continue receiving the discounts; 77 percent of their subscription fee is donated, as unrestricted funds, to a school of their choice or to its district if the school is not registered for AA. Students and community members will likely continue to subscribe because they should gain more in discounts than the cost of their subscription. If a member does not subscribe to the Social Legacy Network, their lifetime membership in Americans All is unaffected. They can continue to create and publish stories and take advantage of existing and future program benefits.

Nonprofit Legacy Partners (NLPs) join AA for free and can host stories created by their members or associates on their landing pages. In addition, they can create stories about themselves—in multiple languages—on our Heritage Honor Roll to help them share more information on their entity

Create an Online Legacy Story

The screenshot shows the profile of Allan S. Kullen, Businessman and Social Entrepreneur. It includes a photo of him, a bio, and a list of his accomplishments. The bio mentions his work with the University of California, Berkeley, and his role as a co-founder of the company that created the Google Institute of Technology (GIT). The accomplishments list his work with the University of California, Berkeley, and his role as a co-founder of the company that created the Google Institute of Technology (GIT).

To view this story, visit americansall.org/node/566341



Print a Shortened Story

The screenshot shows a shortened story for Allan S. Kullen, Businessman and Social Entrepreneur. It includes a photo of him, a bio, and a list of his accomplishments. The bio mentions his work with the University of California, Berkeley, and his role as a co-founder of the company that created the Google Institute of Technology (GIT). The accomplishments list his work with the University of California, Berkeley, and his role as a co-founder of the company that created the Google Institute of Technology (GIT).

Honor a Family Pet



and/or its founder(s). These NLPs can be organized as a corporation, an association or an LLC, or they can be a group of individuals who share a common identity, purpose or mission.

Schools and other education organizations are a special category of NLPs. Their membership gives them a turnkey fundraising tool, and they or their agent can receive 77 percent of the revenue generated from Business Legacy Partner members as unrestricted funds. When they register for AA, schools must indicate whether they will allow stories to be published on their landing page(s). Schools can create and publish stories about themselves—in multiple languages—on our HHR to help them connect better with their diverse communities. Schools also encourage as many students as possible to register for AA, thus creating a membership base for our business partners. We do not share or sell member information, nor do we provide curriculum resources or teacher training. However, our storytelling tool can be used to enhance students' research, writing and communication skills.

BLPs pay an annual membership fee of \$98, of which 77 percent is donated to a local school or its district as unrestricted funds. They create landing pages—in multiple languages, if desired—to offer SLN subscribers discounts on their goods and services. These landing pages can also host the stories of their employees, clients or customers to give these stories greater exposure and to create or expand a membership group. In addition, local businesses can create and publish stories about themselves on our HHR—in multiple languages—to help them better connect with their communities. Businesses spend about 5 percent of their sales on marketing programs, and our program offers them a way to get a higher return on investment on part of that expenditure.

For example, a restaurant could offer a member a beverage or an appetizer for free or at a reduced price, such as it does do during a happy hour. This would save members more than their monthly subscription fee, and it would be an inexpensive marketing strategy tool for the restaurant—a true win-win.

In addition, 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 (The Manifest, 2019). The same study showed that nearly all small businesses advertise, and they rely on digital as an advertising medium because they can target their customers in a more effective manner. Our program reinforces this approach.

Create a Legacy Partner Landing Page



Founded in 1958, the Howard County Historical Society is the primary private repository of historical records and artifacts related to Howard County's rich history. The Howard County Historical Society provides access to materials that are of historical significance, research, and discovery for all ages and cultures groups.

Throughout the year, the Howard County Historical Society presents a wide variety of engaging public programs, concerts, lectures, and other activities. The Society also welcomes school groups, adults, homeowners, local groups, and the public to participate through their open and outreach programs.

The Museum of Howard County (2020 Clark Farm) is housed in the former First Presbyterian Church which was generally donated to the Society in 1958 by the Anna Rogers Clark in memory of her late husband, Judge James Clark. In The Clark Farm were the remains of founding the Howard County Historical Society.

Located near the Court House in Ellicott City, the original church was a modest building constructed in 1807 that collapsed during renovations in 1984. Rebuilt over that same year, the current Gothic-style structure with its soaring 105-foot tall tower, steeply pitched roof and steeple and steeple-gone windows was designed by Stephen Crane and constructed by Professor A. Whipple. Along with an extensive collection of fascinating artifacts, books, furniture and memorabilia, the Museum is home to a

with limited 1055 open hall by the A.B. Englewood/Opfer Company of Ellicott City, MD.

The Howard County Historical Society Archives and Research Library were originally held in the Museum and then moved to the Elizabeth Mills Quaker School, now known as the Old Building, in 1986. In the fall of 2011, the Society moved its treasure trove of historical maps, deeds and property records, marriage licenses, voter records, court and probate records and old tax records as well as over 4,000 historical photographs, local newspaper clippings, local newspaper records, and many items and research-grade documents to the Charles E. Mize Branch Library and Historical Center of Frederick Road in Ellicott City.

Legacy Stories from the Americans All Heritage Honor Roll

We are pleased to host and share these legacy stories created by business partners, friends and associates. They let us appreciate their heritage and culture as an integral part of our nation's rich history and wish to help create a positive, effective and vibrant community, workforce and democracy.

Search by: Any and Any

Language: Date:

and or

Last Name of Individual: First Name of Individual: Group Name:

To view this page, visit
americansall.org/node/566566

Offer Discounts to Members



Share Community Culture



Contact with the Howard County Procurement Office



Office of Purchasing
10910 Clarksville Pike
Ellicott City, Maryland 21042-6198
(410) 313-6644, fax (410) 313-6789

May 31, 2023

People of America Foundation
Attn: Allan Kullen
7723 Groton Road
Bethesda, MD 20817

Re: Fundraising Application

Dear Vendor:

Thank you for your interest in providing your fundraising services to our schools. I am happy to inform you that your company has been approved to participate in fundraising activities with Howard County Public School System as specified in the Fund-Raising Policy 4020 effective July 1, 2020. A copy of Policy 4020 is attached for your review.

To arrange for fundraising events in the schools, you must contact the school directly. A list of approved fundraiser vendors is accessible by the schools via our website. Your company's name has been added to the approved list of vendors.

Please note that this approval is valid until 6/30/2026 and will need to be renewed at that time.

Sincerely,

Robert Bruce

Robert Bruce
Director of Procurement and Materials Management

Attachment: Policy 4020
cc: File

Contact with the Howard County HCEDA

Hi Allan,

Thanks for sending over this information and for thinking of us to participate in the Americans All program. It certainly looks like an incredible opportunity for the county.

Can you share with us what level of involvement you envision from HCEDA regarding a potential partnership? I'm cc'ing my colleagues, Chuck Bubeck (Exec Director of Maryland Innovation Center, our startup incubator as part of HCEDA) and Doug Holly (Entrepreneur in Residence for the MIC). I believe we are the best contacts for this but will be happy to connect you with others on our team as we determine more details around the potential partnership with HCEDA.

I'm also wondering if this partnership should take place between AA and Howard County Public Schools (HCPSS). Have you been in touch with anyone there? Happy to connect you.

Thanks,

Aphaia Harper
Strategic Engagement Manager
Howard County Economic Development Authority
aharper@hceda.org, 410-313-0573



Re: Update on Americans All

Harper, Aphaia
to me, Chuck

Fri, Jul 21, 2023 at 12:26 PM

Hi Allan,

I understand you've been reaching out via phone this week and have spoken with my colleague Jillian Joseph.

I wanted to reach out to touch base and reiterate our warm congratulations on the progress you have made in the last year for Americans All. We are not looking to set up a profile on the site, but will continue to support informally.

Thank you and take care,

Aphaia

APHAIA HARPER

Associate Director, Maryland Innovation Center

Howard County Economic Development Authority

410-313-0573(Office)

6751 Columbia Gateway Drive, Suite 300

Columbia, MD 21046

aharper@hceda.org,

www.hceda.org

Contact with the Howard County Partnership Office

Hi Allan,

I heard back from our Curriculum Office and learned that they are not interested in partnering because we already have a program in place that meets similar objectives. The existing program is called Story Strong. When we find that a potential opportunity is not possible, we try to offer other ideas that may be helpful, which is why I listed some plan B thoughts.

PTAs - If you are looking for contact information for high school PTAs, please see this link for the listing of all high school websites - [Schools – HCPSS](#). Once you click on a school's website, scroll down to the bottom of the homepage to see a link to PTA information. For PTAs, they are separate organizations that have their own procedures. They do not typically need to contact our office; however, if they mention the need to reach out to us, you can refer them to me.

Clubs - Certain school clubs may be interested in your program. To get information about the various clubs at each high school, please see this link for the listing of all high school websites (this is the same link as the one listed above) –[Schools – HCPSS](#). Once you click on a school's website, look under Student Life, Activities & Clubs for the listing of clubs. Each club should have a point of contact listed on the school websites. They are typically teachers who are serving as advisors. Those are the contacts you should be reaching out to.

If you find a potential match with a particular extracurricular club or PTA, please reach out to the point of contact directly.

Community News & Programs Page - Nonprofit organizations can distribute information through the school system by requesting that it be posted on the HCPSS [Community News & Programs](#) page. If you would like to share information about your programs with the public, please submit a post by clicking on the *Add your Program* link at the top of the page. For questions about this page, please contact publicinfo@hcpss.org.

HC Historical Society - I encourage you to continue working with the Howard County Historical Society.

HoCoPoLitSo - You may want to look into [HoCoPoLitSo](#) to see if they would be interested in a partnership.

Priscilla Reaver
HCPSS Partnerships Office
[Priscilla Reaver@hcpss.org](mailto:Priscilla_Reaver@hcpss.org), 410-313-6865



Americans All

Organization

americansall.org

Ages

[High school](#), [Adult](#)

Americans All provides a multipurpose storytelling tool that helps leaders improve the mental, social, and economic health of their students. It can support and connect students, community members, nonprofits, schools, and local businesses. The program is nonpartisan and risk-free for all participants.

Students receive a free subscription to our Social Legacy Network until their class graduates, and can get discounts on goods and services from our program's business partners. Schools receive a turnkey fundraising tool, and receive 77% of the revenue generated from our Business Legacy Partner members as unrestricted funds. Schools can publish stories in multiple languages, on themselves, to better connect with their diverse communities.

Location

7723 Groton Road, Bethesda, MD 20817, United States

Cost (if applicable)

The program is free for all high school students until their class graduates and is also free for all schools. It is also free for all community members for one year.

Categories

[Afterschool and Camps](#), [Culture/Diversity](#), [Other](#)

Contact Information

Name: Allan Kullen

Email: allantapco02@gmail.com

Phone: [\(301\) 520-8242](tel:(301)520-8242)

More Information

<https://www.americansall.org>

Howard County Public School System

10910 Clarksville Pike

Ellicott City, MD 21042

Main Phone: (410) 313-6600

[Staff Directory](#) | [Inclusivity & Accessibility](#)



Contact with the Howard County Historical Society



HCHS Director director@hchsmd.org

Fri, Jul 7, 2023 at 2:56 PM

To: Allan Kullen <allantapco02@gmail.com>

Hi Allan,

Thank you for updating me on your progress with Americans All. As I mentioned in our call, I believe this is an ideal program for the entire county to implement. Our Historical Society provides access to materials that aid in historical exploration, research and discovery for all ages and cultural groups. Continuing to add stories about those who have been instrumental in our county's growth is clearly part of our goal and this initiative would give us another vehicle to engage with students to do so.

I am pleased that your foundation recognizes that life stories are central to one's sense of self, of the social world they inhabit, and that knowledge of one's family history is associated with positive mental health, wholeness, well-being and a sense of belonging. As educators, we all share in that mission, especially in these times where our nation has become divided in so many ways. That environment can be especially troubling to our youth as they recover from the disruption and isolation created by Covid-19. Participating in activities that involve storytelling can help them feel more emotionally connected and welcomed.

By offering another way for our businesses to connect with our schools adds another dimension to the value that Americans All brings to our county. Our schools need access to unrestricted funds and this provides an ongoing way to achieve that goal.

Designing a program that will be owned by the county is a great concept. Let's plan on sitting down soon to discuss the specifics on how we can maximize its value to Howard County and the Howard County Historical Society.

Best wishes and let's talk soon,
Mark



Mark J. Stout, Ph.D.
Executive Director, Howard County Historical Society
Phone: 410-480-3250

<https://hchsmd.org>

<https://www.facebook.com/GoHoCoHS>

To view the pages on our website created by the Historical Society, see below:

Heritage Honor Roll americansall.org/node/564992

Legacy Partner page americansall.org/node/566566

Contact with the Montgomery County Volunteer Center



VOLUNTEER RESPONSE TO COVID-19

https://montgomerycountymd.galaxydigital.com/agency/detail/?agency_id=77983

Organizations > People of America Foundation

People of America Foundation

BECOME A FAN

Who We Are

Beginning in 1989, Americans All (AA) 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.

Although many of our resources are still useful in academic areas, especially our [Ellis Island Simulation Workshop](#) and our [Photograph Collection](#), we repurposed two of the major components of Americans All—our [Heritage Honor Roll](#) and [Legacy Partner](#) landing pages and used our [storytelling tool](#) to create a unique, community-outreach program that specifically benefits students participating in non-academic school activities, and assisting the businesses and professional service providers in their communities to reach greater audiences.

This will also enable us 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—which can be used in multiple languages—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.

Lifetime membership in AA is free for individuals, education organizations and nonprofits. A major benefit is the opportunity to use our unique storytelling tool to create and publish—on AA's Heritage Honor Roll—two legacy stories in English and as many stories as desired in [other languages](#). Membership also includes a free, one-year trial in the [Social Legacy Network \(SLN\)](#), a subscription service of the for-profit Americans All Benefit Corporation. After the free one-year trial, AA members can continue to receive discounts from program partners and gain future program benefits by subscribing to the optional SLN for only \$4 per month. Members will not be automatically billed and can cancel their subscription at any time and no credit card is required to be put on file for the free trial.

What Volunteers Do

To accomplish this, we are in the pilot phase of implementing the AA program in three Maryland counties and in DC. (We will add PTSA's shortly.) Students participating in non-academic school activities can demonstrate their appreciation for the value of community service, create virtual yearbooks for their clubs and teams, and publish well-written and documented research. They are connected to local businesses through our unique storytelling tool which also produces a turnkey, revenue-generator for their schools and communities. Using lessons learned, we will expand the program to other Maryland counties and then to the nation. We provide students with an opportunity and a vehicle to use storytelling to:

- Learn how to use concise language and enhancing stories with photographs and other media. Students can record important events and memories as well as share their pride in their ethnic and cultural identity.
- Publish a legacy story on our Web-based [Heritage Honor Roll](#) to ensure the significance of a lifetime will not be forgotten and enables students to have a permanent and an accessible social media presence that truly describes who they are.
- Utilize storytelling as a wonderful intergenerational bonding experience that builds empathy, compassion and understanding.
- Help others less skilled in the art of writing and the use of technology to incorporate images and recordings into their legacy stories, a student can earn [service-learning](#) credits.
- Helping others create and enhance a story also demonstrates to prospective employers and postsecondary institutions a student's character and appreciation for how volunteerism benefits a community.

[Click here](#) for tips on "How to create a legacy story."



Causes



Contact

1-301-982-5622 ext. none

1-301-365-4069

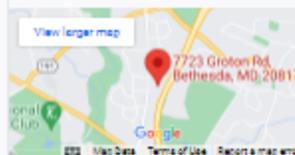
akullen@americansall.org

Allan Kullen

Location

7723 Groton Road
Bethesda, MD 20817

None



Links

Initial Contacts with the District of Columbia Partnership Office

Beginning in 1989, Americans All was one of the nation's first education nonprofits to provide K-12 schools with diversity-based, supplemental social studies [classroom resources](#) as well as activities for English Language Arts programs. The DCPS was one of the major pilot sites for the program and we conducted many presentations and intensive teacher training workshops there until 1994. To learn more about that initiative, [click here](#) or go to americansall.org/page/dcps.

DCPS, OTL (DCPS)
To me, DCPS

Thursday, October 13, 2022 11:31 a.m.

Hello Allan,

After reaching out to several Central Office teams, I am told that we do not have a large-scale plan for something like this as of yet and they would recommend that you handle this individually. These relationships will have to be established and funded by each school you intend to have to participate. Please contact each Principal directly. I hope this helps.

Kachinah (Kachinah Boffett, 202-442-4469)

DCPS.Partnerships@k12.dc.gov; DCPS, OTL (DCPS) otl.dcps@k12.dc.gov

DCPS, OTL (DCPS)
To OTL, me

Thursday, October 13, 2022 11:54 a.m.

Hi Kachinah,

Thank you very much for following up on my request. The input from your Central Office is consistent with that of other jurisdictions and the recommendation that I contact each principal directly is very helpful. Naturally, I will keep you in the loop as we move forward in the school system.

Best regards and stay safe,

[Allan](#)