How Americans All Benefits Ethnic and Cultural Groups

Who we are: We are a 36-year-old nonprofit membership organization managed by a benefit corporation. We ran nine projects across the country, and with the help of Houghton Mifflin, sold its supplemental social studies materials to more than 2,000 schools and libraries nationwide.

Program status: Our virtual program is ready to start a pilot project for one year in Howard County, MD high schools.

Issues we address: The current political environment in our increasingly diverse society is highly polarized and socially segregated, the economic forecast is uncertain, and consumer confidence is low.

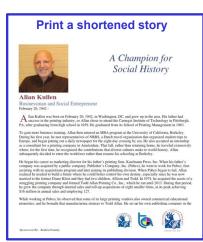
- Community members, including high school students, want to find discounts when they shop.
- Businesses and professional service providers need to expand traffic and look for affordable and effective ways to do this.
- Public and private schools need more noncurricular resources to help produce a well-rounded education for their students.
- Homeschool families need access to inexpensive, non-political resources.
- All schools need an unrestricted stream of annual revenue that requires minimal staff to administer.
- Fewer than half of high school students nationwide believe they are adequately prepared for college and careers.
- Mental health professionals say many students need help to develop a positive sense of self.
- The nation needs a vehicle to help appreciate and reinforce the commonalities that unite, rather than divide, the American people.

Our solution: Americans All is now a community outreach and empowerment program. Our revenue-generating multipurpose storytelling tool helps leaders, at all levels, improve the mental, social and economic health of their constituents. All high school students and community members receive a free lifetime membership in Americans All, which enables them to publish stories on our Heritage Honor Roll. That membership also includes a trial subscription in our Social Legacy Network (SLN), which enables its members to get discounts on goods and services from our program's business partners.

Students keep their SLN subscription until their class graduates. Community members are free for three-months. After their free trials expire, individuals can continue to receive discounts on goods and services from our business partners via a subscription fee of \$4 per month; 77 percent of the fee goes to a school of their choice. All funds are unrestricted. If a school is not registered for Americans All, the funds are donated to the school's district.

Ancestors of all Americans came here from diverse locations, so we all have immigrant roots. These experiences can be shared through <u>legacy stories</u>, which acknowledge that heritage and culture are rich aspects of personal and group identity. The actions,







Members can create stories

accomplishments and contributions recorded in these stories afford future generations knowledge, insight and inspiration. Using storytelling to communicate about ethnicity and culture broadens understanding, increases tolerance and heightens acceptance. Legacy stories also contribute to the telling of our nation's history.

Extensive research confirms that life stories are central to people'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. When people belong, they feel emotionally connected and welcomed.

For students, creating and publishing a story helps them develop skills in researching, critical thinking and, especially, writing—skills needed to help them better understand our democracy. Moreover, students can use their story to create virtual yearbooks for the landing pages of all the clubs and teams in which they participate.

Businesses and professional service providers pay a membership fee of \$49 every six months to create a marketing-based landing page, and 77 percent of the membership fee goes to a school of their choice. 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 an affinity group.

Moreover, businesses benefit because stories directly impact emotions, and emotions rather than data change behavior and often determine decisions to buy. Good storytelling builds trust and connections. It influences people to believe in the products upon which they depend every day and encourages them to become customers and clients.

Homeschool students also gain free access to the Americans All supplemental social studies resources (a \$650 value) when they register. Their school (a nonprofit) can create a free landing page and a revenue-generating tool.

Our storytelling tool: Members can create two stories in English and as many as they desire in multiple languages. Stories can be autobiographical or written about individuals, groups, or issues/topics (including honoring their family pet and its influence on their life), contain up to 2,000 words of text (1,000 can be password protected), enhanced with images, logos, hyperlinks, photographs and audio-video media. A shorter version can also be created and printed in an 8½" x 11" format

Schools and nonprofits, through their point of contact, can also create legacy stories and landing pages to host stories of their members. Moreover, we do not share or sell any contact information, do not accept advertising and do not use pop-ups or AI.

For more information on ethnic and cultural groups, visit our website at https://americansall.org/node/564232

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