

# Investor Summary

Using Web-based storytelling, our 32-year-old foundation encourages individuals and groups to record, share and archive their stories to demonstrate their ethnic, cultural and/or civic pride for the benefit of family, friends, associates and future generations. We invest more than half of the membership revenue generated by our legacy preservation component to improve K–12 social studies instruction; all schools participate for free. Our current resource and marketing partners are the [Ancient Order of Hibernians](#) (AOH), the nation's largest Irish-Catholic fraternal organization; the [Texas State Historical Association](#); the [Jewish Partisan Educational Foundation](#); [CollegeSave](#); and [LegacyStories](#).

Leveraging the public's interest in legacy preservation gives us the funds we need to continue our education mission. The history of our nation is deeply tied to [immigration](#), and ancestors of all Americans came here from diverse locations. Legacy stories share these experiences and offer insight, helping make history come alive for today's students. Moreover, by researching and writing legacy stories, students learn more about the ethnic and cultural groups that make up their community and the people and organizations that contribute to its well-being.

Our easy-to-use templates help individuals and groups *inexpensively* create their legacy stories through text, photos, videos and audio recordings and in multiple languages. A portion of the online story can be password protected, and a shortened version can be printed to fit an 8½" x 11" format. The one-time, tax-deductible cost for membership in Americans All is just \$24.50 when using a 50 percent discount code. Members also receive free access to our existing social studies resources (a \$500 value), which are being used in more than 2,000 schools and libraries nationwide. [Tutorials](#) assist members in setting up a user account and creating a legacy story.

The legacy stories are published on our Web-based Heritage Honor Roll. Our Legacy Partners are entities whose missions reinforce our goals. They include families; schools; education organizations such as museums and historical societies; and local, regional and/or national groups, businesses and organizations. Legacy Partners participate in our program at no cost because they host Heritage Honor Roll legacy stories to give them more exposure. They can have more than one Americans All home page, and individuals and groups can share their stories on as many home pages as they desire. Schools and education organizations also receive a free Heritage Honor Roll legacy story because they can share content to support social studies instruction. [Google](#) is also searching our site.

Education is a lifelong process, so we offer members a free 3-month subscription to our Social Legacy Network. After the trial period, the cost is \$4 per month. Included in the subscription is CollegeSave, where members receive 250 points each month (each point is worth \$1 in discounts) and can earn up to \$52,000 in college tuition discounts at 385 participating colleges in 45 states nationwide. These discount points can be used for their children, grandchildren and extended family members. In 2017, students submitted rewards points worth more than \$80.1 million in tuition discounts at participating colleges.

We have now established a pilot program with AOH. Following their Board's [endorsement](#), we are delivering a [brochure](#) to approximately 2,000 attendees at their Conference in July. These attendees are officers of their 200 local Divisions and we will begin marketing directly to them after we have created the new videos. We will then contact other Irish organizations and follow with outreach to additional ethnic and cultural groups, using this same structure developed for AOH.

To support the pilot, we need a loan/investment (can be incremental) of \$75,000 to produce videos and cover other Web and marketing costs. As we move forward, our initial investors will have right of first refusal to increase their participation. The loan will carry a 10 percent interest rate and be repaid by escrowing 10 percent of each registration fee (\$2.50). Once the loan is repaid, investors will receive two noninterest-bearing balloon payment that matches the investment, using the same repayment formula. After this, investors can choose between two options: receive an additional two balloon payment (same formula) or take a 3.34 percent equity position in the Americans All Benefit Corporation which receives the revenue generated by the \$4 monthly Social Legacy Network subscription fee. For tax purposes, we can book the equity position as a marketing cost.