

# A plan to fund the Americans All public-private partnership pilot program in Howard County, Md., for one year.

Our 36-year-old nonprofit foundation is ready to implement a program that has never been done before in a county. During our year-long grass-roots efforts to gain support and direction, we have modified the program (and will continue to do so) to meet the specific needs and concerns of each entity we contacted. These include the Office of Purchasing, Economic Development Authority, School Partnership Office, Historical Society, Community Service Partnership, Chamber of Commerce, Office of the Local Children's Board and Library System, and HCPSS's Community, Parent, and Outreach Division. We are still waiting for additional responses.

Although we were a supplier of social studies resources and teacher training, with county input, we have now become a hybrid charity that raises money for schools and education nonprofits using our revenue-generating, multipurpose storytelling tool. Most charities request donations but must do more for their sponsors/ members. We are different because we provide an optional storytelling tool, have only one level of giving and two separate components, and do not produce, sell, or send out merchandise. Rather, we offer our members multiple opportunities to benefit themselves and their families when they make their charitable gifts. Here are some of the areas we address:

- Community members, including the parents of all school students, want to find discounts when they shop. If students can shop independently, they are included in this group.
- All schools need an unrestricted stream of annual revenue that requires minimal administer staff
- Students of all ages benefit from having an easily accessible “virtual yearbook” to share and serve as a keepsake for their school years.
- Businesses and professional service providers must expand traffic and look for affordable, effective, and appropriate ways.
- The nation needs a vehicle to help reinforce and appreciate the commonalities that unite, rather than divide, the American people.

To do this, we modified the business model created by CVS. In their “CarePass” program, without a trial period, membership is \$4 per month (if paid annually). In addition to other benefits, their members receive a \$10 CarePass reward that can be used to pay for many in-store or online items. Pay \$4 each month and get back \$10 each month. A financially sound, risk-free reason to participate! To improve their model, we offer a trial period and a much larger base of businesses from which to get discounts.

All 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 to 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 free SLN subscription until their class graduates.

This plan helps create an immediate user database to attract businesses, and these groups can opt to continue receiving discounts on goods and services from our business partners for a \$4/month subscription fee. Schools and nonprofits receive a free lifetime membership. Businesses and professional service providers pay a \$49 fee every six months. Of these fees, 77 percent of the gross revenue is donated to a school of their choice and 3 percent goes to both the county and the foundation. If the school is not registered, the funds go to another charity. 4

## Create an online legacy story about an individual or a group

Americans All

Altan S. Kullen Businessman and Social Entrepreneur



Altan S. Kullen, President of Americans All and Social Entrepreneur

Altan S. Kullen is a businessman and social entrepreneur. He is the founder and CEO of Americans All, a nonprofit organization that provides a platform for individuals and groups to share their stories and create a legacy. He is also the author of the book "The Art of Legacy: How to Create a Lasting Impact on the World."

To view this story, visit [americansall.org/node/566341](https://americansall.org/node/566341)



## Businesses offer discounts to program members



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.

Businesses can benefit because stories directly impact emotions, and emotions rather than data change behavior and frequently determine buying decisions. Good storytelling builds trust and connections. It influences people to believe in the products they depend upon daily and encourages them to become customers and clients. Most 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 a fraction of that expenditure.

## Request for a funding proposal

We seek a \$250,000 investment to support the nonprofit's fully developed countywide pilot program for one year. The funds will cover this program's overhead and marketing costs, including rebuilding the existing website. It will also provide the model to begin a national rollout to as many of the 3,140 counties (and county-equivalents) that will welcome a program of this type. There is no other program that offers the same benefits as Americans All.

After the successful implementation of the countywide version of this program, using the same website, a new venture will be created between the DM and the investor to reach more than 500 urban areas in the nation. These consist of a densely-settled urban core plus surrounding developed areas that meet certain density criteria. Since urban areas are composed of census blocks and not cities, counties, or county-equivalents, urban area boundaries may consist of partial areas of these political units.

The due diligence for this program will be simplified because only credit cards are used (information is destroyed after payment has cleared), all funds are deposited into a secure bank chosen by the investor and distributed by predetermined percentages, eliminating any possible financial mismanagement. The investor can select the accounting firm that will represent the program.

**Financial details for the investor are available upon request.**

### Create an online legacy story on an organization or a group

Howard County Historical Society HCHS History Society American History

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Throughout the year, the Howard County Historical Society presents a wide variety of engaging public programs, exhibits, lectures, and other activities. The Society also welcomes school groups, youth, home schoolers, adult groups, and the public to participate through field trips and museum programs.

The Museum of Howard County (5528 Court Avenue) is housed in the former First Presbyterian Church which was generally considered the finest in the County in 1886. The building was constructed in memory of the late husband, Judge James Clark, M. The Clark Family was instrumental in founding the Historical Society. Memberships of Clark's are based on the fact that the organization's founding, including Senator James Clark, Sr. and Governor Mathias Clark, Mayor of Clark's Bladensburg.

Located next to the Court House in Bladensburg, the original church was a modest building constructed in 1837 that contained a steeple that stood in 1986. The building was destroyed by fire and replaced with a modern structure designed by George Archer and completed by Frederick A. Weigand. Along with an extensive collection of historical artifacts, books, letters and newspapers, the Museum is home to a self-staffed 1855 organ built by the A.B. Fegenschlager Organ Company of Pa., Pa.


The Howard County Historical Society Archives and Research Library were originally kept in the Museum and then moved to the Bladensburg Quaker Station, now known as the West Building. In 1988, in the fall of 1970 the Society moved to its new home in the Howard County Historical Society building at 5528 Court Avenue. The building was designed by George Archer and completed by Frederick A. Weigand. Along with an extensive collection of historical artifacts, books, letters and newspapers, the Museum is home to a self-staffed 1855 organ built by the A.B. Fegenschlager Organ Company of Pa., Pa.

View our past. Meaning into the future.



To view this page, visit [americansall.org/node/564992](http://americansall.org/node/564992)

### Create a business legacy partner landing page to host stories



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 aid in historical exploration, research, and discovery for all ages and culture groups.

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Legacy Story

We are pleased to help you create a legacy story for your business or organization. Please contact us at [info@americansall.org](mailto:info@americansall.org) or call us at 410-326-1111.

Search by:

and  Last Name of Individual    or     First Name of Individual    or     Group name   

Howard County Historical Society HCHS History Society American History

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View our past. Meaning into the future.

To view this page, visit [americansall.org/node/566566](http://americansall.org/node/566566)

### Members can create stories honoring a family pet or sharing how it has impacted their lives



## Links to information pages related to the Howard County pilot

The links below can be accessed by using our URL and adding “/node/6-digit” at the end.

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

[Click here](#) for a tutorial on "How a point of contact can create a school landing page and its story for the Heritage Honor Roll. /node/566436

[Click here](#) to view a “Summary of benefits for Elementary and Middle Schools and letters of support, /node/566774

[Click here](#) to view a “Summary of benefits for high school students, benefits for students and letters of support, /node/566731

[Click here](#) to view a tutorial on "How to create a story on an individual (or group) for the Heritage Honor Roll. /node/566544

[Click here](#) for a tutorial on "How to create a Nonprofit Legacy Partner landing page for a school team or club. /node/566714

[Click here](#) to view a document that shows "Heritage Honor Roll stories in multiple languages“ /node/566711.

[Click here](#) to learn "How to create the text for a legacy story and storytelling for younger children". /node/566545

[Click here](#) to view information on "How storytelling can benefit a student's positive mental health, wholeness and well-being. /node/566710

[Click here](#) to view the Heritage Honor Roll story about the Howard County Historical Society. /node/564992

[Click here](#) to view the Howard County Historical Society's Nonprofit Legacy Partner landing page. /node/566566.

[Click here](#) to view the electronic version of this document “A plan to fund the Americans All public-private partnership pilot program.” /node/566416

## Excerpts from the Howard County elementary school’s database

Atholton Elementary, 484361  
6700 Seneca Drive, Columbia, MD 21046,  
(410) 313-6853

Bushy Park Elementary, 484325  
14601 Carrs Mill Road, Glenwood, MD 21738,  
(410) 313-5500

Carrolltowne Elementary, 484076  
6542 Ridge Road, Sykesville, MD 21784,  
(410) 751-3530

Centennial Lane Elementary, 484337  
3825 Centennial Lane, Ellicott City, MD 21042,  
(410) 313-2800

Guilford Elementary, 484363  
7335 Oakland Mills Road, Columbia, MD  
21046, (410) 880-5930

Hammond Elementary, 484329  
8110 Aladdin Drive, Laurel, MD 20723,  
(410) 880-5890

**Hanover Hills Elementary School,  
20none  
7030 Banbury Dr, Hanover, MD  
21076, (410) 313-8066**

Rockburn Elementary, 484321  
6145 Montgomery Road, Elkridge,  
MD 21075, (410) 313-5030

Running Brook Elementary, 484345  
5215 West Running Brook, Columbia,  
MD 21044, (410) 313-6893

St. John's Lane Elementary, 484336  
2960 St. Johns Lane, Ellicott City, MD  
21042, (410) 313-2813

Stevens Forest Elementary, 484356  
6045 Stevens Forest Road, Columbia,  
MD 21045, (410) 313-6900

Note: The school is blue is an example of a school that was not in our original database. [Click here](#) to view a complete list of all Howard County schools, or visit: <https://americansall.org/node/566807>

# Sample story from our Heritage Honor Roll

Allan S. Kullen *Author, Business Printer, Social Entrepreneur, Traveler*



Allan S. Kullen / February 20, 1942 - ? Author

"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 [Masada](#) 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 (Statland) 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](#).

**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—  
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so your group or nonprofit  
organization can become a  
Legacy Partner for free—  
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so your school, library or  
historical society can become  
a Legacy Partner for free—  
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To learn more about  
Americans All—  
[CLICK HERE](#)  
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[www.americansall.org/node/553341](http://www.americansall.org/node/553341)

## ■ 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.

# Example of a Legacy Partner Landing Page

## Military Personnel and Organizations

[www.americansall.org/node/566348](http://www.americansall.org/node/566348)



The Army, Marine Corps, Navy, Air Force, Space Force and Coast Guard are the armed forces of the United States. The Army National Guard and the Air National Guard are reserve components of their services and operate in part under state authority. From its inception during the American Revolutionary War, the U.S. Armed Forces has played a decisive role in the history of the United States. It helped forge a sense of national unity and identity through its victories in the First Barbary War and the Second Barbary War. It played a critical role in the American Civil War, keeping the Confederacy from seceding from the republic. The National Security Act of 1947, adopted following World War II, created the modern U.S. military framework.

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## 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

**Civil War: Fifty-Fourth Massachusetts Volunteer Infantry Regiment, 54th Massachusetts** (*March 13, 1863 - August 4, 1865*) Carney, Glory, Hallowell, Medal of Honor, Military, Shaw, Fort Wagner  
On January 26, 1863, Secretary of War Edwin M. Stanton authorized Massachusetts Governor John Albion Andrew to create volunteer companies of artillery "for duty in the forts of Massachusetts . . . [Read more](#)

**Lucian Adams** Texas (*October 7, 1909 - April 30, 1977*) Veteran, Hispanic  
Lucian Adams, Medal of Honor recipient, World War II, born in Port Arthur, Texas, on October 7, 1909. Lucian Adams, was nine . . . [Read more](#)

**Stories can be published in any character set**

**Maxime "Max" Chalmin** [Chalmin Family] (*October 7, 1909 - April 30, 1977*) Chef de Cuisine /node/434148  
Mon père Maxime Chalmin, est né à Coulandon, un petit village au Centre de la France, en Octobre, 1909. Après sa scolarité et plusieurs filaments comme apprenti (comme cela se faisait à l'époque) il se dirige vers le métier de la restauration et il arrive aux Etats Unis en 1939 comme cuisinier au pavillon Belge de l'Exposition Internationale. [Read more](#)