The protests following the tragic deaths of Breonna Taylor and George Floyd and the deep divide in our nation reflected in the 2020 presidential election have awakened much of the public to the plight African Americans, and other people of color, face daily in the United States. Congress and state legislatures have the responsibility to pass legislation to level the playing field, but so far they have lacked the political will to do so comprehensively.

Enter Americans All. Our program remains true to its mission to honor the contributions that all immigrants, both forced and voluntary, have made—and continue to make—to our nation. Our program’s education resources are used in more than 2,000 schools and libraries nationwide and reinforce the commonalities that help unite, rather than divide, the American people. Importantly, individuals, families, schools and nonprofits participate in Americans All as lifetime members for free. They also receive a free 3-month trial in our Social Legacy Network to gain additional program benefits.

Because our nation has become so polarized, we have expanded our focus and website to support Civil Rights and Women’s Suffrage issues and the Black Lives Matter movement. Our engagement aims to help people understand that unconscious bias is the very human tendency to make quick and sometimes lasting judgments about other people without even realizing they are doing so. Once people can see that their unconscious biases may unintentionally lead to discrimination and potentially harm them personally or professionally, the road to change opens.

We cannot solve our problems with the same thinking we used when we created them—Albert Einstein, c.1940s

To start a meaningful conversation about systemic racism, we must first identify its driving forces and expose the continuation of those beliefs in modern society. Our goal is to reinforce the notion that differences make us human, but respect for one another—a key to getting past stereotypes or politics—is the glue that makes communities work.

What is the Americans All Heritage Honor Roll?

Americans All, a program of the 34-year-old nonprofit People of America Foundation provides a free tool—our Heritage Honor Roll—to help generate significant momentum for the cause of equal civil rights. Most storytelling websites carry stories of well-known individuals or individuals who belong to specific groups. Our website is far more informative and inclusive. We provide historical content that provides context for the individual stories and enable stories to be published in multiple foreign languages.

In addition to including stories of everyday heroes, such as our military personnel and domestic first responders, we want to include the stories of people who have been denied legal, moral and ethical protections and the stories of people who supported—and continue to support—victims and their families. Americans All can help keep their compelling stories alive, so their experiences become more than a short-lived sound bite or news story. Storytelling is vital because many Americans do not have easy and ongoing access to information on those who, through action or inspiration, make a difference. Legacy preservation is how our program strengthens communities.

Why is understanding history critical?

Those who cannot remember the past are condemned to repeat it. Studying history is necessary to avoid repeating past mistakes—George Santayana, Ph.D., The Life of Reason, 1905.
When the Confederate States of America was formed in 1861 to succeed from the Union and protect the right to own slaves, Alexander H. Stephens, vice president of the Confederacy declared: “The Confederacy’s foundations are laid, its cornerstone rests upon the great truth, that the negro is not equal to the white man; that slavery subordination to the superior race is his natural and moral condition. This, our new government, is the first, in the history of the world, based upon this great physical, philosophical, and moral truth.”

The military battles of the Civil War ended in 1865, but the ideological schisms remain today. It is finally time to eradicate the prejudices that started the war and remove the symbols that have delayed their demise. Honoring the Confederate flag and memorial statues flies in the face of the intent set forth in our Constitution. It is a direct violation of the wording of the 13th, 14th and 15th Amendments.

**How does Americans All work?**

More than three decades ago, our foundation created classroom resources in history and civics. Schools can use the Americans All storytelling tool and supplemental social studies information to educate students about the contributions of different ethnic and cultural groups. Families can use our tool to pass on knowledge and experiences, so children understand and appreciate their ethnic and cultural roots. Small businesses and professional practices can use our storytelling tool and other components to help rebuild after the COVID-19 pandemic ends; immigrant families own or manage many of these establishments that frequently employ people of color.

Legacy stories can diminish stereotypes and impart lessons on the importance of diversity and the value of all people. Our program aims to persuade the nation of the benefits of tolerance, acceptance and inclusion. We return more than 80 percent of our membership fees to schools and communities.

*Telling stories is one of the most powerful means that [all people] have to influence, teach, and inspire. Storytelling forges connections among people, and between people and ideas. Stories convey the culture, history, and values that unite people. When it comes to our countries, our communities, and our families, we understand intuitively that the stories we hold in common are an important part of the ties that bind.*

*This understanding also holds true in the business world, where an organization’s stories, and the stories its leaders tell, help solidify relationships in a way that factual statements encapsulated in bullet points or numbers don’t.*—Excerpted from a post by Vanessa Boris, author at Harvard Business Publishing, and Lani Peterson, Psy.D., a psychologist, professional storyteller and executive coach.

**Benefits of Participating in Americans All for Students**

Storytelling affords students both academic and personal benefits. Each Americans All member can create two stories in English and translate either one of them into as many languages as is desired. In addition to creating a story on themselves, students can use the other story to honor a family member or an individual they admire. Creating a legacy story can support social studies, English/language arts or foreign language classroom assignments. Students not proficient in English can use the process in reverse: first creating the story in their native language and then learning how to express it in English.

Other benefits of storytelling to students are these:

- Creating and publishing a story helps students develop skills in critical thinking, communicating, researching and, especially, writing—skills needed to help ensure their success in college and/or the workforce.
1. Our Heritage Honor Roll houses legacy stories, including this sample story; 2. America is a nation of immigrants, both forced and voluntary; 3. Our education resources provide a context for many of the legacy stories; 4. The Ellis Island Simulation is an active, hands-on learning event that provides historical data and prompts students to respond, assume roles and consider the consequences of their actions and decisions. It can also involve parents, community members and businesses in teaching and learning; 5. A teacher’s guide suggests instructional activities for students; 6. Business participation in Americans All supports local schools and communities.
- Publishing a legacy story on our web-based Heritage Honor Roll ensures the significance of their lifetime will not be forgotten and enables students to have a permanent, accessible social media presence that truly describes who they are.
- Working on a story can be a wonderful intergenerational bonding experience that builds empathy, compassion and understanding.
- 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.

In addition, students participating in Americans All gain access to vetted, high-quality education resources in history and civics (e.g., texts, photos, music and timelines).

**Benefits of Participating in Americans All for Schools**

As Nonprofit Legacy Partners, schools participate in Americans All for free because they reinforce our goals of building a more educated electorate and of using legacy stories to focus on commonalities that help unite, rather than divide, the American people. In addition, schools can:

- Use the legacy stories and our supplemental education resources to enhance curricula, without changing established classroom lesson plans or instructional practices.
- Publish a story on their school—in multiple languages, if desired—on our Heritage Honor Roll.
- Host, on their Americans All Legacy Partner home page(s), stories from our Heritage Honor Roll created by their students and staff.
- Encourage their school’s clubs and teams to create their own home pages to host stories created by their members.
- Allow students to receive credit for volunteer activities that involve working with seniors to create and publish legacy stories.

**Benefits of Participating in Americans All for Nonprofits**

Nonprofit Legacy Partners (libraries, historical societies, family circles, and ethnic and cultural groups) participate in Americans All for free because they host, on their home page(s) on our website, legacy stories that their members have published on our Heritage Honor Roll, which provides further exposure for these stories. They can create home page(s) for each chapter/division, if applicable, and in multiple languages, if desired. These home page(s) can share information about the nonprofit and help the organization better connect with current and future members.

**Benefits of Participating in Americans All for Local Businesses**

*Business Legacy Partners* pay just $49 to participate in Americans All; this membership fee must be renewed every 6 months to continue accessing all program benefits.

For this fee, Business Legacy Partners receive these benefits:

- Free home pages on our website—one for up to three locations and in *multiple languages*, if desired—to share information about the business or practice and advertise discounts for current and future Americans All members.
- Gift Codes to publish two stories on our Heritage Honor Roll. We recommend using one of the codes to create a story on the business or practice and the other to create a story on the manager or founder. Every renewal includes two additional Gift Codes, which can be given to employees or family members.
Gift Codes to publish two stories on our Heritage Honor Roll. We recommend using one of the codes to create a story on the business or practice and the other to create a story on the manager or founder. Every renewal includes two additional Gift Codes, which can be given to employees or family members.

The ability to host on their Americans All home page(s), legacy stories that customers have published on our Heritage Honor Roll to provide further exposure for these stories. By doing so, businesses or practices can begin creating or expanding an affinity club.

The ability to list on both our Discount and Legacy Partner landing pages discounts on goods and services they are offering Americans All members.

The ability to demonstrate, through participation in Americans All, their support for local schools.

Join Now

Access the links below to register for our program and tell an important story. After the story is completed, for greater exposure, it can be linked to an unlimited number of the Legacy Partner landing pages on our website. Click here to see a sample landing page.

Allan Kullen, President
akullen@americansall.org, 301-520-8242

Click here to learn how to register for a free individual membership in Americans All.

Click here to learn how to become a Business Legacy Partner.

Click here to learn how to become a Nonprofit Legacy Partner.

Click here for tips on “How to create a legacy story.”
Schools can use these supplemental materials to enhance existing social studies and language arts programs. PTA/PTO and school clubs work with program partners to contact small businesses and enroll them as Business Legacy Partners in Americans All for an annual fee of $98. Schools receive $15 per year from each new or renewed program membership.

Students and school community members record and archive stories to recognize the contributions diverse groups make to our nation and these stories help current and future generations appreciate their ethnic and cultural identity. Students helping others write stories can demonstrate to prospective employers and postsecondary institutions their commitment to community service.

PTA/PTO and school clubs work with program partners to contact small businesses and enroll them as Business Legacy Partners in Americans All for an annual fee of $98. Schools receive $15 per year from each new or renewed program membership.

Students and students and community members can publish stories on our Heritage Honor Roll for free. Students tell students and community members about the opportunity to subscribe to the Social Legacy Network for discounts on goods and services from business partners for only $4 per month after a free 3-month trial. Schools receive $12 per year from each new or renewed Social Legacy Network subscription.

Schools can also create unlimited home pages—in multiple languages, if desired—on our website to host stories about their club and team members.

Schools; students and their families; alumni; and community members can publish stories on our Heritage Honor Roll for free. Schools tell students and community members about the opportunity to subscribe to the Social Legacy Network for discounts on goods and services from business partners for only $4 per month after a free 3-month trial. Schools receive $12 per year from each new or renewed Social Legacy Network subscription.

Benefits for Business Legacy Partners

Free home pages—in multiple languages, if desired—on our website to advertise the business or practice. The home pages also host the stories of customers affiliated with the Business Legacy Partner.

Codes for two free Heritage Honor Roll stories—valued at $24.50 each—when registering or renewing a Business Legacy Partner membership in Americans All.

Free listing to post available discounts that can be easily updated and are searchable by name, category, language and Zip Code.

Use of the Americans All program to co-market with other Business Legacy Partners.

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Stories can be published in multiple languages and in any character set
**Legacy Partners**

Legacy Partners are local businesses, professional service providers and nonprofit organizations whose missions reinforce our goals of preserving legacy stories and supporting excellence in social studies instruction. They can be searched on our Web site by name, language, category and location.

All Legacy Partners receive a 6-digit ID Number so their clients, members and staff can register for Americans All at the $24.50* discounted membership rate. Moreover, Legacy Partners can access Americans All logos and marketing materials to help advertise their membership in our program.

**Business Legacy Partners**

Business Legacy Partners pay a $49 fee that is renewable every 6 months. For this fee, you can:

- Receive free home pages on our Web site—one for each location and in multiple languages, if desired—to share information about your business or practice and advertise discounts for current and future Americans All members.

- Get 2 free 7-digit Gift Codes (worth $24.50 each) to publish stories on our Heritage Honor Roll. We recommend using one of the codes to create a story on your business or practice and the other to create a story on yourself. Every renewal includes two 7-digit Codes, which can be gifted to employees or family members.

- Host, on your home page(s), legacy stories that customers have published on our Heritage Honor Roll to provide further exposure for these stories. By doing so, you begin creating or expanding an affinity club for your business or practice.

- Be listed on both our Discounts page and our Legacy Partner landing page, so Americans All members can identify Business Legacy Partners offering discounts on goods and services.

Your participation in Americans All supports social studies education in schools and reinforces your important role in the community.

**Nonprofit Legacy Partners**

Nonprofit Legacy Partners can create free home page(s) on our Web site—one for each chapter/division and in multiple languages, if desired—to share information about yourself and better connect with your current and future members. Nonprofits participate in Americans All at no cost because you host, on your home page(s) on our Web site, legacy stories your members have published on our Heritage Honor Roll to provide further exposure for these stories. Your participation in our program supports social studies education in schools and reinforces your important role in the community.

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*Schools, students and students’ families and friends participate as lifetime members in Americans All at no cost and receive a free, 3-month trial to our Social Legacy Network.