



Americans All®

# Preserving Your Legacy Through **Storytelling**

PRESERVING YOUR LEGACY THROUGH **STORYTELLING**

# FOR ALL **AMERICANS**

Americans All is on a mission.

A mission to help people from all walks of life record, share and archive their stories for family, friends and future generations.

A mission to encourage everyone to demonstrate their ethnic, cultural and/or civic pride.

A mission to support growth and excellence in social studies instruction.

There's no denying that the history of our nation is deeply tied to immigration. Ancestors of all Americans came here from diverse locations. Their stories are history's missing pages.



We believe all generations need to pass on the knowledge they inherit from their families. This is extremely important; without it, how will children understand their roots and embrace their identity?

## KEY HIGHLIGHTS

Americans All is the only membership-based legacy preservation program with a focus on education.

We aim to bolster social studies instruction by incorporating legacy stories to enhance the way history is taught.

Our mission supports author and historian David McCullough's belief that "history is the story of people."



## INDUSTRY

Legacy preservation



## MARKET SIZE

Millions of potential users



## TARGET CUSTOMERS

Ethnic & cultural groups; public & private schools; homeschool families; seniors; military personnel; first responder families; new parents



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## THE NEED **FOR CHANGE**

STEM (Science, Technology, Engineering and Mathematics) is important, but its rise in popularity and support has created a decline in the time and funding devoted to social studies instruction.

Schools no longer emphasize social studies as much as they once did.

As if that weren't enough, our current environment has led to a lack of appreciation for the role immigrant groups have played—and continue to play—in our nation's birth and growth.

To make matters worse, most people rely too heavily on electronic devices to do just about everything. Consequently, it's getting harder for the average person to become proficient in written communication.

All these factors contribute to the need for a program dually focused on legacy preservation and social studies education.

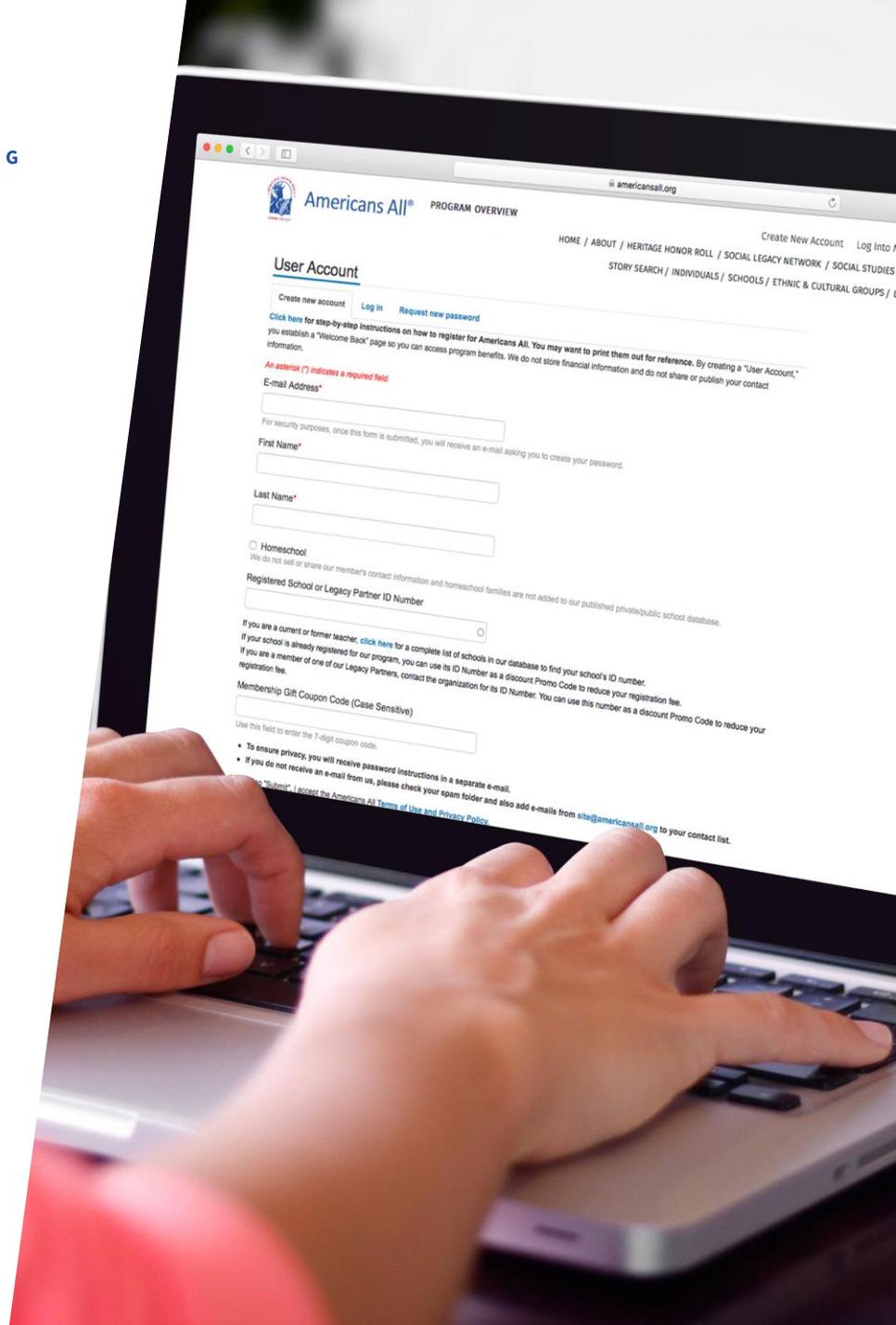


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# WE ARE THE CHANGE AGENT

We are solving these problems by:

- Providing an inexpensive and easy-to-use legacy preservation tool to everybody.
- Generating program revenue through our legacy preservation tool.
- Using that revenue to aggregate and distribute high-quality social studies resources that reflect multiple perspectives and meet state content standards.
- Sharing the contributions of diverse population groups.



Our successful track record speaks for itself:



We started in the 1990s as a publisher of supplemental K–12 social studies resources that highlight the contributions that immigrants have made—and continue to make—to our nation.



More than 2,000 schools and libraries have purchased our materials through Houghton Mifflin and other distributors.



This has given us immense credibility in the education community.



See us on the Legacy Café podcast for more in depth info on the Americans All project to date.

By creating and publishing a legacy story for themselves or others, students will develop skills in:



Critical thinking



Communicating



Researching



Writing

These skills are all critical in preparing students for success in college, in the workforce and in life.

Students helping seniors create their legacy story receive a free legacy story for themselves, and schools and libraries participate for free.

And when it comes down to it, you should ask yourself an important question:

**Would you invest \$25 to record, share and archive your legacy story—one of your most valuable assets?**

**The answer is most certainly yes.**

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## KEY FEATURES

Easy-to-use templates allow our members to create legacy stories. They can enhance their stories with photographs, audio-visual elements and links to other websites.

We permanently store these stories on our Heritage Honor Roll.

We also allow our members to update stories—and publish them in multiple languages—at no additional cost.

Looking for more exposure? Americans All takes this one step further by encouraging its Legacy Partners to host members' stories on their Americans All home pages.





Even better, members also gain free electronic access to our existing education resources—a **\$500 value**.

We also provide our members with additional benefits, including a secure internal e-mail tool; membership cards for discounts from program partners; and an opportunity, after a free 3-month trial, to join our Social Legacy Network.

We put an extra focus on getting students involved in the legacy recording process – seeing it as a key component of an effective social studies education. As such, students helping seniors record their legacy story receive a free legacy story for themselves.

We also see this as an excellent opportunity to get added traction with schools.

## MEET **THE TEAM**



### **Allan Kullen | Founder and President**

- Owned and operated a large printing firm for nearly 40 years. At its peak, the firm employed 127 individuals and had \$16 million in sales.
- Has directed the Americans All program and its Social Legacy Network since their inception.
- Created two of the major instructional resources: the timeline publication and the photograph collection.
- Restructured the program when the emphasis in education shifted to STEM to gain the revenue needed to make the Americans All classroom and other instructional resources available to the nation's 135,000 public and private K-12 schools and 800,000 homeschool families.
- Formed a marketing and operations entity, the Americans All Benefit Corporation, and leveraged the public's interest in legacy preservation to achieve the program's education mission.



## **Steve Miller | Marketing Director**

- Served with the U.S. Army in France from 1964 to 1966.
- Entered the insurance business in 1967 with Connecticut General Life Insurance Company and Lincoln National for a career spanning almost 50 years.
- Also ran Creative Business Solutions, an independent consulting practice specializing in employee benefits.
- Served on the boards of the United Jewish Appeal Federation, The Hebrew Home of Greater Washington and Easter Seals of Greater Washington, primarily involved with fundraising activities.



## **Karen Glass | Editorial Supervisor**

- Lends editorial expertise to the program and its Web site.
- Received her bachelor's degree in political science from the University of Connecticut.
- Earned her master's degree in public policy from The George Washington University
- Taught writing/editing to the staff of the National Governors Association, where her 19 years of employment also included lobbying, communications and policy analysis positions.
- As a freelancer she has worked in several areas for more than 19 years, including:
  - Writing
  - Editing
  - Marketing
  - Writing training
  - Web and print publications development
  - Production and dissemination

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# MARKET **OPPORTUNITY**

Our market potential is simply massive!

And we're not just targeting one area—Americans All reaches several enormous markets.

Best of all, those markets increase every single year.

Case in point—there are:

**800,000**

homeschool families

**135,000**

public and private schools

**1.3 million**

military personnel

**40 million**

people above age 65

**4 million**

annual births

As these sectors continue to grow, Americans All will be there to serve each and every one.

# BUSINESS MODEL & **REVENUE STREAMS**

We are pre-revenue but anticipate the following revenue streams:

One time, tax-deductible  
membership fee:

**\$49**

(\$24.50 with a legacy partner or  
school discount ID code).

- This membership allows users to record, share and archive their legacy story.
- We also provide free electronic access to our existing education resources.

Social Legacy Network  
subscription (optional):

**\$4 per month**

after a free 3-month trial

- Provides several additional education benefits.
- Includes access to CollegeSave.

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# COMPETITIVE **OVERVIEW**

Americans All is unique in that it has no true competitors.

It is the only membership-based legacy preservation program with a focus on education.

We strive to enhance social studies instruction by incorporating legacy stories to improve the way history is taught.

Our only competitor—a very loose competitor—is Ancestry.com, a site that advertises very heavily.

Ancestry.com is also very expensive and does not provide any connection to education.



# UNIQUE **ADVANTAGES**

- ✓ Americans All is the only membership-based legacy preservation program in the nation with an education focus.
- ✓ We aim to bolster social studies instruction by incorporating legacy stories to enhance the way history is taught.
- ✓ Our mission supports author and historian David McCullough's belief that "history is the story of people."
- ✓ By leveraging the public's interest in legacy preservation, we will raise the funds necessary to continue our education mission.

“ history is the  
story of people ”  
**DAVID MCCULLOUGH**



# Americans All Program and Social Legacy Network Membership Benefits

**Online version**

**Read More . . .**  
Type password here

**Password protected text**

[www.americansall.org/node/553341](http://www.americansall.org/node/553341)

Your 2,000-word story, published online can, for privacy, have up to 1,000 words that are password protected.

**Print version**

**Americans All®**  
A Social Legacy Network  
Allan Kullen  
www.americansall.org  
800-645-8893  
Lifetime Member



- ✔ Our market is significantly broader than most startups because we appeal to both people and groups wanting to record, share and archive their experiences and lessons learned.
- ✔ Students researching and writing legacy stories about themselves—or doing so for others who are less technology-savvy—learn more about the ethnic and cultural groups that make up their community. Students can then volunteer to earn service learning credits.
- ✔ Students helping seniors create their legacy story receive a free legacy story for themselves, and schools and libraries participate for free.
- ✔ Our secure internal e-mail tool is another important benefit.
- ✔ Americans All appeals to both for-profit and nonprofit organizations.
- ✔ A subscription to our Social Legacy Network, which provides even more benefits, is available only to members of Americans All.

# KEY PARTNERS

Americans All has already attracted several outreach and marketing partners:



AOH  
(Ancient Order of Hibernians)



Texas State Historical  
Association



Jewish Partisan  
Educational Foundation



LegacyStories



CollegeSave

The Irish American Heritage Museum (Albany, NY) and Seton Hall University (Orange, NJ) have recently accepted our invitation to become partners. We are waiting for their information to add to our website.

# INVESTMENT **OPPORTUNITY**

For this round, Americans All is seeking to raise **\$75,000 in convertible debt.**

The funds will allow us to reach the following milestones:

- Build case studies
- Design the architecture for the K–12 grade-level-specific resource databases that support state social studies content standards and include history’s missing pages

## Our anticipated use of funds includes:

**20%**

Marketing

**80%**

additional product development (not needed for launch)

**Previous Funds.** Our original program received approximately \$400,000 in grants from The Hitachi Foundation, The Sears-Roebuck Foundation, The John D. and Catherine T. MacArthur Foundation, The Quaker Oats Foundation and The Procter & Gamble Fund.

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## WHY INVEST?

Americans All's dual focus on preserving legacy stories and supporting excellence in social studies education makes it unique—and difficult for others to replicate.

Americans All is already celebrating several wins, including the Ancient Order of Hibernians board approval to partner with us and set up case studies.

As a result, officers of all 200 AOH divisions (100,000 members) have received our brochure and are ready to implement Americans All.

We are ready to take our initiative to the next level, but we need your help to make it happen.



Americans All®



*Create a Legacy Story,  
Support Social Studies*

**For more information on this investment opportunity, please contact:**

Allan Kullen, President 301-520-8242 [akullen@americansall.org](mailto:akullen@americansall.org)