

# Executive Summary

[Americans All](#) is a nonprofit community outreach program that specifically benefits schools and small businesses. The program uses a unique storytelling tool—the [Heritage Honor Roll](#)—to facilitate legacy preservation and enable people to enhance their communication skills.

Schools, students and their families, faculty and alumni participate **for free**. Schools can use our tool to educate students about the contributions of different ethnic and cultural groups and take advantage of supplemental social studies resources we have developed. Families can use our tool to pass on knowledge and experiences to current and future generations. Without this information, children will neither understand their roots nor develop their ethnic and cultural identity. In addition, storytelling brings communities together by sharing people's common histories, rather than their differences.

Local businesses and service providers participate in our program as Business Legacy Partners, for a nominal fee. They can leverage stories about their business or practice to build closer relationships with current and future customers and clients. They can also use our program to share discounts on their goods and services with Americans All Social Legacy Network members.

This approach enables schools to receive ongoing revenue from the fees paid by Business Legacy Partners and later by Americans All members who upgrade to join our Social Legacy Network for only \$4 per month after a free, 3-month trial. Members never lose their Americans All program benefits if they choose not to subscribe to the network. Individuals not affiliated with a school can participate as lifetime members in Americans All for a one-time membership cost of only \$24.50.

The program is owned by the 33-year-old People of America Foundation.

## Revenue Models: Schools, Businesses and Individuals

- **Schools** join Americans All for free. They give their Americans All ID number to students and students' families and friends to create and publish life stories on our website, at no cost. Program members will find it easy to start creating their life stories, because our template initially requires them to fill in only their name, date of birth and a summary not to exceed 60 words. Additional [story text](#), hyperlinks and photographs can be added over time. Stories can be published in multiple languages, if desired, at no cost.
- **Business Legacy Partners** pay a \$49 membership fee which is renewable every 6 months. They:
  - Receive free home pages on our website—in multiple languages, if desired—to share information about their business or practice and advertise discounts for current and future Americans All Social Legacy Network members;
  - Get 2 free membership codes (worth \$49) to publish stories about their business or practice on our Heritage Honor Roll and 2 additional free coupons with each renewal;
  - Are listed on our [Legacy Partner Alliance](#) landing page and our [Discounts](#) landing page and can be searched by name, language, category and location;
  - Host, on their home page(s), stories that customers and clients have published on our Heritage Honor Roll to provide further exposure for these stories; and
  - Can begin creating or expanding a loyalty club for their business or practice and developing co-marketing strategies with other Americans All Business Legacy Partners.
- **Individuals** not affiliated with a school can join Americans All for a one-time, tax-deductible \$24.50 fee, using a Legacy Partner ID number. These would include the members of our other target markets.

Americans All Program (Free for Schools) and Social Legacy Network Membership Benefits\*

Americans All

Alan A. Kellie

A Champion for Social History

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\$4 monthly fee\*

Americans All Membership: Kellie

www.americansall.org

Valid through October 2019

In addition, all members of Americans All gain access to our [social studies resources](#)—a \$500+ value—that are being used in more than 2,000 schools and libraries nationwide.

## Resource Affiliates

- Ancient Order of Hibernians ([AOH](#)), the nation's oldest Irish Catholic fraternal organization, the [Texas State Historical Society](#), the [Howard County](#) (MD) Historical Society, the [Jewish Partisan Educational Foundation](#) and [LegacyStories](#) are partnering with our program.
- We also have obtained stories for our Heritage Honor Roll from *The Washington Post*, *National Public Radio*, Rice University Library, many presidential libraries, the University of Illinois at Chicago and other scholars and organizations.

## Target Markets

- In addition to the 133,000 public and private schools and more than 30 million small businesses, Americans All can reach several other large markets that increase each year, such as the 800,000 homeschool families, 1.3 million military personnel, 40 million individuals above age 65, local and national political leaders and our nation's many ethnic and cultural groups.
- We will use social media and our partners to maximize our marketing efforts.
- Major search engines are now sharing our program's stories and information.
- We are using an independent app ([www.keepandshare.com](http://www.keepandshare.com)) to measure visits to our website—by individuals or search engines—while we are operating in a soft launch mode.

### Visitor Page Views (as of 10-31-19)

62,851	Lifetime Total
1,665	October 2019
3,206	September 2019
2,818	August 2019
4,129	July 2019
10,994	June 2019
2,415	May 2019
4,745	April 2019
4,558	March 2019
4,135	February 2019
8,013	January 2019
7,612	December 2018

## Education and Social Benefits

- All education organizations and their members participate in Americans All for free.
- Students can help others less tech-savvy create their story, thus demonstrating the value of community service.
- The communication skills and proficiency in research and writing that students develop through our program will help them succeed in college and the workforce.
- Storytelling can be a wonderful intergenerational and/or multicultural bonding experience that builds empathy, compassion and understanding.

## Operations and Strengths

- Americans All is virtual and has no overhead, inventory or major fixed costs.
- Our extensive Web site, [www.americansall.org](http://www.americansall.org), is complete and is accepting registrations.
- We offer a secure internal e-mail event [announcement and memorial tool](#).
- We appeal to both commercial and nonprofit markets.
- Watch our informative, 3-minute video: <https://youtu.be/l0pVbOcspcw>
- Listen to our podcast: <https://legacycafe.org/kids/>
- Learn about our marketing model with AOH: [www.americansall.org/aohmember](http://www.americansall.org/aohmember)
- See our [PowerPoint pitch deck](#)



## Investor Opportunity

Americans All is a nonprofit community outreach program that specifically benefits schools and small businesses. We are launching our 33-year-old rebranded program in the DC/MD/No.VA area by creating pilots with the support of **partners** who appreciate—and want to recognize—the important role diversity plays in our nation's growth.

For the pilots, we seek an interest-bearing \$75,000 loan that will include 3,000 prepaid membership coupons. We will use these funds to implement and video the pilots; create the architecture for our resource and marketing databases; and accelerate marketing through social media channels and a grassroots public relations campaign. Our total marketing budget for the pilots is \$250,000, of which the \$75,000 loan is a part.

Once the pilots are completed, we will use the data to create the first of multiple Marketing Zones across the nation, beginning with the DC/MD/No.VA area. Each Zone will be handled individually because the types of schools (public, private, religious, military, etc.), as well as the types of small businesses, may not be the same.

The start-up loan will be repaid from net membership fees, not profits earned, and we will escrow 4 percent from each fee for that purpose. Once the loan is repaid, investors will receive a noninterest-bearing balloon payment matching their investment, using the same repayment formula. After the balloon payment is made, investors need to choose between two options: receive two additional noninterest-bearing balloon payments or convert the value of their loans into equity in the Zone. If loans are aggregated from different investors, the equity for each investor will be a percentage of the 10 percent. The pilot Zone investor will have the right of first refusal to provide the balance of the start-up marketing loans for each new Zone and, importantly, the right of first refusal to acquire the Americans All program once the development group reaches specific financial benchmarks.

**Marketing Strategy.** The United States has more than 3,100 counties, 16,000 townships and 13,000 independent school districts. We consider each of these jurisdictions to be a potential geographic market area (Zone), especially if they have a large city within their jurisdiction. There are approximately 84,500 public and 34,500 private schools in the US, and there are more than 30 million small businesses in the nation. The total revenue a school receives depends on the number of businesses that are enrolled in the program and the number of Americans All members who subscribe to the Social Legacy Network for only \$4 per month after a free, 3-month trial. A Marketing Zone, which will incorporate multiple geographic areas, requires 100,000 Business Legacy Partners. For budget purposes, we are using geographic areas that have 50 schools, each of which is projected to enroll 40 businesses, for a total of 2,000 businesses. This number of businesses can be achieved by having more schools in the geographic market area enrolling 40 businesses or by having fewer schools, each enrolling more businesses. [Data from the pilot will help refine this ratio and determine the most effective way to implement the program.] Americans All memberships are free, so each school should generate at least 300 memberships from its students and its students' families and alumni. Moreover, we anticipate 25 percent of Americans All members, or 75 members, will subscribe to our Social Legacy Network. Therefore, each geographic market area should produce 2,000 Business Legacy Partners and 3,750 Social Legacy Network members. An increase in the number of Social Legacy Network members can mean the Zone could have fewer Business Legacy Partners.

There are more than 750 regular schools in the Maryland Counties of: Montgomery, Prince George's, Howard and Baltimore City and the District of Columbia.

# Investor Opportunity

## Net Revenue Projections from One Geographic Market Area

2,000 Business Legacy Partners x \$80 per year (Net of school revenue and credit card fees)	\$160,000	
3,750 Social Legacy Network Members x \$22 per year (Net of Foundation, school revenue and credit card fees)	<u>\$ 82,500</u>	
<b>Total Revenue from One Geographic Market Area</b>		<b><u>\$242,500</u></b>

## Net Revenue Projections from 50 Geographic Market Areas ("Zone")

100,000 Business Legacy Partners		\$ 8,000,000
87,000 Social Legacy Network members		<u>\$ 4,114,500</u>
<b>Total Revenue from 50 Geographic Market Areas (Zones)</b>		<b>\$12,114,500</b>

## Estimated Operating and Marketing Costs

Initial start-up marketing budget	\$ 250,000	
Initial balloon Payment	\$ 250,000	
Regional and national marketing fees (30 partner shares @ 1 percent each)	\$3,634,380	
Investor return (10 percent)	\$1,211,450	
Transfer to the foundation (25 percent)	\$3,028,625	
Year 1 operating expenses, (after start-up)	\$ 505,000	
Year 2 operating expenses	<u>\$ 425,000</u>	
Total estimated expenses and distributions		<u>\$9,304,047</u>
Revenue available for distribution and new zone development		<b>\$2,810,075</b>



## Participation in Americans All

Storytelling is a wonderful tool, not only to help students communicate better but also to help families pass on knowledge and experiences to current and future generations. In addition, it can help bring communities together by sharing their common histories, rather than their differences. After schools become members of Americans All for free, they can give their Americans All ID number to students and their families and alumni so they can create and publish life stories on our website, at no cost. Americans All members will find it easy to start creating their life stories. Our template only requires individuals to fill in their name, date of birth and a summary not to exceed 60 words. Additional story text, hyperlinks and photographs can be added over time.

Our grassroots program aims to provide schools with short- and long-term sources of supplemental income. Schools frequently ask businesses for financial support, but rarely do they provide anything of value in return. Under our approach, schools earn ongoing revenue by helping local businesses increase their exposure when they enroll in Americans All; the program will support schools' outreach to businesses. After a free 3-month trial, Americans All members can subscribe to our Social Legacy Network to continue receiving discounts on goods and services from our business partners and get more benefits from Americans All. The total revenue a school receives from our program depends on the number of businesses that are enrolled in the program and the number of Americans All members who subscribe to the Social Legacy Network.

### Revenue Opportunities for a School

Year	New Business Legacy Partners Enrolled	Total Business Legacy Partners Enrolled	Revenue from Business Legacy Partners @ 15/year	New Americans All Members Who Join for Free	New Social Legacy Network Members @ 25% of Americans All Members	Total Social Legacy Network Members	Revenue from Social Legacy Network Members @ \$12/year	Total Annual Revenue for a School
1	20	20	\$ 300	400	100	100	\$ 1,200	\$ 1,500
2	20	40	\$ 600	500	125	225	\$ 2,700	\$ 3,300
3	20	60	\$ 900	600	150	375	\$ 4,500	\$ 5,400
1	50	50	\$ 750	500	125	125	\$ 1,500	\$ 2,250
2	50	100	\$ 1,500	600	150	275	\$ 3,300	\$ 4,800
3	50	150	\$ 2,250	700	275	550	\$ 6,600	\$ 8,850



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