

**Distribution of Revenue Generated by Business Legacy Partner (BLP)
Membership Fees and Social Legacy Network (SLN) Subscription Fees Under
(Americans All revenues increase proportionally as memberships/subscriptions increase.*)**

10,000 BLP ¹ memberships: (10,000 x \$98 annual fee)	=	\$ 980,000
Minus credit card fees of 3 percent: (\$980,000 x 3%)	=	<u>\$ 29,400</u>
Gross revenue from BLP fees		\$ 950,600
Minus \$15 direct gift to schools ² : 10,000 x \$15	=	<u>\$ 150,000</u>
Gross revenue prior to distributions		\$ 800,000
Minus distribution to nonprofit marketing foundation: \$ 950,600 x 7.5 percent	=	<u>\$ 71,295</u> \$ 728,705
Minus distribution to People of America Foundation: \$ 950,600 x 12.5 percent	=	<u>\$ 118,825</u> \$ 609,880
Unapplied gross revenue for local communities		<u>\$ 609,880</u>³

10,000 SLN subscription fees: (10,000 x \$48 annual fee)	=	\$ 480,000
Minus credit card fees of 3 percent: (\$480,000 x 3%)	=	<u>\$ 14,400</u>
Gross revenue from SLN fees		\$ 465,600
Minus \$12 direct gift to schools: 10,000 x \$12	=	<u>\$ 120,000</u>
Gross revenue prior to distributions		\$ 345,600
Minus distribution to People of America Foundation: \$ 10,000 x \$12	=	<u>\$ 120,000</u> \$ 225,600
Unapplied gross revenue for local communities		<u>\$ 225,600</u>³

Notes

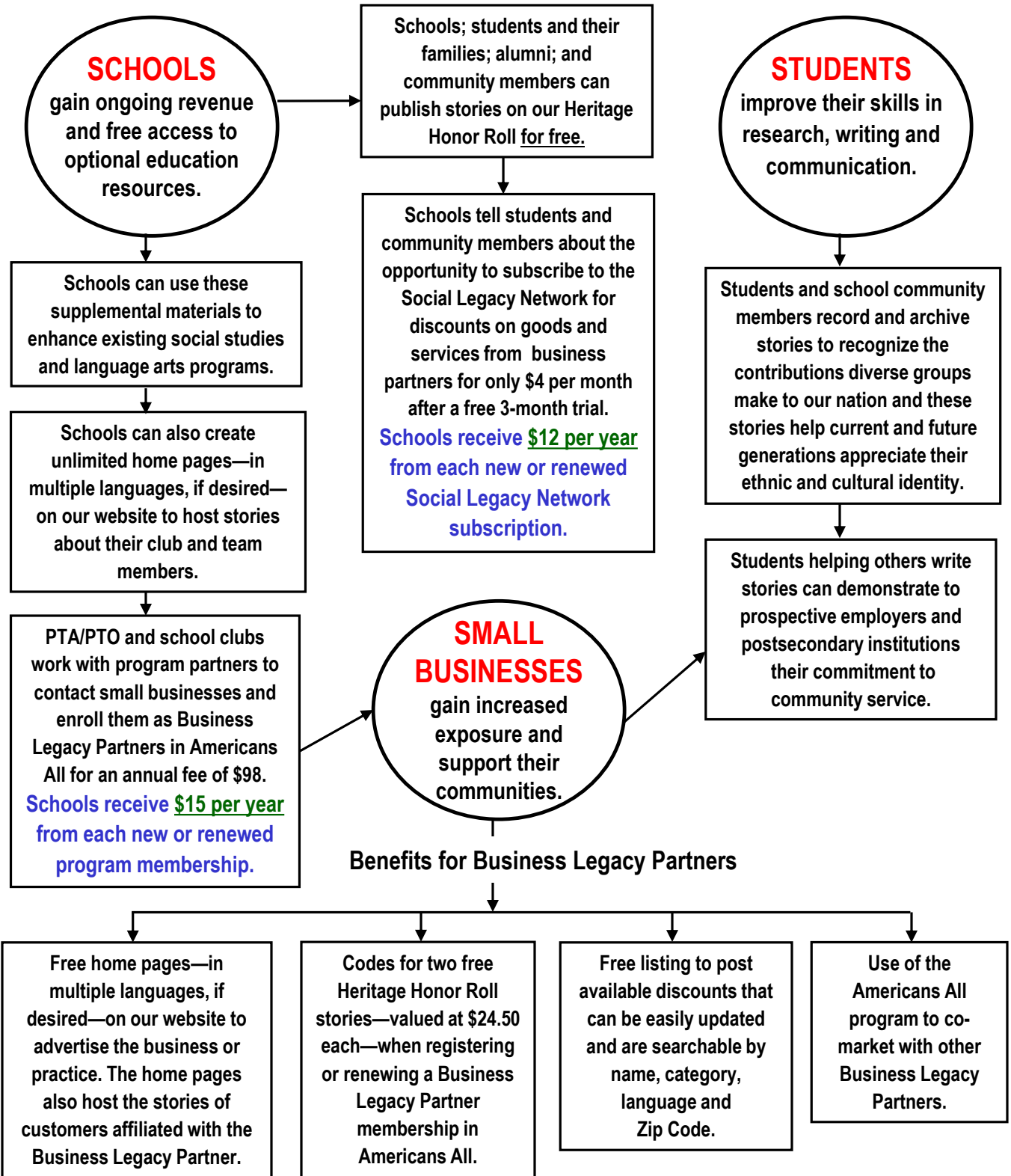
*Revenues will be distributed at the direction of program partners in each locality.

¹More than 30 million small businesses operate in the United States.

²The United States has approximately 133,000 public and private schools.

³As of 2016, the United States had 3,143 local communities: 3,007 counties, 64 parishes, 19 organized boroughs, 11 census areas, 41 independent cities, and the District of Columbia. It had 13,000 school districts, and the average student population was approximately 5,000.

Americans All is a nonprofit community outreach program that specifically benefits schools and small business/service providers by using a unique storytelling tool and turnkey fundraising approach.



SCHOOLS

gain ongoing revenue and free access to optional education resources.

Schools; students and their families; alumni; and community members can publish stories on our Heritage Honor Roll for free.

STUDENTS

improve their skills in research, writing and communication.

Schools can use these supplemental materials to enhance existing social studies and language arts programs.

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.

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.

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

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.

SMALL BUSINESSES

gain increased exposure and support their communities.

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.