

Americans All Pilot Program Highlights

Who we are: We are a 36-year-old nonprofit membership organization managed by a benefit corporation. We ran nine projects across the country, and with the help of Houghton Mifflin, sold its supplemental social studies materials to more than 2,000 schools and libraries nationwide.

Program status: Our virtual program is ready to start a pilot project for one year in Howard County, MD high schools and later, in either Montgomery County, MD or the District of Columbia.

Issues we address: The current political environment in our increasingly diverse society is highly polarized and socially segregated, the economic forecast is uncertain, and consumer confidence is low.

- Community members, including high school students, want to find discounts when they shop.
- Businesses and professional service providers need to expand traffic and look for affordable and effective ways to do this.
- Public and private schools need more noncurricular resources to help produce a well-rounded education for their students.
- Homeschool families need access to inexpensive, non-political resources.
- All schools need an unrestricted stream of annual revenue that requires minimal staff to administer.
- Fewer than half of high school students nationwide believe they are adequately prepared for college and careers.
- Mental health professionals say many students need help to develop a positive sense of self.

Our solution: Americans All is now a community outreach and empowerment program. Our revenue-generating multipurpose storytelling tool helps leaders, at all levels, improve the mental, social and economic health of their constituents. All high school 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 in 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 SLN subscription until their class graduates. Community members are free for three-months. After their free trials expire, individuals can continue to receive discounts on goods and services from our business partners via a subscription fee of \$4 per month; 77 percent of the fee goes to a school of their choice. All funds are unrestricted. If a school is not registered for Americans All, the funds are donated to the school's district.

Homeschool students also gain free access to the Americans All supplemental social studies resources (a \$650 value) when they

Create an online legacy story about an Individual



To view this story, visit
americansall.org
/node/566341

[Print a shortened story](#)

*A Champion for
Social History*

Allan Kullen
Businessman and Social Entrepreneur
February 20, 1942 -

Alan Kullen was born on February 20, 1942, in Washington, DC, and grew up in the area. His father had success in the printing industry, so Alan chose to attend the Carnegie Institute of Technology in Pittsburgh, PA, after graduating from high school in 1960. He graduated from its School of Printing Management in 1963. To gain more business training, Alan then entered an MBA program at the University of California, Berkeley. During the next year, he worked for a major printing company in the Midwest, then for a publishing company in England, and began putting out a daily newspaper for the eight-day crossing by sea. He also accepted an internship as a consultant for a printing company in Amsterdam. That fall, rather than returning home, he traveled extensively where, for the first time, he recognized the contributions that diverse cultures make to world history. Alan decided later that the worldwide nature of the printing industry was a subject worth exploring.

He began his career as marketing director for his father's printing firm, Kaufmann Press, Inc. When his father's company was acquired by a public company, Publisher's Company, Inc. (Pubco), he went to work for Pubco, first assisting with its acquisitions program and later joining its publishing division. When Pubco began to fail, Allison realized he needed to build a future where he could better control his own destiny, especially since he was now married and had a former child, now a son, to support. In 1974, he acquired the assets of a struggling printing company and formed Todd Allison Printing Co., Inc., which he ran until 1983. During that period he grew the company through internal sales and roll-up acquisitions of eight smaller firms, at a peak achieving \$16 million in annual sales and employing 127.

While working at Pubco, he observed that some of its large printing vendors also owned commercial educational properties, and he brought that manufacturing strategy to Todd Allan. He set up his own publishing company in the



Sponsored By: Nathan Funnell

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



register. Their school (a nonprofit) can create a free landing page and a revenue-generating tool.

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.

For students, creating and publishing a story helps them develop skills in researching, critical thinking and, especially, writing—skills needed to help them better understand our democracy. It also helps ensure their success in postsecondary institutions and/or the workforce in our increasingly global economy. Moreover, students can use their story to create virtual yearbooks for the landing pages of all the clubs and teams in which they participate.

Businesses and professional service providers pay a membership fee of \$49 every six months to create a marketing-based landing page, and 77 percent of the membership fee goes to a school of their choice. These landing pages can also host the stories of their employees, clients or customers to give these stories greater exposure and to create or expand an affinity group. In addition, local businesses can create and publish stories about themselves on our Heritage Honor Roll to help them better connect with their communities.

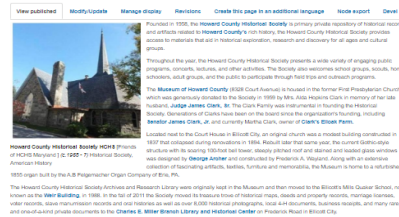
Moreover, businesses benefit because stories directly impact emotions, and emotions rather than data change behavior and frequently determine decisions to buy. Good storytelling builds trust and connections. It influences people to believe in the products upon which they depend every day and encourages them to become customers and clients.

Our storytelling tool: Members can create two stories in English and as many as they desire in multiple languages. If students have already created a story, they can repurpose it by adding enhancements and translations. Stories can be autobiographical or written about individuals, groups, or issues/topics (including honoring their family pet and its influence on their life), contain up to 2,000 words of text (1,000 can be password protected), augmented with images, logos, hyperlinks, photographs and audio-video media. A shorter version can also be created and printed in an 8½" x 11" format. Through their point of contact, schools and nonprofits can also create stories. Moreover, we do not share or sell any contact information, do not accept advertising and do not use pop-ups or AI.

Allan Kullen, President, Americans All
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Create an online legacy story about an organization or a group

Howard County Historical Society HCHS Historical Society, American History



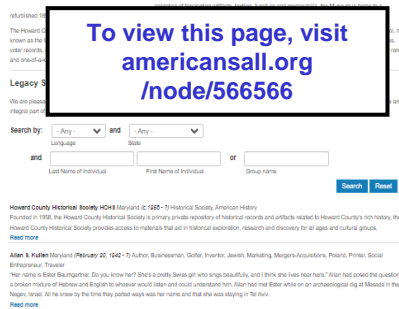
To view this page, visit
americansall.org/node/564992



Create a nonprofit Legacy Partner landing page to host stories from our Heritage Honor Roll



To view this page, visit
americansall.org/node/566566



Business offer discounts to program members



Overview of Americans All

Americans All (AA) is a community outreach and empowerment program. Our revenue-generating, multipurpose storytelling tool helps leaders, at all levels, improve the mental, social and economic health of their constituents. The socially conscious membership organization operates a program by the same name and uses its [Social Legacy Network](#) (SLN), [Heritage Honor Roll](#) (HHR) and [Business Legacy Partner](#) (BLP) landing pages to support and connect students, community members, nonprofits, schools and local businesses. AA is owned by a 36-year-old nonprofit the People of America Foundation, and is managed by the for-profit Americans All Benefit Corporation. The program is nonpartisan and risk-free for all participants.

Research confirms that life stories are central to people's sense of self and the social world they inhabit. Life stories also are associated with positive mental health and a sense of wholeness, well-being and belonging. In today's polarized, socially segregated and increasingly diverse America, investments in belonging are more urgent than ever. When people belong, they feel emotionally connected and welcomed.

How Americans All Works

Students and community members can create and publish stories on our HHR and on landing pages that accept stories. Stories can be autobiographical or created to honor a family member or an individual or a group important to them. The story could also be used to honor their family pet and explain how owning it has contributed to their growth. Stories can include up to 2,000 words of text; 1,000 words can be password protected. They can be augmented with images, logos, hyperlinks, photographs and audio-video media and published in multiple languages. A shorter version can also be created and printed in an 8½" x 11" format. Schools and nonprofits can also create stories.

Members can create two stories in English and as many as they desire in multiple languages. If students have already created a story, they can repurpose it by adding enhancements.

Student groups can also create landing pages (i.e., virtual yearbooks) for all their noncurricular clubs and teams. This will help them better connect with others who share the same interests. For additional exposure, students can post their stories on the landing pages of nonprofit Legacy Partners or Business Legacy Partners that accept stories. Creating stories will help them showcase their research and writing skills when they apply to postsecondary schools or enter the highly competitive job market.

Upon registering for AA, students receive a free subscription to our SLN until their class graduates; community members get a free subscription for three months. This enables them to get discounts on goods and services from our program's business partners. After their trial period ends, students and community members can extend their subscription for \$4 per month, cancellable at any time, to continue receiving the discounts; 77 percent of their subscription fee is donated, as unrestricted funds, to a school of their choice or to its district if the school is not registered for AA. Students and community members will likely continue to subscribe because they should gain more in discounts than the cost of their subscription. If a member does not subscribe to the Social Legacy Network, their lifetime membership in Americans All is unaffected. They can continue to create and publish stories and take advantage of existing and future program benefits.

Homeschool students also gain free access to the Americans All supplemental social studies resources (a \$650 value) when they register. Their school can create a free landing page and a revenue-generating tool.

Create an online Legacy Story about an individual

Americans All
Home | About Us | Contact Us | Pressing a Legacy | Heritage Honor Roll | Legacy Partner Wall



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



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



Nonprofit Legacy Partners (NLPs) join AA for free and can host stories created by their members or associates on their landing pages. In addition, they can create stories about themselves—in multiple languages—on our Heritage Honor Roll to help them share more information on their entity and/or its founders. These NLPs can be organized as a corporation, an association or an LLC, or they can be a group of individuals who share a common identity, purpose or mission.

Schools and other education organizations are a special category of NLPs. Their membership gives them a turnkey fundraising tool, and they or their agent can receive 77 percent of the revenue generated from Business Legacy Partner members as unrestricted funds. When they register for AA, schools must indicate whether they will allow stories to be published on their landing page(s). Schools can create and publish stories about themselves—in multiple languages—on our HHR to help them connect better with their diverse communities. Schools also should encourage as many students as possible to register for AA, thus creating a membership base for our business partners. We do not share or sell member information, nor do we provide curriculum resources or teacher training. However, our storytelling tool can be used to enhance students’ research, writing and communication skills.

BLPs pay an annual membership fee of \$98, of which 77 percent is donated to a local school or its district as unrestricted funds. They create landing pages—in multiple languages, if desired—to offer SLN subscribers discounts on their goods and services. These landing pages can also host the stories of their employees, clients or customers to give these stories greater exposure and to create or expand an affinity group. In addition, local businesses can create and publish stories about themselves on our HHR—in multiple languages—to help them better connect with their communities.

Businesses can benefit because stories directly impact emotions, and emotions rather than data change behavior and frequently determine decisions to buy. Good storytelling builds trust and connections. It influences people to believe in the products upon which they depend every day 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 part of that expenditure.

For example, a restaurant could offer a member a beverage or an appetizer for free or at a reduced price, such as it does during a happy hour. This would save SLN subscribers more than their monthly subscription fee, and it would be an inexpensive marketing strategy tool for the restaurant—a true win-win.

In addition, the new generation of entrepreneurs is more likely to create a side business. In fact, Millennials and Gen Zers are 188 percent more likely to do this than Baby Boomers or traditionalists (SalesForce, 2019). Social media is a preferred favorite for small business owners. In fact, 64 percent of surveyed small businesses use social media in their marketing (The Manifest, 2019). The same study showed that nearly all small businesses advertise, and they rely on digital as an advertising medium because they can target their customers in a more effective manner. Our program reinforces this approach.

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Create an Online Legacy story on an Organization or a Group

Howard County Historical Society HCHS Historical Society American History

To view this page, visit
americansall.org/node/564992

Create a Nonprofit Legacy Partner Landing Page

To view this page, visit
americansall.org/node/566566

Business offer discounts to program members

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Sample story from our Heritage Honor Roll

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



Allan S. Kullen (February 20, 1942 - ?) Author.

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—
[CLICK HERE](#)

Become a point of contact
so your group or nonprofit
organization can become a
Legacy Partner for free—
[CLICK HERE](#)

Become a point of contact
so your school, library or
historical society can become
a Legacy Partner for free—
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To learn more about
Americans All—
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Share



■ 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



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* Veteran, Hispanic
Lucian Adams, Medal of Honor
born in Port Arthur, Texas, on O

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

ipient, World War II,
sa (Ramírez) Adams, was
nine . . . [Read more](#)

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](#)