



Business Plan and Funding Request for Pilot Program for the Initial Investor



Americans All is now a community outreach and empowerment program. Our multipurpose, revenue-generating storytelling tool helps leaders, at all levels, improve the mental, social and economic health of their constituents. Our virtual program is ready to start a pilot project for one year in Howard County, MD high schools

December 1, 2023

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History of the People of America Foundation and Americans All

The People of America Foundation was created in October 1995 to become the parent organization of Americans All, a national education program developed in the 1980s to recognize and honor the contributions of different immigrant groups to our nation's growth. Predating Americans All was a program created by the [Coordinating Committee for Ellis Island, Inc.](#), a 501(c)(3) organization incorporated in 1981. The committee's program arranged for bronze sculptures depicting immigration and Ellis Island to be produced and donated to the National Park Service. When some of these sculptures became part of a traveling exhibit, the committee created the Images of Ellis Island education materials to place the sculptures and their subject matter in historical context.

We were formed as a nonstock corporation to manage and grow Americans All classroom resources and received notification of our publicly supported nonprofit status from the Internal Revenue Service in March 1997, a status reconfirmed in March 2001. [Click here](#) to review the foundation's recent tax returns.

Sensing a much greater need at that time, we expanded our mission to supporting excellence in K–12 social studies instruction and promoting civic engagement in our nation's public and private schools to help ensure students are prepared to participate in our nation's democracy, economy and workforce and in our global world. Between 1992 and 1995, Houghton Mifflin Company handled retail sales of the [program resources](#). During that period, we sold resources to more than 2,000 schools and libraries nationwide. Despite our success, however, the emphasis in education shifted toward STEM topics, which reduced funding for history and civics. Fortunately, our [Heritage Honor Roll](#) aimed to recognize, honor and preserve the contributions that all people have made, and continue to make, to our nation by recording their [legacy stories](#). This component is in line with author David McCullough's belief that "history is the story of people."

In August 2013, the foundation created the Americans All Benefit Corporation as a marketing and operations arm to raise the necessary funds to support our education mission; this kind of corporate entity is equally committed to doing social good and making a profit. Our foundation is a major stakeholder of the benefit corporation. To pursue the foundation's education mission and create revenue-generating products and services, the benefit corporation created a membership-based Social Legacy Network to support the public's interest in legacy preservation. Leveraging the public's interest in legacy preservation enables us to continue to pursue our education mission. The foundation's privacy policy ensures that contact information will not be shared or published.

In 2019, we modified our focus to support non-academic school activities and enable us to gain the funding needed for our mission. Americans All now uses a unique storytelling tool to facilitate legacy preservation, enable students to communicate better and help small businesses succeed. In addition, storytelling brings communities together by sharing people's common histories, rather than their differences. Schools, students and students' families and friends participate in Americans All at no cost and receive a free, one-year trial to our Social Legacy Network.

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.

However, as our nation became more politically polarized, we needed to offer a program that would be accepted by as many schools and students as possible. Americans All has developed a unique, multi-purpose [storytelling](#) tool that can benefit three independent, but interrelated groups: students, schools (nonprofits), and local business/professional service providers. Our web-based app is easy to install, access and update—and the multi-media story can be published in multiple languages—all at no cost.

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.

The screenshot shows the Americans All website interface. At the top, there is a navigation bar with links for HOME, ABOUT US, JOIN NOW, PRESERVE A LEGACY, HERITAGE HONOR ROLL, and BUSINESS PARTNER ALL. Below the navigation bar is the title "Create an online Legacy Story about an individual". The main content area features a profile for Allan S. Kullen, Businessman and Social Entrepreneur. It includes a photo of Allan, a short bio, and a large text block of his story. A prominent call-to-action box in the center of the page reads: "To view this story, visit americansall.org/node/566341". Below the story, there are several smaller images and thumbnails, including a group photo, a building, and a person with a dog.

The image shows a young man with dark hair, wearing a green t-shirt, smiling warmly. He is standing next to a golden retriever dog, which is also smiling and looking towards the camera. The background is a simple indoor setting with a white wall and a door.

How Americans All (AA) works for **Individuals**¹, **Schools, Businesses and Other Types of Nonprofit Organizations**².

An individual can have several roles in our program—**either a personal role or as an agent, or a point of contact (poc), for multiple entities.**

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If an account is for personal use¹, or for a group that is important to the individual, use the individual's email address to set up the account.



An individual creates a free "New User Account" at www.americansall.org and gets a personalized "Welcome Back" page that contains links to all program benefits.



If a free account is for a school or other type of nonprofit, or an account for a business (which pays a membership fee)², the individual (acting as a poc) use links on the Welcome Back page and the entity's email address to set up the accounts. This enrolls the entity as a member of our Social Legacy Network. The poc can now create and publish the entity's Legacy Partner (LP) landing page(s)⁵ on our website.

Membership in AA includes a 3-month, free trial in our Social Legacy Network⁵. Students maintain this membership until their class graduates. This optional upgrade provides access to discounts on goods and services from our program's business partners. No credit card information is required for the trial period and this feature is only available for individuals.

The individual then uses the link on the Welcome Back page to first register for Americans All and then create and publish a free story for the individual or his/her group on the Heritage Honor Roll (HHR)⁴.

The poc can then use the link on the entity's Welcome Back page to register the entity for AA and create and publish a free story for the entity on the HHR⁴.

After the trial, an individual can continue receiving discounts on goods and services from business partners and other benefits from AA with a \$4/month subscription to the Network, 77 percent of which is donated to a school. We do not store credit card information and members can cancel their subscription at any time.



Option: To reach a larger audience, create the HHR stories⁴ and LP landing page(s)⁵ in multiple languages.

Students and schools can use Americans All resources to create community projects.



How Americans All (AA) works for **Individuals**¹;

Businesses; Schools and Other Types of Nonprofits².

An individual can have several roles in our program—either a personal role or as an agent, or a point of contact (poc), for multiple entities.

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- ¹ AA invests 77 percent of the gross revenue from Social Legacy Network subscribers and 77 percent of the gross fees from Business Legacy Partners in schools that support our program. In addition, our resources help students in non-curriculum school activities succeed in our democracy, economy and workforce, and reinforces the value of diversity, tolerance and acceptance. We also honor the contributions that all Americans made, and continue to make, to our nation and we use historical timelines and text pages to establish context for many of their stories.
- ² Business Legacy Partners pay a \$49 fee that is renewable every 6 months and gain additional AA memberships each time they renew. They also receive landing page(s) and a listing on our [Discounts](#) page, which can be updated daily at no additional cost.
- ³ We identify our members only by their e-mail addresses and Zip Codes.
- ⁴ HHR stories can contain text, music, images and audio-visual links, and can be updated for free at any time. All previous versions are archived. The HHR may contain more than one legacy story for an individual or a group because members have opted to recognize different contributions of the same individual or group.
- ⁵ Businesses and nonprofit organization landing pages contain individual stories published on the HHR that are associated with the entity. Schools can opt out of allowing stories be added to their landing pages.

The Americans All Business Model

We use a modified version of the ones used by the American Automobile Association (AAA) and CVS. By paying an annual subscription fee, AAA members can access benefits internally generated by AAA plus external benefits in the form of discounts from travel-related companies, such as hotels, rental cars, insurance, and cruises.

CVS has a “CarePass” program where membership is \$5 per month or \$48 annually. Members get free delivery of eligible prescriptions from our pharmacies nationwide, 20% off eligible CVS Health® and Live Better™ by CVS Health brand products in store and online. In addition, members receive a \$10 CarePass promotional (promo) reward that can be used on many items in store and online at **CVS.com**.

In our model, lifetime membership in Americans All is **free**, and members and their families gain access to our existing and some future resources. Moreover, for the first three months, they also receive a free membership in our Social Legacy Network (students keep their free membership until their class graduates), which is managed by our benefit corporation. This entitles members to access discounts on goods and services from all participating local businesses and professional service providers that have registered for our program and have paid a nominal fee of \$98/year (in two installments). Business members cannot access our members’ contact information; they only know how many “anonymous” members we have in each Zip Code. The more members we have, the more valuable supporting Americans All becomes to a business partner.

After their trial period, Social Legacy Network members and their families can opt to continue receiving discounts by paying a \$4 monthly fee, 77 percent of which is distributed to participating schools. All memberships are transferable. If members do not feel that they are earning more in discounts than their monthly fee, they can opt out of the Social Legacy Network, but they never lose their benefits as members of Americans All.

We do not identify, endorse, support or recommend any individual local business or professional service provider. However, we encourage all local entities to join Americans All to support the school of their choice or the district they are in. They cannot advertise directly to our members but can use our website and their regular outreach to show that they actively support our program and make their business or practice more welcoming to our members to use them.

Initial Marketing Demographics

The program will be first marketed to Howard County high schools and focus on two major demographics: students and local small businesses. Although our program is nonpolitical, the nation’s current polarization suggests that not all states will fully participate, and of those that do, not all counties or schools within participating states will take advantage of this program. Therefore, we have based our projections based on percentages of total market share. We view the approximately 10.8 million students registered in the 10th to 12th-grade as our subscription base. Each year, seniors will graduate and will be replaced by the same number of students entering the 10th grade. In addition, the nation’s more than [30 million small businesses](#) form our membership base. We do not yet include students in the more than 800,000 home-school families.

Americans All only identifies members by their email and Zip Code. This enables us to know how many members we have in each geographic area. We can increase revenue by expanding market share within current population groups, focusing on new ones and/or adding new membership types. A list of all small businesses by each state is provided as well as descriptions of additional potential markets.

Future revenue: The benefit corporation will retain 80 percent of income received from future programs it develops or acquires. The balance will be shared by schools and the foundation.

Information for Americans All Investors

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

What we need: We seek \$250,000 from an individual or an entity with documented marketing expertise to support a fully developed pilot project for one year. The funds will cover the program's overhead costs, including rebuilding the existing website to accommodate new functions, utilities, security protocols and modern software. All data from the original site will be migrated to the new site. The \$250,000 can be either a convertible loan or an investment.

- **Convertible Loan:** This will be repaid using 2 percent of the program's annual gross revenue, plus 7 percent of the program's for-profit developers/managers. After repayment, the lender will have two options:
 - (a) receive two successive \$250,000 balloon payments, to be paid using 2 percent of the program's annual gross revenue; or
 - (b) receive 22 percent of the equity of the Benefit Corporation, and the right of first refusal to acquire the balance of the equity at a preset price. In addition, the investor will gain control of the foundation's board of directors.
- **Investment:** Option (b) above will apply. Importantly, the investor will be indemnified against any unknown financial claims that may have existed before the sale of the Benefit Corporation.

Issues we now 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 and a revenue-generating tool.
- 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.

What we provide: Americans All is now a community outreach and empowerment program. Our multipurpose storytelling tool helps leaders, at all levels, improve the mental, social and economic health of their constituents. 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.

Moreover, businesses benefit because stories directly impact emotions, and emotions rather than data change behavior and frequently determine decisions to buy.

Revenue distribution is based on gross membership fees from business partners and increases proportionally as membership is increased. According to the Small Business Administration (2021), there are [30 million small businesses](#) in the United States. Using .01 percent of this total business universe, we project creating an annual market share of 300,000 entities. After the first year, we will generate revenue from existing and new members. Because we offer a low membership fee (which is actually an

advertising/marketing cost), and that 77 percent of the gross revenue is returned to schools, we estimate a 70 percent annual retention of Business Legacy Partner members each year. Businesses spend approximately 5 percent of the sales on marketing programs. We offer them a way to get a higher return on investment on part of that expenditure.

At this time, we are marketing to high school student and their immediate families and community members. There are approximately 10.8 million students in grades 10-12 who do not pay for their membership until their class graduates, but who form our base to attract business sponsors. Each year, seniors will graduate and replaced by the same number of students entering the 10th grade. Given that they have experienced benefits for at least a year, they are ideal candidates to join the Network for \$4/month. They should have experienced receiving at least the cost of what would be their subscription fee during their trial period. The extended free trial period was a condition of our acceptance to schools as a fundraising partner.

Membership: All students are free until their class graduates; community members are free for three months (both groups help create an immediate user database to attract businesses) and can opt to continue receiving discounts on goods and services from our business partners for a \$4/month subscription fee. Schools and nonprofits receive a free lifetime membership. Businesses and professional service providers pay a \$49 fee every 6 months. Of these fees, 77 percent is donated to a school of their choice. Homeschool students get our social studies resources for free (a \$650 value) and their school gets can create free landing pages and gets a revenue-generating tool.

Howard County support: We have support from the Office of Purchasing, Economic Development Authority, School Partnership Office, Historical Society, Community Service Partnership, and Office of the Local Children's Board and Library System to start implementing the program.

Market sizes: Nationally, there are 20,500 public and private high schools with 10,800,000 annual students; 3,143 counties and county equivalents; and 30,000,000 small businesses.

Howard County, the initial pilot site, has 14 public and 7 non-public schools, 14,600 high school students and 9,000 small businesses.

Future revenue: We can increase revenue by expanding market share within current population groups, focusing on new ones and/or adding new membership types. A list of the number of small businesses by each state is provided as well as descriptions of additional potential markets. The benefit corporation will retain 80 percent of income received from future programs it develops or acquires. The balance will be shared by schools and the foundation.

The program is in good standing in Maryland, has a credit card processing company account, is PCI compliant and current with IRS. [Click here](#) to view our Pitch Deck.

After the 3-month trial period, projected annual revenue generated from Business Legacy Partner (BLP) membership fees is linear and is based on a percentage of the total number of the approximately 30 million small businesses in the U.S.

Number of BLP memberships @ 0.005% of total*	150,000		
150,000 memberships x \$98	\$14,700,000		
Distribution of school revenue, 77%	\$11,319,000		
Distribution of nonschool revenue, 23%	\$3,381,000		
Credit card fees, 3%		0.03	\$441,000
Overhead and outreach, 5%		0.05	\$735,000
Initial investor, 2 percent (22% of equity)		0.02	\$294,000
People of America Foundation, 3%		0.03	\$441,000
Nat'l nonprofit mktng partners, 3 @ 1% each		0.03	\$441,000
Development/management team fee, 7%		0.07	\$1,029,000
Totals		0.23	\$3,381,000

Number of BLP memberships @ 0.01% of total*	300,000		
300,000 memberships x \$98	\$29,400,000		
Distribution of school revenue, 77%	\$22,638,000		
Distribution of nonschool revenue, 23%	\$6,762,000		
Credit card fees, 3%		0.03	\$882,000
Overhead and outreach, 5%		0.05	\$1,470,000
Initial investor, 2 percent (22% of equity)		0.02	\$588,000
People of America Foundation, 3%		0.03	\$882,000
Nat'l nonprofit mktng partners, 3 @ 1% each		0.03	\$882,000
Development/management team fee, 7%		0.07	\$2,058,000
Totals		0.23	\$6,762,000

Number of BLP memberships @ 0.02% of total*	600,000		
600,000 memberships x \$98	\$58,800,000		
Distribution of school revenue, 77%	\$45,276,000		
Distribution of nonschool revenue, 23%	\$13,524,000		
Credit card fees, 3%		0.03	\$1,764,000
Overhead and outreach, 5%		0.05	\$2,940,000
Initial investor, 2% (22% of equity)		0.02	\$1,176,000
People of America Foundation, 3%		0.03	\$1,764,000
Nat'l nonprofit mktng partners, 3 @ 1% each		0.03	\$1,764,000
Development/management team fee, 7%		0.07	\$4,116,000
Totals		0.23	\$13,524,000

* BLP memberships can reflect a small percentage of the total number of businesses or a significantly larger percentage of a targeted subset of this population.

Revenue from Social Legacy Network (SLN) subscription fees will be generated after the expiration of the free trial period.

Projected annual revenue generated from Social Legacy Network (SLN) subscription fees from approximately 3.8 million high school graduates, based on a percentage of their participation. These students will have received SLN benefits at no cost for between one and three years. This does not include potential membership revenue from other market segments.

Number of new SLN subscriptions @ 3% of prior-year graduates*	105,000		
105,000 new subscriptions x \$48	\$5,040,000		
Distribution of revenue to schools or school districts, 77 percent	\$3,880,800		
Distribution of nonschool revenue, 23 percent	\$1,159,200		
Credit card fees, 3 percent		0.03	\$151,200
Overhead and outreach, 5 percent		0.05	\$252,000
Initial investor, 2 percent (22% of equity)		0.02	\$100,800
National nonprofit marketing partners, 3 @ 1 percent each		0.03	\$151,200
People of America Foundation, 10 percent		0.10	\$504,000
Totals		0.23	\$1,159,200

Number of new SLN subscriptions @ 3% of prior-year graduates*	105,000		
105,000 new subscriptions x \$48	\$5,040,000		
52,500 renewed subscriptions x \$48 (50%, prior year renewals)	\$2,520,000		
Total gross subscription revenue	\$7,560,000		
Distribution of revenue to schools or school districts, 77 percent	\$5,821,200		
Distribution of nonschool revenue, 23 percent	\$1,738,800		
Credit card fees, 3 percent		0.03	\$226,800
Overhead and outreach, 5 percent		0.05	\$378,000
Initial investor, 2 percent (22% of equity)		0.02	\$151,200
National nonprofit marketing partners, 3 @ 1 percent each		0.03	\$226,800
People of America Foundation, 10 percent		0.10	\$756,000
Totals		0.23	\$1,738,800

Number of new SLN subscriptions @ 3% of prior-year graduates*	105,000		
105,000 new subscriptions x \$48	\$5,040,000		
77,750 renewed subscriptions x \$48 (50%, prior year renewals)	\$3,780,000		
Total gross subscription revenue	\$8,820,000		
Distribution of revenue to schools or school districts, 77 percent	\$6,791,400		
Distribution of nonschool revenue, 23 percent	\$2,028,600		
Credit card fees, 3 percent		0.03	\$264,600
Overhead and outreach, 5 percent		0.05	\$441,000
Initial investor, 2 percent		0.02	\$176,400
National nonprofit marketing partners, 3 @ 1 percent each		0.03	\$264,600
People of America Foundation, 10 percent		0.10	\$882,000
Totals		0.23	\$2,028,600

* Subscription numbers can be reached by using a small percentage of the total number of high school graduates or by using a significantly larger percentage of a targeted subset of this population.

Number of Small Businesses in State Order			
Low to High			
American Samoa	546	Oregon	396,925
Guam	3,493	South Carolina	431,835
District of Columbia	18,224	Wisconsin	456,884
Delaware	25,000	Louisiana	457,000
Puerto Rico	45,451	Minnesota	464,946
Wyoming	56,740	Maryland	477,233
Alaska	73,298	Missouri	500,000
North Dakota	74,202	Indiana	529,000
Vermont	78,883	Arizona	550,000
South Dakota	90,000	New Mexico	600,000
Rhode Island	98,000	Tennessee	620,125
Montana	129,180	Washington	630,819
Hawaii	135,567	Colorado	653,639
New Hampshire	137,000	Massachusetts	700,646
Maine	149,355	West Virginia	750,000
Illinois	169,025	Virginia	766,826
Idaho	169,151	Michigan	900,000
Nebraska	179,509	New Jersey	908,209
Arkansas	244,977	North Carolina	934,604
Kansas	256,000	Ohio	982,000
Mississippi	262,272	Georgia	1,000,000
Nevada	270,000	Pennsylvania	1,000,000
Iowa	272,555	New York	2,200,000
Utah	301,265	Florida	2,500,000
Alabama	323,891	Texas	3,000,000
Connecticut	350,376	California	4,100,000
Kentucky	355,998		
Oklahoma	358,647		
		Totals	29,610,743

Number of Small Businesses in State Order			
High to Low			
California	4,100,000	Connecticut	350,376
Texas	3,000,000	Alabama	323,891
Florida	2,500,000	Utah	301,265
New York	2,200,000	Iowa	272,555
Georgia	1,000,000	Nevada	270,000
Pennsylvania	1,000,000	Mississippi	262,272
Ohio	982,000	Kansas	256,000
North Carolina	934,604	Arkansas	244,977
New Jersey	908,209	Nebraska	179,509
Michigan	900,000	Idaho	169,151
Virginia	766,826	Illinois	169,025
West Virginia	750,000	Maine	149,355
Massachusetts	700,646	New Hampshire	137,000
Colorado	653,639	Hawaii	135,567
Washington	630,819	Montana	129,180
Tennessee	620,125	Rhode Island	98,000
New Mexico	600,000	South Dakota	90,000
Arizona	550,000	Vermont	78,883
Indiana	529,000	North Dakota	74,202
Missouri	500,000	Alaska	73,298
Maryland	477,233	Wyoming	56,740
Minnesota	464,946	Puerto Rico	45,451
Louisiana	457,000	Delaware	25,000
Wisconsin	456,884	District of Columbia	18,224
South Carolina	431,835	Guam	3,493
Oregon	396,925	American Samoa	546
Oklahoma	358,647		
Kentucky	355,998		
		Totals	29,610,743

Estimated Expenses for the Americans All Program to be Covered by Investor/Marketing Partner During Start-Up Funding Period

1. Current host is Taoti Creative, Inc. (DC). We host text and link all audio and visual media to keep costs low.
2. Our current website can process all new individual and business registrations. We need to build the automated mechanism to deliver payments to schools and counties (not needed earlier) after the trial period ends, modify our model if needed to handle nationwide implementation and retire development debt.
3. Our program is built on the decades-old [Drupal 7 platform](#) and support ends 11/2/02. This upgrade will also minimize security risks and maximizes technical applications.
4. We used production apps, such as WebPurify (profanity), Keep&Share for design, Microsoft Office and others for operations.
5. Our current designer and editor will continue with the program to create new promotional literature.
6. We will select a new accounting firm with experience in nonprofit and for-profit entities, to prepare quarterly statements and all tax returns. Allan Kullen, president of Americans All, will maintain all records and prepare all sales and financial reports.
7. Current policy is with NFP Property & Casualty (NY), and written through The Travelers Companies, Inc., (NY).
8. As needed to review contracts and agreements.
9. Most office supplies are already on hand. This covers replacement items, such as printer cartridges, paper, etc.
10. As needed for normal operations.
11. As needed for presentations.
12. We will use a virtual Call Center, backed by live support, to provide video links that will answer implementation questions. We estimate call volume to be 15 percent of new members and call time to be 2-3 minutes at a cost of \$2.00 per call.
13. Staff will create or obtain new content for our website as needed.
14. Staff to develop and implement targeted social media outreach.
15. They will assist in early-stage marketing as needed.
16. To promote the initiative and begin to develop other markets. We will gain exposure from our partners as the pilots move forward.
17. These will be created as needed and converted to videos on YouTube.
18. We will rely on Zoom Calls as much as possible but may require live site visits.
19. Once the program has identified key markets, we will attend appropriate conferences.
20. Program will operate out of the home office of Allan Kullen in Bethesda, Maryland.

Web Hosting and Updating ¹	\$ 4,500
Website Modifications ²	\$ 65,000
Converting from Drupal 7 to 9 ³	\$ 85,000
Computer Support Services ⁴	\$ 15,000
Design and Editorial ⁵	\$ 2,000
Accounting ⁶	\$ 2,500
Insurance ⁷	\$ 2,000
Legal ⁸	\$ 2,500
Office Expenses ⁹	\$ 300
Postage ¹⁰	\$ 200
Printing ¹¹	\$ 2,500
Staff Support ¹²	\$ 8,000
Part-time Staff ¹³	\$ 8,000
Public Relations ¹⁴	\$ 15,000
Consultants ¹⁵	\$ 4,000
Social Media Outreach ¹⁶	\$ 15,000
Create Video Tutorials ¹⁷	\$ 12,000
Travel ¹⁸	\$ 5,000
Trade Shows/Exhibitions ¹⁹	\$ -
Rent ²⁰	\$ -
Total	\$ 248,500

Revenue Distribution to High Schools

We offer step-by-step tutorials to simplify the registration process. Schools can create and publish their Heritage Honor story and Legacy Partner landing page(s) at any time. Once a school has registered, we will record how many SLN subscriptions and BLP sponsorships the school has received. Both the current month's activity and a cumulative total will be noted.

The easiest way for a school to receive funds is to use an existing checking account or to create a new one for this purpose. If schools cannot receive funds directly, they can appoint an agent to act on its behalf. Schools will be provided a form from a secure third-party fiduciary to create a pathway (an ACH transfer) to receive funds directly deposited from Americans All into the school's checking account. The pathway account number will be the school's 6-digit identification code, plus a dash, and its 5-digit Zip Code. For security reasons, only the third-party fiduciary will know the name of the school's bank and its ACH account number; the school's banking data will not be shared with Americans All.

All funds that the program receives from SLN subscriptions and BLP sponsorships will be electronically deposited into a master checking account. Every month, an electronically created invoice will be generated on behalf of the school to release the funds from this master checking account. The funds will be transferred to the school's checking account using the ACH transfer.

Americans All will also create a partnership entity in each county to receive the revenue not earmarked for a specific school. The county's entity will have complete control over how the funds are used. Each partnership entity will have a unique identifier—6 digits plus its [two-letter state abbreviation](#). This identifier will also enable a SLN subscriber and a BLP member to select a county to receive subscription and sponsorship funds absent a specific school to support. We will use each school's Zip Code to link it to a county account.

To facilitate revenue distribution to each county, we will create a master spreadsheet that each jurisdiction can access. The spreadsheet will show the monthly activity of each school—identified by its code—and the school's cumulative totals. The spreadsheet will also show the total number of SLN subscriptions and BLP sponsorships in each jurisdiction.

Summary of the Americans All Pilot Implementation Plan

Except for a banking component (which was not needed in the earlier version of the program), the website is functional and can accept memberships and new content. We are now revising the registration process so that individuals can become members of the Social Legacy Network without having to first create a story. Once that is completed, we will begin creating a model by implementing a pilot in two in Maryland counties and the District of Columbia. This will include setting up a database of our members (for privacy, using only Zip Codes) so that the business component can be started. Our members are potential customers for local businesses, cottage industries, and professional service providers to reach.

Schools frequently ask businesses for financial support but rarely provide them with anything of value in return to justify their “ask.” Our grassroots approach enables schools to receive ongoing revenue from the fees paid by Business Legacy Partners and Social Legacy Network members and at the same time, provide their members with access to discounts on goods and services.

- We are in the process of seeking three nonprofit, equity-based marketing partners to help us reach schools.
- We will meet with all supportive organizations to discuss the most effective and efficient way to start the pilot.
- School contact will be made by us and through our partners. Schools need only to register (to receive funds), notify their students and family members of this opportunity as well as organizations that are currently raising funds for the school.
- Contact 26 homeschools in the county and 322 in the state, using direct contact and through umbrella organizations.
- Contact other county businesses and education organizations for their support by posting information on the pilots on their “Community News & Programs Page.”
- Create a strong social media presence.
- Generate media attention for the program, like the one we received during the [San Diego pilot](#) for Americans All in 1990.
- Once the pilot is completed, contact other Maryland counties and introduce them to our program.
- Instructional videos will be developed for all pilot elements.
- Begin to explore additional target markets as well as update the homeschool section on the site.

Homeschools

Homeschooling has been on the rise in recent years and from all indications, this trend will continue in 2023. 11.1 percent of U.S. K-12 students are now being independently homeschooled. Homeschooling drastically grew from 2019-2020 to 2020-2021, overshadowing its brisk growth of 8.3% in previous years.

Since the start of the pandemic, homeschooling has been on the rise with an estimated 30% increase in enrollment since the beginning of the 2019 school year. While the total number of homeschooled families remains relatively modest, its rise has impacted traditional school enrollment and the way we view education.

According to the National Home Education Research Institute (NHERI), there were 3.7 million homeschooled students in the USA during the 2020/2021 school year. The institute's data also shows that from late March to early May of 2022, 5.22% of all school-age children were homeschooled.

According to the data from the National Home Education Research Institute (NHERI), three states are in contention for the highest number of homeschoolers. These states are North Carolina, Florida, and Georgia (in that order).

As of 2021, North Carolina had 179,900 homeschooled students. Florida came a close second with about 143,431 homeschooled students. Georgia (in third place) had 85,510 students. In percentages, North Carolina has a homeschooling rate of 10.6%, while the state of Virginia has 4.8%. Florida and Georgia follow closely with 4.6%.

Most parents and youth decide to homeschool for more than one reason, and the most common reasons are to:

- customize or individualize the curriculum and learning environment for each child;
- accomplish more academically than is accomplished in institutional schools;
- use pedagogical approaches other than those typical in institutional schools;
- enhance family relationships between children and parents and among siblings;
- provide guided and reasoned social interactions with youthful peers and adults;
- provide a safer environment for children and youth, because of physical violence, drugs and alcohol, psychological abuse, racism, and improper and unhealthy sexuality associated with institutional schools; and
- teach and impart a particular set of values, beliefs and world view to their children.²

Homeschool families do not get public (i.e., tax-funded) resources to support their efforts and pay approximately \$600 per student out of their own funds. Our Homeschool Resource Center, to which these families gain access when they join the Social Legacy Network, will provide them with instructional resources that meet their specific needs and the resources public school students use to help prepare for state testing and college admission.

<https://www.nheri.org/research/research-facts-on-homeschooling.html>.

Brian D. Ray, "Research Facts on Homeschooling".

Target Markets for the Storytelling Component

The target markets for legacy preservation through storytelling are broad, and most of these markets' membership expands yearly. Therefore, there will never be a shortage of people who have stories to record and share or who have a desire to obtain discounts.

Nationally, there are 20,500 public and private high schools with 10,800,000 annual students; 3,143 counties and county equivalents; and 30,000,000 small businesses. Howard County, the initial pilot site, has 14 public and 12 non-public schools; 26 homeschools; 14,600 high school students; and 9,000 small businesses.

- **Active Seniors:** More than 46.2 million people in the United States are above age 65, and that number is expected to grow to 98.2 million by 2060. Of individuals 65 years of age and older, 71 percent report that they use computers, and 62.4 percent report that they have high-speed Internet connectivity. (www.census.gov)
- **Ethnic and Cultural Groups:** With today's increasing demographic diversity, our nation is becoming severely polarized in many sectors. Literature and research studies show that the significant barrier that prevents people from accepting one another is that people are identified by their generic group affiliation rather than as individuals who have names, faces and common characteristics. An easily accessible Web site like Americans All contains stories about all the races, nationalities, and ethnicities that comprise our nation's population can significantly reduce this barrier. Their stories are America's stories.
- **Franchise companies:** In 2022, it is estimated that there will be some 792,000 franchise establishments in the United States. The largest segment of the franchising industry is quick service restaurants, followed by business services. Rounding out the top five are franchises in full-service restaurants, real estate, and commercial and residential services. Franchising today is bigger than ever. Some of the most popular products and places are part of global franchises. You can pick almost any random product in a convenience store, and there's a good chance that it was produced by a franchise.
- **Military Personnel:** The story of America is about the countless men and women who give up their own comfort, the company of their loved ones, and sometimes their lives in service to our nation. From the Revolutionary War to Afghanistan, in times of both war and peace, military personnel endures hardship so Americans can enjoy peace and freedom. Yet, because these men and women often serve in anonymity, their stories of sacrifice and dedication to duty can be lost to posterity. Some of their legacy stories can be added to our school database to help inform students about how military personnel have contributed to preserving the nation's democratic way of life.
- **Domestic First Responders:** These individuals—firefighters, police officers, paramedics and emergency medical technicians—dedicate themselves to aiding and protecting citizens in emergency situations. They put others' safety and well-being above their own, often at great risk to themselves. The tragic events of 9-11 and the COVID-19 pandemic offer dramatic proof of the heroism and self-sacrifice of America's first responders. By creating and sharing a permanent record of their service, current and future generations gain insights and inspiration.

- **PTA/PTO Organizations:** PTA/PTO organizations support schools in getting both unrestricted funds and classroom resources. We can fill a dual role for these groups by providing them with a program to add as a fundraising tool (Heritage Honor Roll) and giving schools electronic access to much-needed resources for students participating in non curriculum school activities.
- **Private Schools:** The need to complete a community service project is becoming a mandated graduation requirement. Schools are encouraging students to include service as part of their school experience. Students can help others create legacy stories and simultaneously meet their service obligation.
- **Legacy Partners:** Legacy Partners—families, groups and local, regional and/or national businesses or organizations whose social philosophy reinforce our mission—gain an opportunity to use this program in many ways. They are covered in other sections.
- **Universities and Teacher Colleges:** Students at schools that have a teacher training department can benefit from access to our resources. We are also a valuable resource for students to use in creative writing and language arts programs in their clubs.
- **Party and Event and Planners.** There are 127,037 people employed in the Party & Event Planners industry in the US as of 2023. It is a \$5.6 billion industry and includes individual, groups and corporate clients and our storytelling tools with the graphics component should prove extremely valuable to their clients.
- **Highrise Apartment Buildings.** These buildings are self-contained universes whose management frequently engages adopts programs that can benefit their tenants. Storytelling can be an ideal way for residents to learn more about their neighbors and set up groups that have common interests. Moreover, many residents own businesses that can always use more exposure as well as desire to support their local communities.

Americans All Pilot Program Highlights for High Schools

Who we are: We are a 36-year-old nonprofit membership organization managed by a for-profit benefit corporation. Previously, we ran nine projects across the country and, with help from Houghton Mifflin, sold our 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 now 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 and a revenue-generating tool.
- 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 multipurpose revenue-generating 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, the funds are donated to the school's district.

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.

How schools participate: We appreciate your willingness to help us implement this pilot program, and although we have received guidance from numerous organizations in the county (see PDF), we are anxious to receive suggestions on how to improve on the plan we are proposing for school participation.

Create an online legacy story about an individual or a group, and a shorter one to print out

Americans All®
A Social Legacy Network™

HOME ABOUT US JOIN NOW PRESERVE A LEGACY HERITAGE HONOR ROLL | LEGACY PARTNER ALL

Allan S. Kullen Businessman and Social Entrepreneur



Do you know him? Allan Kullen had posed the question in a column, column of Heritage and Legacy to explore social issues and social connections. Allan had met Kullen who on an anniversary of 80 at Maralee in the Hague, Ohio. All he knew by the time they parted ways was the name and the fact that she was living in the Hague, Ohio. After finding the name, he decided he would try to find her. He searched the way to the Hague and, despite all odds, found her. It was not far from the Allan Kullen. However, this story was more than just an interesting reading. It was a story about a young man who had a strong city and that was not far from his home in a beautiful area. It was a story about a young man who had a strong city and that was not far from his home in a beautiful area. It was a story about a young man who had a strong city and that was not far from his home in a beautiful area.

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



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



We recommend that the first step be the appointment a point of contact (poc) to register the school and create its free Legacy Partner landing page. That will give the school its 6-digit ID Number so that businesses can designate the school to receive 77 percent of their membership fee. The school has the option to block all stories from being added to its landing page. The poc can also arrange for the school to create its own story for the Heritage Honor Roll, which can be in multiple languages to better connect the school with its diverse communities.

Second, the poc should notify students and parents/guardians about the program so they can give their student permission to register for free to take advantage of its benefits. See “Benefits of Americans All for High School Students.”

Third, the poc should notify all of the clubs and teams about setting up their own free nonprofit landing pages so they can host the stories of their members. These landing pages can serve as “virtual yearbooks” for each club or team.

Once the poc has been identified, we will work with them to develop the messaging that they would like to send out. In addition, we will contact the PTA directly to explain how the program can become an important part of their fundraising activities for the school. After the pilot phase has finished and businesses can register, we will notify the school’s poc to explain how the funds will be automatically transferred to it or its agent.

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 various enhancements and translations. Stories can be autobiographical or written about individuals, groups, or issues/topics (or about their family pet), 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. Schools and nonprofits can also create stories. 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.

Clubs and teams can create free nonprofit legacy partner landing pages to host stories of their members



Founded in 1936, the Howard County Historical Society is the primary private repository of historical records and artifacts related to Howard County's rich history. The Howard County Historical Society provides access to materials that aid in historical exploration, research, and discovery for all ages and cultural groups.

Throughout the year, the Howard County Historical Society presents a wide variety of engaging public programs, concerts, lectures, and other activities. The Society also sponsors actor groups, musical performances, and groups, and the public is encouraged to participate through their own volunteer programs.

The Museum of Howard County (MHC) (also known as the former First Presbyterian Church) which was generally donated to the Society in 1939 by Mrs. Julia Roberts Clark in memory of her late husband, Judge James Clark, Sr. The Clark family was instrumental in founding the Historical Society.

Located near to the Court House in Scotts Clu, the original church was a modest building constructed in 1837 that collapsed during renovations in 1936. Rebuilt later that same year, the current Gothic Revival structure with its soaring 100-foot tall tower, stands as a fine example of the Gothic Revival style and was designed by George Archer and constructed by Pleasant A. Wagoner. Along with an extensive collection of historical artifacts, books, lectures and memorabilia, the Museum is home to a

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

Search by:

Language: State:

and or

Last Name of Individual: First Name of Individual: Group Name:

Howard County Historical Society HCHS Maryland ID 1202 - 7: Historical Society, American History

Founded in 1936, the Howard County Historical Society is a private repository of historical records and artifacts related to Howard County's rich history. The Howard County Historical Society provides access to materials that aid in historical exploration, research, and discovery for all ages and cultural groups.

[Read more](#)

Alan E Fuller Howard (February 20, 1942 - 7: Author, Businessman, Quilt, Inventor, Journal, Marketing, Mergers-Acquisitions, Pilot, Printer, Social Entrepreneur, Teacher

Her name is Ester Baumgartner. Do you know her? She's a pretty, blonde girl who sings beautifully, and I think she has more than that. Also, I don't recall the question in a color (red, yellow, and green) to know what color she was and what color she was. Also, I don't recall the question in a color (red, yellow, and green) to know what color she was and what color she was. Also, I don't recall the question in a color (red, yellow, and green) to know what color she was and what color she was.

[Read more](#)

Business offer discounts to program members



Benefits of Storytelling to Students

Our unique storytelling tool offers many benefits for students participating in non-curriculum school activities. It can also make a positive difference in their personal lives.

- All stories begin at birth, and *legacies* are built each time a personal, academic or professional milestone is achieved. Every student has important experiences and lessons learned to share with family, friends and future generations. Creating and publishing a [story](#) about themselves (or their families) helps students develop skills in critical thinking, communicating, researching, and, especially, writing—skills needed to help ensure their success in postsecondary education and/or the workforce. For student-athletes, this is an ideal opportunity to showcase their talents to post-secondary institutions.
- Americans All enables each school club or team to set up its own free Legacy Partner landing page to host stories created by its members on our Heritage Honor Roll. Each of these landing pages can become a virtual annual yearbook. Students can post their current story on as many landing pages as they desire. If the members of the clubs and teams update their stories after graduation, their peers are kept current on their classmate's activities. For additional exposure, students can also post their stories on any Americans All legacy partner page.
- Our program also provides students with an opportunity to demonstrate that they understand and appreciate the value of community service and volunteerism. By helping others less skilled in the art of writing and the use of today's technology to incorporate images and recordings into their legacy stories, a student can earn service-learning credits. Moreover, storytelling can also be a wonderful intergenerational bonding experience, building compassion, empathy and understanding.
- Even though Americans All is no longer active in curriculum areas, our resources remain online to provide background for many of our Heritage Honor Roll stories. We will continue to host resources (now called issues/topics) that are academically well-researched and written, especially those that feature individuals or groups that make up local histories. A student can use their second Heritage Honor Roll story in English or set up an additional, free email membership account (<https://www.guru99.com/best-free-email-service-providers.html>) and select a "Group" story instead of an "Individual" story. Students will find it easy to start creating their stories. Our story template only requires individuals to fill in a name, date of birth and a summary not to exceed 60 words. Additional story text, hyperlinks, photographs and audio-visual media can be added over time. The story does not have to be completed in one session and can be updated at any time. All previous versions of the story are archived. Moreover, stories can be published in multiple languages. Only the student can edit the story, and half of the story can be privacy protected with a second password.

As part of their lifetime membership in Americans All, we offer our members a free, one-year subscription to our optional [Social Legacy Network](#) to receive additional benefits. Students keep their free trial until their class graduates. After the trial period expires, the cost is \$4 per month to continue receiving these benefits, which includes discounts on goods and services offered by our program partners, such as restaurants and other businesses that cater to their needs. We believe the financial benefits that a member can receive from our business partners will more than cover their monthly subscription fee.

Contact with the Howard County Procurement Office



Office of Purchasing
10910 Clarksville Pike
Ellicott City, Maryland 21042-6198
(410) 313-6644, fax (410) 313-6789

May 31, 2023

People of America Foundation
Attn: Allan Kullen
7723 Groton Road
Bethesda, MD 20817

Re: Fundraising Application

Dear Vendor:

Thank you for your interest in providing your fundraising services to our schools. I am happy to inform you that your company has been approved to participate in fundraising activities with Howard County Public School System as specified in the Fund-Raising Policy 4020 effective July 1, 2020. A copy of Policy 4020 is attached for your review.

To arrange for fundraising events in the schools, you must contact the school directly. A list of approved fundraiser vendors is accessible by the schools via our website. Your company's name has been added to the approved list of vendors.

Please note that this approval is valid until 6/30/2026 and will need to be renewed at that time.

Sincerely,

Robert Bruce

Robert Bruce
Director of Procurement and Materials Management

Attachment: Policy 4020
cc: File

Contact with the Howard County HCEDA

Hi Allan,

Thanks for sending over this information and for thinking of us to participate in the Americans All program. It certainly looks like an incredible opportunity for the county.

Can you share with us what level of involvement you envision from HCEDA regarding a potential partnership? I'm cc'ing my colleagues, Chuck Bubeck (Exec Director of Maryland Innovation Center, our startup incubator as part of HCEDA) and Doug Holly (Entrepreneur in Residence for the MIC). I believe we are the best contacts for this but will be happy to connect you with others on our team as we determine more details around the potential partnership with HCEDA.

I'm also wondering if this partnership should take place between AA and Howard County Public Schools (HCPSS). Have you been in touch with anyone there? Happy to connect you.

Thanks,

Aphaia Harper
Strategic Engagement Manager
Howard County Economic Development Authority
aharper@hceda.org, 410-313-0573



Re: Update on Americans All

Harper, Aphaia
to me, Chuck

Fri, Jul 21, 2023 at 12:26 PM

Hi Allan,

I understand you've been reaching out via phone this week and have spoken with my colleague Jillian Joseph.

I wanted to reach out to touch base and reiterate our warm congratulations on the progress you have made in the last year for Americans All. We are not looking to set up a profile on the site, but will continue to support informally.

Thank you and take care,

Aphaia

APHAIA HARPER

Associate Director, Maryland Innovation Center

Howard County Economic Development Authority

410-313-0573(Office)

6751 Columbia Gateway Drive, Suite 300

Columbia, MD 21046

aharper@hceda.org,

www.hceda.org

Contact with the Howard County Partnership Office

Hi Allan,

I heard back from our Curriculum Office and learned that they are not interested in partnering because we already have a program in place that meets similar objectives. The existing program is called Story Strong. When we find that a potential opportunity is not possible, we try to offer other ideas that may be helpful, which is why I listed some plan B thoughts.

PTAs - If you are looking for contact information for high school PTAs, please see this link for the listing of all high school websites - [Schools – HCPSS](#). Once you click on a school's website, scroll down to the bottom of the homepage to see a link to PTA information. For PTAs, they are separate organizations that have their own procedures. They do not typically need to contact our office; however, if they mention the need to reach out to us, you can refer them to me.

Clubs - Certain school clubs may be interested in your program. To get information about the various clubs at each high school, please see this link for the listing of all high school websites (this is the same link as the one listed above) –[Schools – HCPSS](#). Once you click on a school's website, look under Student Life, Activities & Clubs for the listing of clubs. Each club should have a point of contact listed on the school websites. They are typically teachers who are serving as advisors. Those are the contacts you should be reaching out to.

If you find a potential match with a particular extracurricular club or PTA, please reach out to the point of contact directly.

Community News & Programs Page* - Nonprofit organizations can distribute information through the school system by requesting that it be posted on the HCPSS [Community News & Programs](#) page. If you would like to share information about your programs with the public, please submit a post by clicking on the *Add your Program* link at the top of the page. For questions about this page, please contact publicinfo@hcpss.org.

HC Historical Society - I encourage you to continue working with the Howard County Historical Society.

HoCoPoLitSo - You may want to look into [HoCoPoLitSo](#) to see if they would be interested in a partnership.

Priscilla Reaver
HCPSS Partnerships Office
Priscilla_Reaver@hcpss.org, 410-313-6865

*** See page 27**



Americans All

Organization

americansall.org

Ages

[High school](#), [Adult](#)

Americans All provides a multipurpose storytelling tool that helps leaders improve the mental, social, and economic health of their students. It can support and connect students, community members, nonprofits, schools, and local businesses. The program is nonpartisan and risk-free for all participants.

Students receive a free subscription to our Social Legacy Network until their class graduates, and can get discounts on goods and services from our program's business partners. Schools receive a turnkey fundraising tool, and receive 77% of the revenue generated from our Business Legacy Partner members as unrestricted funds. Schools can publish stories in multiple languages, on themselves, to better connect with their diverse communities.

Location

7723 Groton Road, Bethesda, MD 20817, United States

Cost (if applicable)

The program is free for all high school students until their class graduates and is also free for all schools. It is also free for all community members for one year.

Categories

[Afterschool and Camps](#), [Culture/Diversity](#), [Other](#)

Contact Information

Name: Allan Kullen

Email: allantapco02@gmail.com

Phone: [\(301\) 520-8242](tel:(301)520-8242)

More Information

<https://www.americansall.org>

Howard County Public School System

10910 Clarksville Pike

Ellicott City, MD 21042

Main Phone: (410) 313-6600

[Staff Directory](#) | [Inclusivity & Accessibility](#)



Contact with the Howard County Historical Society



HCHS Director director@hchsmd.org

Fri, Jul 7, 2023 at 2:56 PM

To: Allan Kullen <allantapco02@gmail.com>

Hi Allan,

Thank you for updating me on your progress with Americans All. As I mentioned in our call, I believe this is an ideal program for the entire county to implement. Our Historical Society provides access to materials that aid in historical exploration, research and discovery for all ages and cultural groups. Continuing to add stories about those who have been instrumental in our county's growth is clearly part of our goal and this initiative would give us another vehicle to engage with students to do so.

I am pleased that your foundation recognizes that life stories are central to one's sense of self, of the social world they inhabit, and that knowledge of one's family history is associated with positive mental health, wholeness, well-being and a sense of belonging. As educators, we all share in that mission, especially in these times where our nation has become divided in so many ways. That environment can be especially troubling to our youth as they recover from the disruption and isolation created by Covid-19. Participating in activities that involve storytelling can help them feel more emotionally connected and welcomed.

By offering another way for our businesses to connect with our schools adds another dimension to the value that Americans All brings to our county. Our schools need access to unrestricted funds and this provides an ongoing way to achieve that goal.

Designing a program that will be owned by the county is a great concept. Let's plan on sitting down soon to discuss the specifics on how we can maximize its value to Howard County and the Howard County Historical Society.

Best wishes and let's talk soon,
Mark



Mark J. Stout, Ph.D.
Executive Director, Howard County Historical Society
Phone: 410-480-3250

<https://hchsmd.org>

<https://www.facebook.com/GoHoCoHS>

To view the pages on our website created by the Historical Society, see below:

Heritage Honor Roll americansall.org/node/564992

Legacy Partner page americansall.org/node/566566

Howard County Historical Society



[PROGRAM OVERVIEW](#) / [My Welcome Back Page](#) / [Sign Out](#) / [FAQs](#) / [Contact](#)

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Howard County Historical Society HCHS

Historical Society, American History

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Founded in 1956, the Howard County Historical Society is a primary private repository of historical records and artifacts related to Howard County's rich history. The Howard County Historical Society provides access to materials that aid in historical exploration, research and discovery for all ages and cultural groups.

Throughout the year, the Howard County Historical Society presents a wide variety of engaging public programs, concerts, lectures, and other activities. The Society also welcomes school groups, scouts, home schooled, adult groups, and the public to participate through field trips and outreach programs.

The **Museum of Howard County** (3028 Court Avenue) is housed in the former First Presbyterian Church which was generally donated to the Society in 1959 by Mrs. Anna Hopkins Clark in memory of her late husband **Judge James Clark, Jr.** The Clark Family was instrumental in founding the Historical Society. Generations of Clarks have been on the board since the organization's founding, including Senator James Clark, Jr. and currently Martin Clark, son of Clark's **Block Park**.

Located next to the Court House in Ellicott City, an original church was a modest building constructed in 1837 that collapsed during renovations in 1934. Rebuilt later that same year, the current Gothic-style structure with its soaring 100-foot bell tower, stately pitched roof and stained and leaded glass windows was designed by **George Keller** and constructed by Frederick A. Heiser. Along with an extensive collection of fascinating artifacts, books, furniture and memorabilia, the Museum is home to a refurbished 1955 organ built by the A.B. Fegenschlager Organ Company of Ellicott City.

The Howard County Historical Society Archives and Research Library were originally kept in the Museum and then moved to the Ellicott Mills Quaker School, now known as the **Wier Building**, in 1988. In the fall of 2011 the Society moved its treasure trove of historical maps, deeds and property records, marriage licenses, voter records, slave manumission records and our treasure trove of over 4,000 historical photographs, local and national, business records, and many rare and invaluable private documents to the Charles E. Miller Branch Library and Historical Center on Pleasant Road in Ellicott City.

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 one-year trial by subscribing to our Social Legacy Network so you and your family can continue to benefit—[membership cards for discounts on programs and services for our program partners and access to our 100+ background resources—\[CLICK HERE\]\(#\)](#)

Become a point of contact for your business or organization to become a Legacy Partner—[CLICK HERE](#)

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

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

To learn more about Americans All—[CLICK HERE](#)

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Looking our past, Mentoring into the Future

Howard County's rich history, our Maryland heritage, and the Society's mission of outreach are the essential elements in the Official Howard County Historical Society Flag.

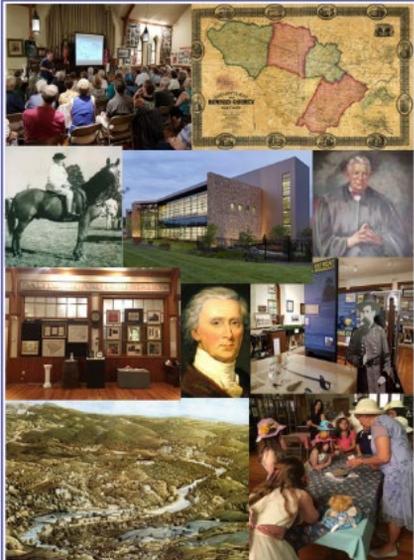
Formally adopted by the Board of Directors on July 9, 2002, our flag was inspired by the historians' banner of **General Robert T. Johnson**, a unique badge (oval-shaped flag) with a white field and red border in the center is a large cross battery and red—an original symbol of Maryland and one that appears the state seal. In the center symbol is used in the Howard County flag.

Surrounding the cross is an elliptical oval of 12 stars with a fifth star in the center representing the star pattern of the **Third Maryland Regiment**, colors, one of the Continental Army's most valuable units, the Third Maryland played a major role in the victory by American forces at the **Battle of Cowpens**, South Carolina in 1781. It was commanded by **Colonel John Eager Howard** for whom the county is named.

The white stars on the right side of the flag with black borders—representing our state colors, white, red, black, and gold. The stars are arranged so that a point on the star reaches out in all directions—symbolizing the society's desire to reach out to future generations.

Over the cross battery in the middle of the Howard County Historical Society Museum, where the flag is flown. We invite you to view the flag, which was designed for the Society by Richard T. Clark, by visiting the Howard County Historical Society Museum.

All images are courtesy of the Howard County Historical Society.







Copyright © 2013 Americans All. All rights reserved. Howard County Historical Society is a primary private repository of historical records and artifacts related to Howard County's rich history. The Howard County Historical Society provides access to materials that aid in historical exploration, research and discovery for all ages and cultural groups.



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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 can become a Legacy Partner for free—[CLICK HERE](#)

To learn more about Americans All—[CLICK HERE](#)

Legacy Stories from the Americans All Heritage Honor Roll

We are pleased to host and share these legacy stories created by honoree 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: Title:

and or

Last Name of Individual: First Name of Individual: Group Name:

Howard County Historical Society HCHS Maryland © 1956 - 2013 Historical Society, American History

Founded in 1956, the Howard County Historical Society is a primary private repository of historical records and artifacts related to Howard County's rich history. The Howard County Historical Society provides access to materials that aid in historical exploration, research and discovery for all ages and cultural groups.

Read more

Alan & Kullen Maryland February 20 1942 - 20 Author, Businessman, Golfer, Inventor, Journalist, Marketing, Mergers-Acquisitions, Finance, Printer, Social Entrepreneur, Traveler

"Her name is Blair Bangsinger. Do you know her?" It's a pretty little girl, she's got a bright beautiful smile and I think she has her hair "set". Alan had posed the question in a broken mixture of Hebrew and English to whoever would listen and could understand him. Alan had met Blair when on an archaeological dig at Mounds in the Negro, Israel. All he knew by the time they parted ways was her name and that she was staying in Tel-Aviv.

Read more

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

To view an individual story, see page

To view this group story, visit americansall.org/node/564992

29

Howard County Community Service Partnership (CSP) Program

Allan,

October 2, 2023

It was wonderful to meet you today and hear about the work that Americans All is launching in the community. [@Eisenreich, Kimberly A.](#) (Local Children's Board) and [@brooke.mccauley](#) (Howard County Library System), thank you for joining us for this conversation.

I am excited to hear how the pilot rolls out. Thank you for the work you are doing and for engaging us.

Best,

[Megan](#)

Megan Godfrey Jackson, CSP Manager (*she/her*)
Community Service Partnership (CSP) Program
Office of Community Partnerships
9830 Patuxent Woods Drive,
Columbia, MD 21046
410-313-5996

The Department of Community Resources and Services provides vital human services through its offices of ADA Coordination, Aging and Independence, Children and Families, Community Partnerships, Consumer Protection, Disability Services, Human Trafficking Prevention, the Local Children's Board, and Veterans and Military Families

[Community Service Partnership Program Webpage](#)

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https://montgomerycountymd.galaxydigital.com/agency/detail/?agency_id=77983

Organizations > People of America Foundation

People of America Foundation

BECOME A FAN

Who We Are

Beginning in 1989, Americans All (AA) was one of the nation's first education nonprofits to provide K-12 schools with multiple-perspective, diversity-based, supplemental social studies [classroom resources](#) as well as activities for English Language Arts programs. After [nine pilot](#) programs, our resources were distributed nationwide to more than 2,000 schools and libraries. However, as our nation became more politically polarized, we needed to offer a program that would be accepted by as many schools and students as possible.

Although many of our resources are still useful in academic areas, especially our [Clis Island Simulation Workshop](#) and our [Photograph Collection](#), we repurposed two of the major components of Americans All—our [Heritage Honor Roll](#) and [Legacy Partner](#) landing pages and used our [storytelling tool](#) to create a unique, community-outreach program that specifically benefits students participating in non-academic school activities, and assisting the businesses and professional service providers in their communities to reach greater audiences.

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Lifetime m the opportur legacy storie one-year tria Corporation. and gain futu automatically for the free t

Benefit is to ee, efite rners not be ri file

What Volunteers Do

To accomplish this, we are in the pilot phase of implementing the AA program in three Maryland counties and in DC. (We will add PTSAs shortly.) Students participating in non-academic school activities can demonstrate their appreciation for the value of community service, create virtual yearbooks for their clubs and teams, and publish well-written and documented research. They are connected to local businesses through our unique storytelling tool which also produces a turnkey, revenue-generator for their schools and communities. Using lessons learned, we will expand the program to other Maryland counties and then to the nation. We provide students with an opportunity and a vehicle to use storytelling to:

- Learn how to use concise language and enhancing stories with photographs and other media. Students can record important events and memories as well as share their pride in their ethnic and cultural identity.
- Publish a legacy story on our Web-based [Heritage Honor Roll](#) to ensure the significance of a lifetime will not be forgotten and enables students to have a permanent and an accessible social media presence that truly describes who they are.
- Utilize storytelling as a wonderful intergenerational bonding experience that builds empathy, compassion and understanding.
- Help others less skilled in the art of writing and the use of technology to incorporate images and recordings into their legacy stories, a student can earn [service-learning](#) credits.
- 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.

[Click here](#) for tips on "How to create a legacy story."



Causes

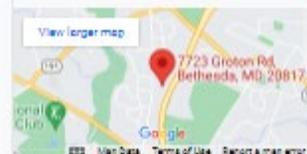


Contact

- Phone: 1-301-982-5622 ext. none
- Phone: 1-301-365-4069
- Email: akullen@americansall.org
- Person: Allan Kullen

Location

- Address: 7723 Groton Road, Bethesda, MD 20817
- Location: None



Links

How the Americans All Storytelling Program Works

“Stories are 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. They 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.” —*Excerpted from a post by Vanessa Boris, author at Harvard Business Publishing, and Lani Peterson, Psy.D., psychologist, storyteller and executive coach.*

To access all program benefits, including the ability to create, publish and update a legacy story on our [Heritage Honor Roll](#), an individual needs to register for Americans All. Registration is **free** and a detailed [tutorial](#) walks the individual through each step. We only require a first and last name, e-mail address and a Zip Code. We do not require addresses, phone numbers or any other personal information, and member information is never shared or sold.

A story can only be edited or modified by the member who created it, but the story can be read and/or printed out by anyone. However, to print a story without having the URL information distorting the text, the reader must be a member of Americans All. If the author has privacy protected a portion of the story, the reader must obtain that password from the author as that information is not saved nor can be accessed by the program staff.

The 60-word summary (which can be the lead sentences in the story) follows the honoree’s name on the Heritage Honor Roll landing page. This feature exists because it is possible that two individuals have the same first/last name. The summary will enable the reader to locate the story of their honoree. (See example below.)

Allan S. Kullen Maryland (*February 20, 1942 - ?*) Author, Businessman, Golfer, Inventor, Jewish, Marketing, Mergers-Acquisitions, Poland, Printer, Social Entrepreneur, Traveler

“Her name is Ester Baumgartner. Do you know her? She’s a pretty Swiss girl who sings beautifully, and I think she lives near here.” Allan had posed the question in a broken mixture of Hebrew and English to whoever would listen and could understand him. Allan had met Ester while on an archaeological dig at Masada in the Negev, Israel. All he knew by the time they parted ways was her name and that she was staying in Tel Aviv.

[Read more](#) [The “[Read more](#)” link will take the reader to the complete story.]

Legacy stories reflect members’ views and Americans All does not vet these stories. The Heritage Honor Roll may contain more than one legacy story for an individual or a group—or the legacy story may appear in more than one language—because members have opted to recognize different contributions of the same individual or group or want to share the story in the native language of the honoree.

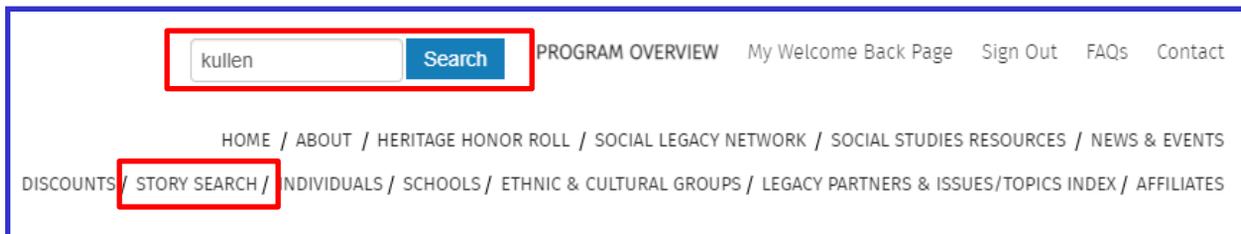
Because stories will be read by individuals of all ages, we want to ensure the legacy stories published on our Heritage Honor Roll do not contain inappropriate language. Therefore, all text is filtered through a secure, third-party Profanity App. If a word or phrase used in a story is on its

“block” list, the member will receive an error message at the top of the template when he or she clicks on the “Publish My Story” button. If that occurs, replace the word or phrase by using its first and last letters and put an “x” for each letter in between, such as “sxxt.”

We can override the App’s list of blocked words. If an individual believes the “blocked” word is appropriate, contact us by e-mail. Put the word “Profanity” in the subject line. In the body of the e-mail, identify the “blocked word or phrase” and include the sentence in which it is used. If our editorial board agrees that the word or phrase is appropriate, we will remove the word or phrase from the App’s block list and notify the member so he or she can insert the desired word or phrase into the story.

Within the Heritage Honor Roll, individual honorees are listed alphabetically by last name. If included, maiden names appear between parentheses and nicknames appear between quotation marks (but are not picked up by the Search Engine). If an exact birth or death date is not known, we add “c.” to indicate it is an approximation. If the individual is still alive, we insert a question mark (?). The honoree’s occupation, field, industry or profession is listed last.

To find a legacy story about an individual or a group on our website, put the honoree’s name or a key word in the search box or click on the “STORY SEARCH” tab that appears on the top of all pages.



When each story is published, it is assigned a unique 6-digit identification number. If a reader knows the number, he or she can use a shortcut to directly access the story. The reader simply types "www.americansall.org/node/" followed by its identification number as shown here, www.americansall.org/node/566231.

The personalized “Welcome Back” page contains links to all program benefits.



Welcome Back

Allan Kullen

[Edit my user account](#)

Register an Individual for Americans All includes a free, three-month subscription in the Social Legacy Network

[Download Social Legacy Network membership materials](#)

[Create a legacy story for the Heritage Honor Roll](#)

[View tutorials to help create and enhance a Heritage Honor Roll legacy story](#)

[Join the Social Legacy Network after the free trial has expired](#)

Register an Organization for the Legacy Partner Alliance Network

[Download Legacy Partner Alliance Membership materials](#)

[Create a Legacy Partner landing page for a nonprofit or a business](#)

[Add my location to a Business Legacy Partner account](#)

[View tutorials to help create and enhance a Legacy Partner landing page](#)

[Create a Legacy Partner landing page for a school](#)

[View tutorials to help create and enhance a Legacy Partner school landing page](#)

Links to Additional Information and Benefits

[Find a school ID Number](#)

[View registrations by state and Zip Code](#)

[View the Americans All background resources](#)

[Access the Homeschool Resource Center](#)

[Invite friends, associates, groups and organizations to learn about Americans All](#)

Links to new program benefits will be added to this list when they are developed or acquired.

Heritage Honor Roll Legacy Story, Individuals or Groups

Individuals or Groups become lifetime members of Americans All for free. A main benefit of membership is the ability to create and publish two stories in English—and as many as desired in multiple languages—for our Heritage Honor Roll. You will also receive a one-year free trial subscription in our Social Legacy Network (students keep their free trial until their class graduates). Your subscription enables you to receive

[Click here](#) to create a story for an individual. It can be autobiographical or can honor an individual, a family member, or a pet that has made a difference in your life.

[Click here](#) to create a story for a group. It can be one that you are part of or one that you admire."

audio and video media can be added over time. The story can be updated for free and a shortened version can be printed on an 8½" x 11" template. To ensure privacy, part of the legacy story can be password protected. To provide additional story exposure, members can post it on the landing

An online legacy story can be created and shared in multiple languages, if desired, and updated at any time, for free. Americans All members will find it easy to start creating their stories. Our template only requires individuals to fill in their name, date of birth (and passing, if appropriate) and a summary not to exceed 60 words. Legacy story text, hyperlinks, photographs, movies and other audio and video media can be added over time, and a shortened version can be printed on an 8½" x 11" [template](#). To ensure privacy, a section of the story can be password protected.

A point of contact is required to act as an agent so it can create a free landing page—in multiple languages if desired—on its entity. They can generate landing page(s)—in multiple languages, if desired—for . . .

Schools

A point of contact is required to act as an agent for a school so it can create a free landing page—in multiple languages if desired—on our website. This enables it to receive funds from our Business Legacy partners. The school has the option of allowing stories to be posted . . .

Sample story from our Heritage Honor Roll

Allan S. Kullen Author, Business

Printer, Social Entrepreneur, Traveler



Allan S. Kullen (Photo: 20, 1942 - 7) Author

"Her name is Ester Baumgartner. Do you know her?" Allan Kullen had posed the question in a broken mixture of Hebrew and English to whoever would listen and could understand him. Allan had met Ester while on an archaeological dig at [Masada](#) in Negev, Israel. All he knew by the time they parted ways was her name and the fact that she was staying in Tel Aviv. So, after finishing his work, he decided he would try to find her. He hitchhiked his way to Tel Aviv and, despite all odds, found her. It was to play an important role in his life.

Allan was born in Washington, DC, on February 20, 1942, to Eunice (Staland) 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 came 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](#).

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your family can maximize 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—
[CLICK HERE](#)

To learn more about
Americans All—
[CLICK HERE](#)



www.americansall.org/node/553341

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.

Our instructional resources are currently being used in more than 2,000 schools and libraries nationwide.

Americans All Social Studies Materials **Free for Members (\$650 value)**

Standard textbooks used to teach social studies are like encyclopedias in which facts follow facts and no sense of drama or story exists. Students discover that things happened, but rarely is it clear why they happened or whether it mattered. Often the result is that young people tune out the past. We aim to accommodate students' different interests and learning styles and keep them engaged.



In This Section

- [Texts](#)
- [Photographs](#)
- [Music](#)
- [Posters](#)

Music of America's Peoples

Our music program contains 22 original recordings of historic songs representing diverse ethnic and cultural groups.

The [teacher's guide](#) contains background information and the recordings' scores and lyrics.



www.americansall.org/page/americans-all-program-resources

IRS Status Letter



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
PO Box 2508
Cincinnati, OH 45201

PEOPLE OF AMERICA FOUNDATION
7723 GROTON RD
BETHESDA, MD 20817

Date:
November 18, 2021
Employer ID number:
52-1967995
Form 990 required:
990, YES
Person to contact:
Name: Ms. Wiles
ID number: 0196728

Dear Sir or Madam:

We're responding to your request dated February 16, 2021, about your tax-exempt status.

We issued you a determination letter in March 1997, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Section 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax-deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period.

- Form 990, Return of Organization Exempt From Income Tax
- Form 990-EZ, Short Form Return c
- Form 990-N, Electronic Notice (e-I Form 990EZ
- Form 990-PF, Return of Private Fo

According to IRC Section 6033(j), if yo years, we'll revoke your tax-exempt sta

You can get IRS forms or publications ; FORM (800-829-3676).

If you have questions, call 877-829-550 Hawaii follow Pacific time).

Thank you for your cooperation.

The screenshot shows the IRS Confirmation page for a Form 990-N submission. The page title is "Confirmation" and it includes a navigation bar with "Home", "Security Profile", and "Logout". Below the title is a progress bar with five steps: "Postcard Profile", "Select EIN", "Organization Details", "Contact Information", and "Confirmation", with the "Confirmation" step highlighted. A message states: "Your Form 990-N(e-Postcard) has been submitted to the IRS". Below this is a list of details: Organization Name: PEOPLE OF AMERICA FOUNDATION, EIN: 521967995, Tax Year: 2023, Tax Year Start Date: 01-01-2023, Tax Year End Date: 12-31-2023, Submission ID: 10060520240187288154, Filing Status Date: 01-18-2024, and Filing Status: Accepted. At the bottom is a button labeled "MANAGE FORM 990-N SUBMISSIONS".

Sincerely,

Stephen A. Martin

Stephen A. Martin

Director, Exempt Organizations Rulings and Agreements

Letter 4168 (Rev. 09-2020)
Catalog Number 66666G

Good Standing Status for the Foundation in MD

1/18/24, 1:25 PM

Gmail - Annual Report Filing submitted



Allan Kullen <allantapco02@gmail.com>

Annual Report Filing submitted

1 message

Maryland State Department/Assessment Taxation

noreply@egov.com <noreply@egov.com>

Thu, Jan 18, 2024 at 1:20 PM

To: allantapco02@gmail.com

Dear Allan Kullen,

Thank you for contacting the Maryland State Department of Assessments and Taxation and for using Maryland Business Express, our award-winning platform for registering and establishing businesses, making annual filings, and requesting document copies. Our Department is committed to improving processes and upgrading technology to better serve you—our customer—and our Maryland Business Express online shop is just one of many ways we are making it easier to do business in Maryland!

The Annual Report for **PEOPLE OF AMERICA FOUNDATION, INC A/K/A PEOPLE OF AMERICA FOUNDATION** F20881504 for Tax Year 2024 has been submitted to the Maryland State Department of Assessments and Taxation on 1/18/2024. If, upon review of this filing, it is determined that any information or documentation is incomplete or missing, you will be contacted by the Department.

We have preliminarily determined that no Personal Property Tax Return is required for your Business Entity. If upon review of your Annual Report, our records indicate that you do need to file a Personal Property Tax Return, you will be contacted by the Department.

- Your business is in Good Standing status. Order your Certificate of Status here.

For additional information regarding Annual Reports and Personal Property Tax Returns, you may visit our website at <http://dat.maryland.gov/businesses/Pages/Business-Personal-Property.aspx>. To access Maryland Business Express you may visit <https://egov.maryland.gov/BusinessExpress>, or if you need technical support please visit <https://egov.maryland.gov/support?website=PPF>.

Regards,

Maryland State Department of Assessments and Taxation

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Good Standing Status for the Benefit Corporation in MD

1/18/24, 11:39 AM

Gmail - Annual Report Filing payment success



Allan Kullen <allantapco02@gmail.com>

Annual Report Filing payment success **Maryland State Department/Assessment Taxation**

1 message

noreply@egov.com <noreply@egov.com>
To: allantapco02@gmail.com

Thu, Jan 18, 2024 at 11:31 AM

Dear Allan Kullen,

Thank you for contacting the Maryland State Department of Assessments and Taxation and for using Maryland Business Express, our award-winning platform for registering and establishing businesses, making annual filings, and requesting document copies. Our Department is committed to improving processes and upgrading technology to better serve you—our customer—and our Maryland Business Express online shop is just one of many ways we are making it easier to do business in Maryland!

The Annual Report for **AMERICANS ALL BENEFIT CORPORATION, D15378326** for Tax Year 2024 has been submitted to the Maryland State Department of Assessments and Taxation on 1/16/2024 and has been assigned Local Reference Number N401800284. If, upon review of this filing, it is determined that any information or documentation is incomplete or missing, you will be contacted by the Department.

We have preliminarily determined that no Personal Property Tax Return is required for your Business Entity. If upon review of your Annual Report, our records indicate that you do need to file a Personal Property Tax Return, you will be contacted by the Department.

- **Your business is in Good Standing status. Order your Certificate of Status here.**

For additional information regarding Annual Reports and Personal Property Tax Returns, you may visit our website at <http://dat.maryland.gov/businesses/Pages/Business-Personal-Property.aspx>. To access Maryland Business Express you may visit <https://egov.maryland.gov/BusinessExpress>, or if you need technical support please visit <https://egov.maryland.gov/support?website=PPF>.

Regards,

Maryland State Department of Assessments and Taxation

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1/1