

Introduction to the FEMA Proposal

A Free Opportunity for Families to Preserve Stories of Lost Loved Ones.

The 35-year-old 501(c)3 People of America Foundation's Americans All program desires a public-private partnership with [FEMA](#) to advance the agency's support for families who have experienced—and continue to experience—personal losses due to the COVID-19 pandemic. In addition to financial help with unanticipated funeral expenses, families need an appropriate way to get closure. This is especially true if family members of the deceased never had a chance to express their feelings and/or say good-bye to them.

Our Americans All program has repurposed its unique [storytelling tool](#) to support these families at no cost to them or to FEMA. Written stories celebrating lives—in contrast to oral histories that disappear after two generations—can keep a lost loved one's legacy alive and enable his or her experiences, achievements and contributions to motivate current and future generations. What makes our program unique is we include historical information to provide context for these stories.

“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.

[CLICK HERE](#) to view the complete FEMA proposal.

Investment Details

Our current website can handle all new individual member and business registrations. However, to support the FEMA initiative (and later all relief organizations) and develop other markets--especially our nations schools--we seek an interest-bearing \$180,000 start-up loan (that will include equity) that will update our website (the decades-old [Drupal 7 platform](#) will soon be unsupported), build out the payment mechanism to pay schools on an automated basis (not needed earlier), and create the implementation model to be replicated nationwide. There are two available options.

Option 1. The loan will be made by a lender/donor (individual or group) to a nonprofit(s), which in turn will loan it to the nonprofit Foundation and the for-profit Americans All Benefit Corporation. The loan will carry 6% interest and be repaid directly from membership and subscription fees received by the program. The first release of funds will go to the schools and the lender/donor will receive 15 percent of all distributions until the loan is repaid. [Operating costs are covered by the loan.] Part of the repayment includes ownership of 2.5 percent of the annual revenue received. Under this approach, the donor is repaid and takes the credit for providing future funding to the nonprofits. See projected expenses on page 8.

Option 2. If the nonprofit “Option 1” is not feasible, Americans All will approach the Angel or Venture Capital Network for the funding. The return for the investor will be the same. The downside for this option is that this will reduce funds available to the public and prevent the full ownership of the program to be gifted to the nonprofit successor(s) once certain benchmarks are reached.