

**Distribution of Revenue Generated by Business Legacy Partner (BLP)
Membership Fees and Social Legacy Network (SLN) Subscription Fees
(revenues increase proportionally as memberships/subscriptions increase.⁷)**

10,000 BLP ¹ memberships: (10,000 x \$98 annual fee)	=		\$980,000
Minus credit card fees of 3 percent: (\$980,000 x .03)	=	<u>\$ 29,400</u>	\$950,600
Minus \$15 gift direct to schools ² : 10,000 x \$15	=	<u>\$150,000</u>	\$800,600
Minus management distribution to Benefit Corporation: \$950,600 x 7.5 percent	=	<u>\$ 72,295</u>	\$728,305
Minus distribution for overhead operations: \$950,600 x 4 percent ⁴	=	<u>\$ 38,024</u>	\$690,281
Minus distribution to funding partners: \$950,600 x 2.5 percent ⁵	=	<u>\$ 23,765</u>	\$665,516
Minus distribution to national marketing partners: \$950,600 x 3 percent ⁶	=	<u>\$ 28,518</u>	\$636,998
Unapplied BLP gross revenue for local communities and states			<u>\$636,998</u>
10,000 SLN subscription fees ³ : (10,000 x \$48/year fee)	=		\$480,000
Minus credit card fees of 3 percent: (\$480,000 x .03)	=	<u>\$ 14,400</u>	\$465,600
Minus \$12 gift direct to schools ² : 10,000 x \$12	=	<u>\$120,000</u>	\$345,600
Minus \$12 gift direct to the foundation: 10,000 x \$12	=	<u>\$120,000</u>	\$225,600
Minus management distribution to the Benefit Corporation: \$480,000 x 7.5 percent	=	<u>\$ 36,000</u>	\$189,600
Minus distribution for overhead operations: \$480,000 x 4 percent ⁴	=	<u>\$ 19,200</u>	\$179,400
Minus distribution to funding partners: \$480,000 x 2.5 percent ⁵	=	<u>\$ 12,000</u>	\$167,400
Minus distribution to national marketing partners: \$480,000 x 3 percent ⁶	=	<u>\$ 14,480</u>	\$152,920
Unapplied SLN gross revenue for local communities			<u>\$152,920</u>
Total <u>annual</u> distribution to local communities and states			<u>\$818,918⁷</u>

Notes

¹ The U.S. is home to more than 30 million small businesses (SBA Office of Advocacy).

² The U.S. has approximately 133,000 public and private schools (Digest of Education Statistics).

³ In the Fall 2019, the U.S. had 3,661,000 students in the 11th grade and 3,615,000 in the 12th grade (Digest of Education Statistics).

⁴ See next page. Unused operations allocation will be returned to the Foundation.

⁵ [Click here](#) for information on FEMA Proposal and Investment Details.

⁶ We anticipate having 3 national partners to help us reach key decision-makers.

⁷ If for example, if there were 100,000 BLP memberships and 100,000 SLN subscriptions, the total distribution to local communities would be approximately **\$8,189,180**.

⁸ The 800,000 homeschool families are not included in these numbers. They are included in the Target Markets section.

⁹ The potential non-school size of the market for legacy stories: at least 161,000,000 adults voted in 2020 including more than 600,000 families that lost loved ones to COVID-19.

Projected Year 1 Expenses for the Americans All Program to be Covered by Interest-Bearing Loan (Plus Equity) Start-Up Funding

1. Current host is Taoti Creative, Inc. (DC). We host text and link all our 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 maximize technical applications.
4. We used production apps, such as WebPurify (profanity), for security. 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 that has experience with both 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 weekly/monthly records.
7. Current policy is with NFP Property & Casualty (NY), and written through The Travelers Companies, Inc., (NY).
8. As needed to reviewing contracts and agreements.
9. Most office supplies are already on hand. This covers replacement items, such printing cartridges, paper, etc.
10. As needed for normal operations.
11. As needed to 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. They will create or obtain new content for our website.
14. Staff to develop and implement targeted social media outreach.
15. They will assist in early-stage marketing as needed.
16. To support the FEMA initiative and to begin to develop other markets as the pilot's progress. Our partners will provide us with free exposure.
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.

Website Hosting and Updating ¹	\$ 4,500
Website Modifications ²	\$ 50,000
Converting from Drupal 7 to 9 ³	\$ 60,000
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	\$ 1,000
Support Staff ¹²	\$ 6,500
Part-Time Staff ¹³	\$ 6,500
Public Relations ¹⁴	\$ 10,000
Consultants ¹⁵	\$ 2,000
Social Media Outreach ¹⁶	\$ 15,000
Create Video Tutorials ¹⁷	\$ 10,000
Travel ¹⁸	\$ 5,000
Trade Shows ¹⁹	\$ -
Rent ²⁰	\$ -
Total	\$ 195,000