

**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). Due to the anticipated need for additional bandwidth, hosting fees could increase. We host text and link to high-capacity audio and visual media.
2. Our current website can process all new individual and business registrations. We need to build the automated mechanism to deliver payments to schools (not needed earlier) after the trial period ends, create the model for nationwide implementation and retire 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. Production apps, such as WebPurify (profanity), security and training videos.
5. New promotional literature. Our current designer and editor will continue with the program.
6. Our new accounting firm will have experience with both nonprofit and for-profit entities, and to prepare quarterly statements and all tax returns. Allan Kullen, president of Americans All, will maintain weekly/monthly records.
7. Current policy is with NFP Property & Casualty (NY), and written through The Travelers Companies, Inc., (NY).
8. 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 outsource to an experienced Call Center and provide video-links with needed information. We estimate call volume to be 25 percent of new members and call time to be 2-3 minutes at a cost of \$2.00 per call.
13. To create new content for website.
14. To develop targeted social media outreach.
15. They will assist in marketing.
16. To support the FEMA initiative and to develop other markets (especially schools). We will gain free exposure after pilots are completed.
17. Convert PowerPoint tutorials to video format and put them on YouTube.
18. As needed but will use Zoom Calls as much as possible.
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 Maryland.

Website Hosting and Updating ¹	\$ 4,500
Website Modifications ²	\$ 40,000
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 Expense ⁹	\$ 300
Postage ¹⁰	\$ 200
Printing ¹¹	\$ 1,000
Support Staff ¹²	\$ 4,000
Part-Time Staff ¹³	\$ 4,000
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	\$ 180,000