



**Proposal to the National Association of Secondary School Principals (NASSP) to provide new member benefits and to aid FEMA, and other relief agencies, that support the more than 680,000 families who lost loved ones due to COVID-19.**

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Americans All (AA), a program of the nonprofit 501(c)(3) People of America Foundation, desires to establish a social outreach, limited partnership with the National Association of Secondary School Principals (NASSP) to help both organizations maximize their goals. The partnership should be announced by NASSP, so they receive the credit for providing additional benefits to its members and their students, as well as revenue to their organization and state affiliates.

In addition, the partnership will demonstrate NASSP's willingness to support AA's charitable goal to aid FEMA, and other relief agencies, that are supporting the more than 680,000 families that have lost loved one(s) to the COVID-19 pandemic. **The individuals who tragically died deserve to be remembered as cherished family members, rather than members of a statistical group.** The AA free [storytelling](#) tool (see sample on page 4) enables those families to permanently preserve the memories, contributions, and achievements of their loved one(s). 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 grateful nation must also recognize the incredible, unselfish work of the first responders who risk their own lives to help those in need.

### **Rational for, and benefits of, this partnership**

1. The two organizations have a history: NASSP and Dr. Scott Thompson were part of the 1982 National Meeting that announced the creation of the Americans All program.
2. NASSP's total membership and part of AA's membership are secondary schools.
3. The main financial difference between the two organizations is that principals pay a fee to NASSP to obtain benefits, whereas AA pays schools to become members.
4. Although NASSP's currently more active and AA is no longer participating in the social studies arena due to its modified goals (its mission remains the same), AA has a successful 35-year history in supporting education, see [pilot programs](#), and its [resources](#) are currently in use in more than 2,000 schools and libraries nationwide.
5. Operationally, NASSP retains 100 percent of its membership revenue, whereas AA donates 80 percent of its business membership fees and 80 percent of the subscription fees from members who join its optional Social Legacy Network (after a free, 3-month trial period), to receive additional program benefits and continue to obtain discounts from business members.
6. As a National Partner, NASSP will directly share in the annual revenue generated by AA from its membership base (see revenue distribution on page 5).
7. NASSP's state affiliates will share in the revenue distributed to their state by AA.
8. AA will not offer its members any benefits that are currently provided by NASSP to its members or solicit support from any vendors or organizations that support NASSP.
9. NASSP will be free to solicit public or private schools and/or other education organizations that register directly with AA to join NASSP.
10. Any new benefits that NASSP receives by virtue of this partnership will belong solely to them.
11. The local affiliates of the National Partner will be a major part of the state organization that receives revenue from AA.
12. To ensure financial integrity, AA has designed the following system. AA will only accept credit cards, and all revenue will be automatically deposited into a master checking account. All monthly distributions (credit card fees, schools, states, limited partners, funders, overhead, and

management entity) will be based on their percentage of gross revenue received by AA. Each entity will choose how the funds it receives are to be used. National Partners and funders will have visual access to the master checking account, which will show the monthly distributions. Only the management entity, as the general partner, can create distribution checks. There is no financial responsibility to AA for any organization receiving funds from the partnership. Federal and state tax reporting will be done at the end of each calendar year by the management entity. All funds will be expensed at the end of the calendar year, and if there is a revenue surplus for any reason, those funds will be distributed to the states. There cannot be a shortfall because all funds are distributed on monthly basis and overhead items (marketing and operations) will be a function of available revenue. Any grant revenue received by the Foundation, or the AA program, will be used to enhance the program and will not be subject to a distribution. However, if additional benefits generate new revenue, that revenue will be distributed to the states.

### **How Americans All Works**

Our website enables people and groups to [create and publish](#) stories that can be easily stored, updated and permanently accessed. What makes us unique is that we include verified historical information—presented in multiple perspectives—to provide context for these stories and the experiences, observations and accomplishments reflected in them. Each member can create and publish two stories in English. Stories can contain images, hyperlinks, audio-video and music links and be published in as many [multiple languages](#) as desired.

Our storytelling tool is free for individuals, education organizations and nonprofits. [Businesses](#), cottage industries and professional service providers pay a nominal fee to create their stories. They can use stories to reach, and offer discounts to, their customers and clients—an especially critical asset as they struggle to reopen. (See graphic on page 6.)

We also offer our members an optional, inexpensive subscription upgrade after a 3-month, free trial period to continue to access the discounts our member businesses offer. Importantly, we **invest 80 percent** of all member subscriptions and business fees in local communities supporting our program. (See graphic on page 7.)

By sharing stories, especially those of immigrants, refugees and underserved minorities, our nation will recognize the contributions of **everyone**, reinforce the value of diversity, and promote tolerance and acceptance. Storytelling also helps students further their knowledge of history, strengthen their communications, research and writing skills and helps prepare them for success in our democracy and workforce. This nonpolitical tool can be implemented in several curriculum areas without interfering with existing teaching strategies. Topics for stories can be chosen either by the student or the teacher and can focus on individual family members or groups, or those who have made an impact on their school, community, state or our nation.

We recognize that differences make us human, but respect for one another—a key to getting past stereotypes or politics—is the glue that makes communities work. Storytelling is a valuable tool to help build trust among strangers.



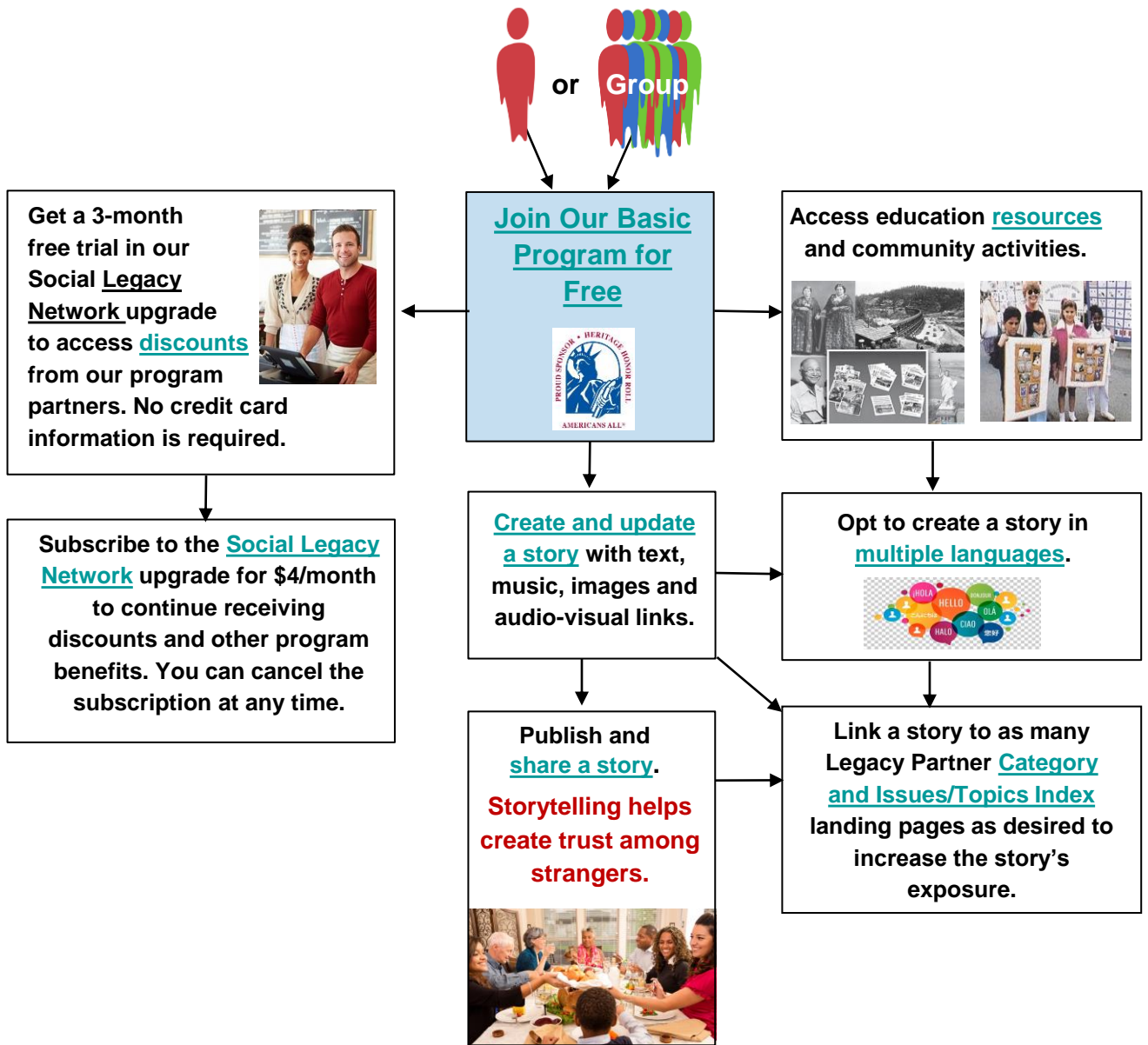
## Distribution of Revenue Generated by Business Legacy Partner (BLP) Membership Fees and Social Legacy Network (SLN) Subscription Fees (revenues increase proportionally as memberships/subscriptions increase.<sup>7</sup>)

10,000 BLP <sup>1</sup> 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 <sup>2</sup> : 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 <sup>4</sup>	=	<u>\$ 38,024</u>	\$690,281
Minus distribution to funding partners: \$950,600 x 2.5 percent <sup>5</sup>	=	<u>\$ 23,765</u>	\$665,516
Minus distribution to national marketing partners: \$950,600 x 3 percent <sup>6</sup>	=	<u>\$ 28,518</u>	\$636,998
Unapplied BLP gross revenue for local communities and states			<u>\$636,998</u>
10,000 SLN subscription fees <sup>3</sup> : (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 <sup>2</sup> : 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 <sup>4</sup>	=	<u>\$ 19,200</u>	\$179,400
Minus distribution to funding partners: \$480,000 x 2.5 percent <sup>5</sup>	=	<u>\$ 12,000</u>	\$167,400
Minus distribution to national marketing partners: \$480,000 x 3 percent <sup>6</sup>	=	<u>\$ 14,480</u>	\$152,920
Unapplied SLN gross revenue for local communities			<u>\$152,920</u>
<b>Total <u>annual</u> distribution to local communities and states</b>			<b><u>\$818,918<sup>7</sup></u></b>

### Notes

- <sup>1</sup> The U.S. is home to more than 30 million small businesses (SBA Office of Advocacy).
- <sup>2</sup> The U.S. has approximately 133,000 public and private schools (Digest of Education Statistics).
- <sup>3</sup> In the Fall 2019, the U.S. had 3,661,000 students in the 11<sup>th</sup> grade and 3,615,000 in the 12<sup>th</sup> grade (Digest of Education Statistics).
- <sup>4</sup> See next page. Unused operations allocation will be returned to the Foundation.
- <sup>5</sup> [Click here](#) for information on FEMA Proposal and Investment Details.
- <sup>6</sup> We anticipate having 3 national partners to help us reach key decision-makers.
- <sup>7</sup> 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**.
- <sup>8</sup> The 800,000 homeschool families are not included in these numbers. They are included in the Target Markets section.
- <sup>9</sup> 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.

# Flow Chart of How the Americans All Program Works.



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/](http://www.americansall.org/node/)" followed by its identification number as shown here, [www.americansall.org/node/566231](http://www.americansall.org/node/566231). The same is true for a nonprofit or business legacy partner when they create their homepage on our site.

Americans All invests 80 percent of the revenue from Social Legacy Network subscribers and Business Legacy Partner members in communities that support our program. In addition, our supplemental social studies resources help students succeed in our democracy, economy and workforce and reinforce the value of diversity, tolerance and acceptance. We also honor the contributions that immigrants continue to make to our nation, using historical timelines to establish context for their stories.

**Americans All uses a unique storytelling tool to facilitate legacy preservation, enable students to communicate better and help small businesses succeed. Schools receive ongoing revenue from Business Legacy Partner and Social Legacy Network membership fees.**

