



**Proposal to the Maryland County Economic Development Corporations to benefit their existing and future members as well as the County's schools, teachers and students and to aid FEMA, and other relief agencies, that support the more than 700,000 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, is a community outreach program that specifically benefits small business, service providers, cottage industries and schools, by using a unique storytelling tool and fundraising approach. We desire to establish a limited partnership with the Economic Development Corporation (EDC) and a few high schools in one or Maryland counties to create pilot programs that can be replicated countywide, statewide and then nationwide. An EDC is an ideal partner because they promote economic development in their county, a key to its growth, economic well-being and quality of life.

This partnership will also demonstrate the County's willingness to support AA's charitable goal to aid FEMA, and other relief agencies, that are supporting the more than 700,000 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 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.

### **How Americans All Works**

Americans All is no longer participating in the social studies arena due to its modified goals (its mission remains the same), but it had a successful 35-year history in supporting education (see [pilot programs](#)), and its [resources](#) are currently being used in more than 2,000 schools and libraries nationwide. Importantly, AA now 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 continue to receive additional program benefits and discounts from AA business members.

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 have experience to 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. (See page 5.)

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 their stories to reach out and offer discounts to their customers and clients—an especially critical asset as they struggle to reopen and rebuild (see page 6). We also offer our individual members and groups an optional, inexpensive subscription upgrade, after a 3-month, free trial period, to continue to access the discounts offered by our member businesses.

Once we create a database of new stories, we enter Phase Two, where we provide small businesses, cottage industries and professional service providers—many of which are minority-owned or employ people of color—[new marketing tools](#) to better reach their clients and customers. They can create their own stories to better connect with their clients and customers and access an inexpensive way to publish daily discounts on their goods and services for Americans All members. In the business world, an organization's stories, and the stories its leaders tell, help solidify relationships better than factual statements encapsulated in bullet points can do.

Schools frequently ask businesses for financial support but rarely provide them with anything of value in return. Our grassroots approach enables schools to receive ongoing revenue from the fees paid by Business Legacy Partners. Americans All members can also continue their Social Legacy Network subscription for a small monthly cost (\$4) after the free trial to continue to receive discounts on goods and services from our business members besides publishing a story on our web-based Heritage Honor Roll. Schools also benefit from the Social Legacy Network fees.

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 the stories can be chosen either by the student or the teacher and can focus on individual family or group 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.

### **Program Launch**

Our website can now accept an unlimited number of new members. We are currently in substantive discussions with several counties in Maryland to set up pilot programs. We are also in contact with a select group of organizations to become National Partners so we can generate, in addition to social media, exposure for the program. Each state will create a partnership entity to distribute funds provided by AA.

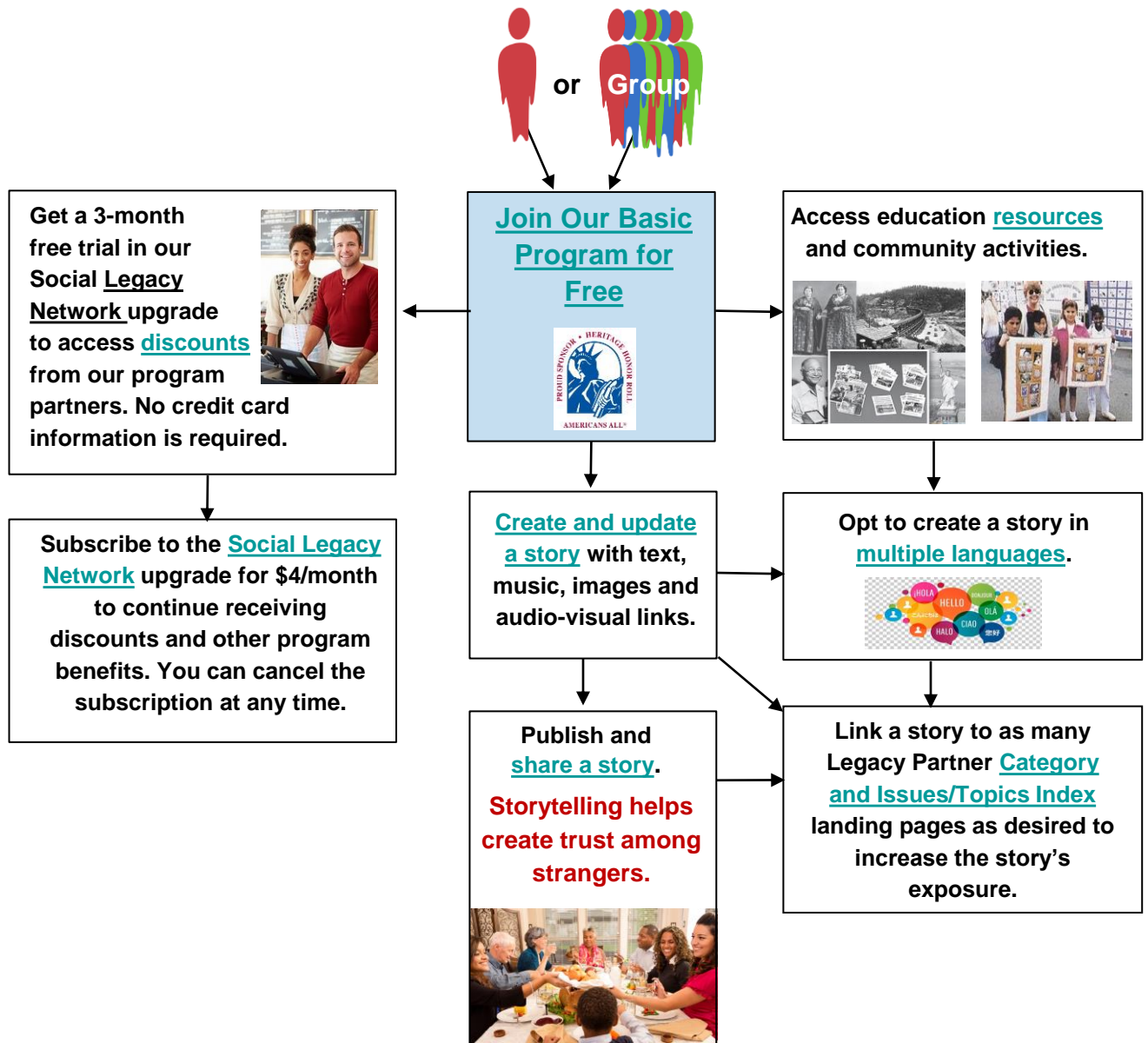
### **Financial Integrity**

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 by the AA program, will be used to enhance program benefits and will not be subject to a distribution. However, if the additional benefits generate new revenue, that revenue will be distributed to the states.





## 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 is a nonprofit community outreach program that specifically benefits small businesses and schools by using a unique storytelling tool and fundraising approach.**

## **SMALL BUSINESSES**

gain increased exposure and support their communities.

### **Benefits for Business Legacy Partners: Local Businesses and Professional Service Providers**

Free home pages—in multiple languages, if desired—on our website to advertise the business or practice. The home pages also host the stories of customers or clients affiliated with the Business Legacy Partner.

Codes for two free Heritage Honor Roll stories—valued at \$24.50 each—when registering or renewing a Business Legacy Partner membership in Americans All.

Free listing to post available discounts that can be easily updated and are searchable by name, category, language and Zip Code.

Use of the Americans All program to co-market with other Business Legacy Partners.

## **SCHOOLS**

gain ongoing revenue and education resources.

Schools can access supplemental social studies and language arts materials.

Schools can also create unlimited home pages—in multiple languages, if desired—on our website to host stories about club and team members.

PTA and school clubs work with program partners to contact small businesses and enroll them in Americans All as Business Legacy Partners for an annual fee of \$98. **Schools receive \$15 per year from each new or renewed program membership.**

Schools; students and their families; alumni; and community members can publish stories on our Heritage Honor Roll for free.

Schools tell students and community members about the opportunity to subscribe to the Social Legacy Network for new education resources and discounts on goods and services from business partners for only \$4 per month after a free 3-month trial. **Schools also receive \$12 per year from each new or renewed Social Legacy Network subscription.**

## **STUDENTS**

improve their skills in research, writing and communication.

Students and school community members record and archive stories to recognize the contributions diverse groups make to our nation, and these stories help current and future generations appreciate their ethnic and cultural identity.

Students helping others write stories can demonstrate to prospective employers and postsecondary institutions their commitment to community service.