A partnership proposal to create a pilot program in Howard County high schools.

www.americansall.org/node/566416

Americans All is community outreach and empowerment program. Our multipurpose, revenue-generating storytelling tool helps leaders, at all levels, improve the mental, social and economic health of their constituents. We specifically benefit students (create virtual yearbooks for clubs and teams, and access discounts); schools (a turnkey revenue generator), and local business/ professional service providers (additional exposure). Our web-based app is free for students, schools and community members.

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Click here to view the Americans All Pilot Program Highlights for High Schools, Benefits of Storytelling to Students, and the letters of support from Howard County.

Click here to view our investor Pitch Deck. The last page of the Deck contains links to various program pages.

For additional information, contact
Allan Kullen, President ■ Americans All
7723 Groton Road ■ Bethesda, MD 20817
301-520-8242 ■ akullen@americansall.org
www.americansall.org ■ www.homeschoolmaterials.org

Americans All Pilot Program Highlights

Who we are: We are a 36-year-old nonprofit membership organization managed by a benefit corporation. We ran nine projects across the country, and with the help of Houghton Mifflin, sold its supplemental social studies materials to more than 2,000 schools and libraries nationwide.

Program status: Our virtual program is ready to start a pilot project for one year in Howard County, MD high schools and later, in either Montgomery County, MD or the District of Columbia.

Issues we address: The current political environment in our increasingly diverse society is highly polarized and socially segregated, the economic forecast is uncertain, and consumer confidence is low.

- Community members, including high school students, want to find discounts when they shop.
- Businesses and professional service providers need to expand traffic and look for affordable and effective ways to do this.
- Public and private schools need more noncurricular resources to help produce a well-rounded education for their students.
- Homeschool families need access to inexpensive, non-political resources.
- All schools need an unrestricted stream of annual revenue that requires minimal staff to administer.
- Fewer than half of high school students nationwide believe they are adequately prepared for college and careers.
- Mental health professionals say many students need help to develop a positive sense of self.

Our solution: Americans All is now a community outreach and empowerment program. Our revenue-generating multipurpose storytelling tool helps leaders, at all levels, improve the mental, social and economic health of their constituents. All high school students and community members receive a free lifetime membership in Americans All, which enables them to publish stories on our Heritage Honor Roll. That membership also includes a trial subscription in our Social Legacy Network (SLN), which enables its members to get discounts on goods and services from our program's business partners.

Students keep their SLN subscription until their class graduates. Community members are free for three-months. After their free trials expire, individuals can continue to receive discounts on goods and services from our business partners via a subscription fee of $4 per month; 77 percent of the fee goes to a school of their choice. All funds are unrestricted. If a school is not registered for Americans All, the funds are donated to the school's district.

Homeschool students also gain free access to the Americans All supplemental social studies resources (a $650 value) when they register. Their school (a nonprofit) can create a free landing page and a revenue-generating tool for their family or an umbrella group that they belong to.

Create an online legacy story about an Individual

Print a shortened story

A Champion for Social History

Allan Kullen
Businessman and Social Entrepreneur
February 20, 1942 -

Allan Kullen was born on February 20, 1942, in Washington, DC, and grew up in the area. His father had success in the printing industry, so Allan chose to attend the Carnegie Institute of Technology in Pittsburgh, PA, after graduating from high school in 1959. He graduated from its School of Printing Management in 1963.

To gain more business training, Allan then entered an MBA program at the University of California, Berkeley. During his first year, he met representatives of NBBS, a Dutch travel organization that organized student trips to Europe, and began putting out a daily newspaper for the eight-day crossing by sea. He also accepted an internship as a consultant for a printing company in Amsterdam. That fall, rather than returning home, he traveled extensively where, for the first time, he recognized the contributions that diverse cultures make to world history. Allan subsequently decided to enter the workforce rather than resume his schooling at Berkeley.

He began his career as marketing director for his father's printing firm, Kaufmann Press, Inc. When his father's company was acquired by a public company, Publisher's Company, Inc. (Pubco), he went to work for Pubco, first assisting with its acquisitions program and later joining its publishing division. When Pubco began to fail, Allan realized he needed to build a future where he could better control his own destiny, especially since he was now married to the former Diane Klein and they had two children, Allison and Todd. In 1974, he acquired the assets of a struggling printing company and formed Todd Allan Printing Co., Inc., which he ran until 2013. During that period, he grew the company through internal sales and roll-up acquisitions of eight smaller firms, at its peak achieving $16 million in annual sales and employing 127.

While working at Pubco, he observed that some of its large printing vendors also owned commercial educational properties, and he brought that manufacturing strategy to Todd Allan. He set up his own publishing company in the

Sponsored By: Kullen Family

Members can create stories honoring a family pet or sharing how it has impacted their lives

Schools register as free, lifetime members of the program. Their point of contact can create their free landing page(s) and stories, in multiple languages, for our Heritage Honor Roll. They receive 77 percent of all gross membership fees we obtain from business and community members. Their main function is to notify students and family members about the program's benefits.

Extensive research confirms that life stories are central to people's sense of self and the social world they inhabit. It also asserts that intergenerational knowledge of one's family history is associated with positive mental health, wholeness, well-being and a sense of belonging. When people belong, they feel emotionally connected and welcomed.

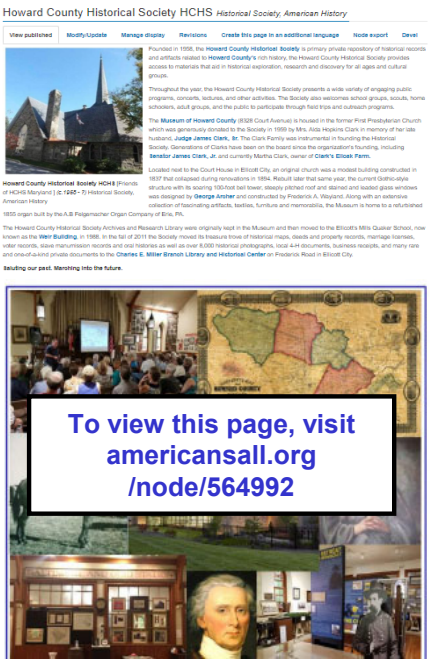
For students, creating and publishing a story helps them develop skills in researching, critical thinking and, especially, writing—skills needed to help them better understand our democracy. It also helps ensure their success in postsecondary institutions and/or the workforce in our increasingly global economy. Moreover, students can use their story to create virtual yearbooks for the landing pages of all the clubs and teams in which they participate.

Businesses and professional service providers pay a membership fee of $49 every six months to create a marketing-based landing page, and 77 percent of the membership fee goes to a school of their choice. These landing pages can also host the stories of their employees, clients or customers to give these stories greater exposure and to create or expand an affinity group. In addition, local businesses can create and publish stories about themselves on our Heritage Honor Roll to help them better connect with their communities.

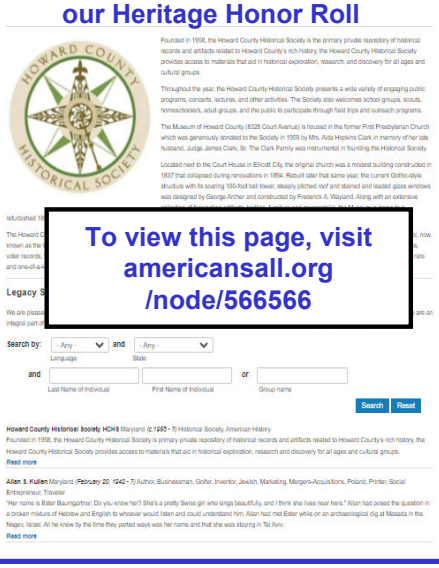
Moreover, businesses benefit because stories directly impact emotions, and emotions rather than data change behavior and frequently determine decisions to buy. Good storytelling builds trust and connections. It influences people to believe in the products upon which they depend every day and encourages them to become customers and clients.

Our storytelling tool: Members can create two stories in English and as many as they desire in multiple languages. If students have already created a story, they can repurpose it by adding enhancements and translations. Stories can be autobiographical or written about individuals, groups, or issues/topics (including honoring their family pet and its influence on their life), contain up to 2,000 words of text (1,000 can be password protected), augmented with images, logos, hyperlinks, photographs and audio-video media. A shorter version can also be created and printed in an 8½" x 11" format. Through their point of contact, schools and nonprofits can also create stories. Moreover, we do not share or sell any contact information, do not accept advertising and do not use pop-ups or AI.

Create an online legacy story about an organization or a group



Create a nonprofit Legacy Partner landing page to host stories from our Heritage Honor Roll



Business offer discounts to program members

Allan Kullen, President, Americans All
301-520-8242 ■ akullen@americansall.org ■ www.americansall.org

Links to tutorials and information pages related to implementing the Howard County high school pilot

All of the links below can be accessed by using our URL and adding "/node/6-digit" at the end. www.americansall.org/node/xxxxxx

Click here to view a tutorial on "How a point of contact can create a nonprofit school landing page and its story for the Heritage Honor Roll. /node/566544

Click here to view a tutorial on "How to create a story on an individual (or group) for the Heritage Honor Roll. /node/566544

Click here to view tutorial on "How to create a Nonprofit Legacy Partner landing page for a school team or club. /node/566714

Click here to view a document that shows "Heritage Honor Roll stories in multiple languages" /node/566711.

Click here to learn "How to create the text for a legacy story and storytelling for younger children". /node/566545

Click here to view information on "How storytelling can benefit a student's positive mental health, wholeness and well-being. /node/566710

Click here to view the Heritage Honor Roll story about the Howard County Historical Society. /node/564992

Click here to view the Nonprofit Legacy Partner landing page for the Howard County Historical Society. /node/566566.

****

6-digit ID numbers in our database for Howard County high schools

To access a school, type the "node/6-digit ID number" after our URL www.americansall.org/node/IDnumber The point of contact can update the school's information during the registration process.

Atholton High – /node/484351
Centennial High – /node/484340
Glenelg High – /node/484367
Hammond High – /node/484362
Howard High – /node/484344
Long Reach High – /node/484320
Guilford Park—new, not listed
Marriotts Ridge High - /node/484323
Mount Hebron High - /node/484309
Oakland Mills High - /node/484357
Reservoir High - /node/484300
River Hill High - /node/484305
Wilde Lake High - /node/84318

The Americans All Business Model

We use a modified version of the ones used by the American Automobile Association (AAA) and CVS. By paying an annual subscription fee, AAA members can access benefits internally generated by AAA plus external benefits in the form of discounts from travel-related companies, such as hotels, rental cars, insurance, and cruises.

CVS has a "CarePass" program where membership is $5 per month or $48 annually. Members get free delivery of eligible prescriptions from our pharmacies nationwide, 20% off eligible CVS Health® and Live Better™ by CVS Health brand products in store and online. In addition, members receive a $10 CarePass promotional (promo) reward that can be used on many items in store and online at **CVS.com.**

In our model, lifetime membership in Americans All is **free**, and members and their families gain access to our existing and some future resources. Moreover, for the first three months, they also receive a free membership in our Social Legacy Network (students keep their free membership until their class graduates), which is managed by our benefit corporation. This entitles members to access discounts on goods and services from all participating local businesses and professional service providers that have registered for our program and have paid a nominal fee of $98/year (in two installments). Business members cannot access our members' contact information; they only know how many "anonymous" members we have in each Zip Code. The more members we have, the more valuable supporting Americans All becomes to a business partner.

After their trial period, Social Legacy Network members and their families can opt to continue receiving discounts by paying a $4 monthly fee, 77 percent of which is distributed to participating schools. All memberships are transferable. If members do not feel that they are earning more in discounts than their monthly fee, they can opt out of the Social Legacy Network, but they never lose their benefits as members of Americans All.

We do not identify, endorse, support or recommend any individual local business or professional service provider. However, we encourage all local entities to join Americans All to support the school of their choice or the district they are in. They cannot advertise directly to our members but can use our website and their regular outreach to show that they actively support our program and make their business or practice more welcoming to our members to use them.

Initial Marketing Demographics

The program will be first marketed to Howard County high schools and focus on two major demographics: students and local small businesses. Although our program is nonpolitical, the nation's current polarization suggests that not all states will fully participate, and of those that do, not all counties or schools within participating states will take advantage of this program. Therefore, we have based our projections based on percentages of total market share. We view the approximately 10.8 million students registered in the 10th to 12th-grade as our subscription base. Each year, seniors will graduate and will be replaced by the same number of students entering the 10th grade. In addition, the nation's more than 30 million small businesses form our membership base. We do not yet include students in the more than 800,000 home-school families.

Americans All only identifies members by their email and Zip Code. This enables us to know how many members we have in each geographic area. We can increase revenue by expanding market share within current population groups, focusing on new ones and/or adding new membership types. A list of all small businesses by each state is provided as well as descriptions of additional potential markets.

Future revenue: The benefit corporation will retain 80 percent of income received from future programs it develops or acquires. The balance will be shared by schools and the foundation.

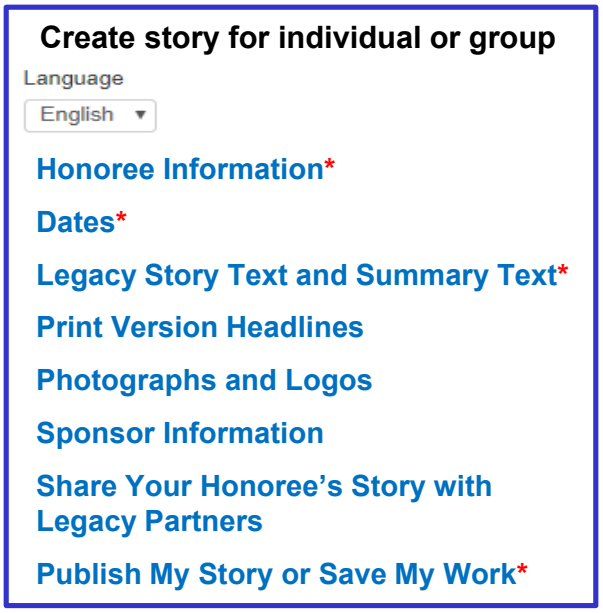
Suggested Plan for School Implementation of Americans All

- A school needs to select its point of contact to register the school for Americans All, so he/she can first create the school's Legacy Partner landing page and then its story for the Heritage Honor Roll. This could be an experienced individual in the school's yearbook staff (or community outreach staff) because those offices should have all the information needed for the school's annual story and its photograph montage. The text for both the landing page and the legacy story can be taken directly from existing publications.
- Another option may be using students wanting an in-school project for their community service requirement or from one of the school's service clubs to gain this type of experience.
- Notify all appropriate administrative staff that we will be conducting the pilot.
- Publish a notice in the school's communication network to make students, teachers, and parents aware of the program. Since they generally they operate outside of the school system, we will be contacting the PTA directly to seek their support.
- Because they represent a large number of students with a common interest, athletic team coaches can help start the process. This program will enable the teams to create an annual, permanent record of all their players, augmented by photographs and audio-visual media. Each team will also need to create its own annual Legacy Partner landing page to host the stories. If a team does not have its own email address, it can get a free one from this list--https://www.guru99.com/best-free-email-service-providers.html. Student-athletes applying for college can use their story to help showcase their talents; they can attach their own highlight videos to their story.
- For smaller groups, notify them through their academic advisory or their president and let them determine, in addition to creating a permanent annual record of their members, how the program can be used to expand their current missions and activities. Business-oriented clubs could play a role in notifying local businesses, cottage industries and professional service providers about the advantages of becoming Americans All Business Legacy Partners and could gain experience helping them attract a larger audience for their goods and services (which will provide revenue to the schools).
- Even though Americans All is no longer active in curriculum areas, our resources remain online to provide background for some of our Heritage Honor Roll stories. We will continue to host resources that are academically well-researched and written, and presented from multiple perspectives. A student can use their second story in English for this purpose or set up an additional, free email membership account--https://www.guru99.com/best-free-email-service-providers.html. and selecting "Group" story instead of "Individual" story. All stories can be published in multiple languages. These stories will provide the student with publishing credits which can be useful when applying to a college or entering the workforce.
- After the high school system is set up, we will reach out to homeschool umbrella groups, non-public schools, and ethnic and cultural organizations to reach their membership.

School Registration, Story Creation and Revenue Distribution

To receive funds, schools need to first register for AA to get their 6-digit identification code. Like businesses, we provide templates and tutorials to simplify the process. Schools can create and publish their Heritage Honor story and Legacy Partner landing page(s) at any time. We recommend that the much shorter Legacy Partner page be created first. Schools have the option of allowing stories to be posted on that page(s). Once a school has registered, AA will record how many SLN subscriptions and BLP sponsorships the school has received. Both the current month's activity and a cumulative total will be available for the school to review.

Individuals do not have to complete a story to begin accessing program benefits, because they are automatically registered in our Social Legacy Network so they can access discounts on goods and services from our business partners. To start a story, they only need to fill in a few required fields—marked with a red asterisk—under "Honoree Information*" and "Dates*" on the template. Under the field "Legacy Story Text and Summary Text*," they can type in the word "Later" in both fields." They complete the process by scrolling down the template to "Publish My Story or Save My Work*" and click on the button "Save My Work." At their own pace, members can add up to 2,000 words (1,000 can be password protected), hyperlinks, photographs, audio-visual and music links and logos to their story. Stories can also add stories in multiple languages and, for additional exposure, can be hosted on as many LP landing pages as desired.



The easiest way for the school to receive AA funds is to use an existing checking account or to create a new one for this purpose with an organization that can receive unrestricted funds for a school. Schools will be provided with a form from a secure third-party fiduciary to create a pathway (a reverse ACH transfer) to receive funds directly deposited from AA into the school's checking account. The pathway account number will be the school's 6-digit identification code, plus a dash, and its 5-digit Zip Code. For security reasons, only the third-party fiduciary will know the name of the school's bank and its ACH account number. The school's banking data will not be shared with AA.

All funds that AA receives from SLN subscriptions and BLP sponsorships will be electronically deposited into a master checking account. Every month, AA will electronically create an invoice on behalf of the school to release the funds from this master checking account. The funds will be transferred to the school's checking account using the ACH transfer. Except for setting up the account, there is no paperwork required for the school to receive the funds.

Finally, members will never be automatically billed for the optional SLN fee after their free trial and can cancel their subscription at any time once they subscribe. No credit card is required to be put on file for the free trial. In addition, we do not store credit card data, share or sell our members' contact information, allow pop-up ads or the use of any form of AI.

Sample story from our Heritage Honor Roll

Allan S. Kullen *Author, Business Printer, Social Entrepreneur, Traveler*

Allan S. Kullen (February 20, 1942 – ?) Author

"Her name is Ester Baumgartner. Do you know her?" Allan Kullen had posed the question in a broken mixture of Hebrew and English to whoever would listen and could understand him. Allan had met Ester while on an archaeological dig at Masada in Negev, Israel. All he knew by the time they parted ways was her name and the fact that she was staying in Tel Aviv. So, after finishing his work, he decided he would try to find her. He hitchhiked his way to Tel Aviv and, despite all odds, found her. It was to play an important role in his life.

Allan was born in Washington, DC, on February 20, 1942, to Eunice (Statland) and Sol Kullen, both originally from Baltimore, MD. His sister, Marian, was born two years later. He grew up in the DC metropolitan area. His father had built a successful career in the printing industry so, in 1959 after a very uneventful four years culminating in his high school graduation, Allan chose to attend the School of Printing Management at Carnegie Institute of Technology (CIT) in Pittsburgh, PA.

Americans All features photographs and texts on the contributions that immigrants made to the nation's development when they come through Ellis Island. At the same time, he was printing for the Coordinating Committee for Ellis Island, a nonprofit group focused on the same topic. This action rekindled the passion generated by his travels abroad, and he founded and became president of the People of America Foundation and became co-

Read More . . .

photographs, simulations and teacher's guides, all developed by a team of scholars led by Americans All co-developer Dr. Gail C. Christopher. Although Americans All was well received by the education community, its appeal was limited to classrooms devoted to teaching social studies. With the national emphasis shifting to support STEM programs, his foundation

[Note: This story was excerpted and edited from an interview by Gordon Bernhardt, author of Profiles in Success (Volume 6): Inspiration from Executive Leaders in the Washington D.C. Area.]

To view the legacy story about Albert "Chew" Kullen, click here.

To view the stories in the Kullen (Kulchinsky) Family Circle, click here.

Make a Difference, Get Involved TODAY!

Register for Americans All to create and permanently share a legacy story— CLICK HERE

Upgrade your Americans All program membership, after a free, 3-month trial, by subscribing to our Social Legacy Network so you and your family can maintain its benefits—membership cards for discounts on goods and services from our program partners and access to new K–12 social studies resources— CLICK HERE

Become a point of contact so your business can become a Legacy Partner— CLICK HERE

Become a point of contact so your group or nonprofit organization can become a Legacy Partner for free— CLICK HERE

Become a point of contact so your school, library or historical society can become a Legacy Partner for free— CLICK HERE

To learn more about Americans All— CLICK HERE

www.americansall.org/node/553341

- **Stories can be:**
  - about individuals, groups or issues/topics
  - up to 2,000 words (1,000 can be password protected for privacy)
  - augmented with images, logos, hyperlinks, photographs, and audio-video media.
  - published in multiple languages, including a second story in English.
  - updated easily and have all prior versions archived
  - started by filling in only a few required fields and then be completed over time
  - also created in a shorter version (up to 500 words) and printed in an 8½" x 11" format
- Americans All provides step-by-step tutorials and easy-to-use templates to simplify the creative process.
- Legacy stories reflect members' views and are not vetted for accuracy. However, all text is filtered through a third party, secure Profanity App to ensure that they do not contain inappropriate language. If requested, our editorial staff can override the App if they feel the identified word or phrase is acceptable by today's standards.
- We comply with the "Children's Online Privacy Protection Act" of 1998 and therefore disallow children under 13 from putting personal information on our site.
- All content and images published on our site are considered to be in the public domain, unless it is clearly noted that they are protected by copyright laws. We cannot provide permission for commercial use. However, content can be reproduced from our site for educational or personal use as long as a citation is provided.

Sample Heritage Honor Roll story for a Group

Americans All® PROGRAM OVERVIEW

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TUTORIALS / STORY SEARCH / INDIVIDUALS / SCHOOLS / ETHNIC & CULTURAL GROUPS / LEGACY PARTNERS & ISSUES/TOPICS INDEX

Cox-Hyson Home, Smithville, TX *Historic Building*

Cox-Hyson Home, Smithville, TX
[Smithville Heritage Society] (c.1908-?)
Historic Building

As a Bicentennial gift and through the generosity of Floyd R. "Skip" Hyson and his wife, Lucille, the newly-organized Smithville Heritage Society received the Cox-Hyson house as a permanent home for the Society in 1976. Built in 1908 for John Cox and his wife, Irene Wilkes Cox, the house was the family home of the John Cox family. Following John's untimely death in 1916, the house passed to his wife Irene, then their daughter Lillian Cox Hyson in 1952. Upon Lillian's death in 1976, the house went to her son, "Skip" Hyson, who then donated the house to the Smithville Heritage Society.

The home is listed on the National Register of Historic Places and has remained mostly unchanged since it was built except for minor interior changes and necessary restoration and maintenance work done by the Heritage Society. It sits in exactly the same location as when built. The wraparound porch and tall ionic columns with decorative corbels remind us of a typical two-story, early 1900s Victorian house, neo-classical in style. It is not "high Victorian," but "transitional", characterized by wide verandas and wrap around porches, tall windows, and rooms with pocket doors. A white picket fence once enclosed the property in its early years.

On the first floor, there is a formal entry, parlor, dining room, bathroom, country kitchen and an enclosed porch, once a sleeping porch. The lovely staircase in the formal entry hall has original turned pine balusters and railings and . . .

Read More …

Although we are not able to keep the museum or the Archives open regularly, we are happy to arrange an appointment—whether you want a tour of the house/museum or you'd like to research a family member or a home. . . .

1: The Shade Saloon on Main Street, circa 1910; 2: The second M, K & T Depot, circa 1906; 3. Main Street, circa 1907; 4: The third M, K and T Depot, circa 1912; 5: Members of the Oddfellows and the Bank, between 1903-07; 6: Bridge over the Colorado River, 1905; 7. Members of the Railroad YMCA, circa 1905; 8. Schoolchildren (some barefooted in front of an early school building, 1890s; 9. Armstrong turntable, 1904.

Make a Difference, Get Involved TODAY!

Register for Americans All to create and permanently share a legacy story—

CLICK HERE

Upgrade your membership in our Americans All program to include our Social Legacy Network so you and your family can receive additional benefits—electronic access to K–12 social studies resources, a membership in College Save, e-newsletters and a membership card for discounts from our program partners—

CLICK HERE

Create a User Account for Americans All to become a point of contact, so your family, group, business or organization can become a Legacy Partner for free —

CLICK HERE

Create a User Account for Americans All to become a point of contact, so your school can access instructional resources for free —

CLICK HERE

Share

Legacy stories reflect members' views. Americans All does not vet these stories for accuracy. If you find content or language you deem offensive, please contact us.

Sample of a Nonprofit Legacy Partner Landing Page

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Howard County Historical Society

www.americansall.org/node/564990

Education Organization

Founded in 1958, the Howard County Historical Society is primary private repository of historical records and artifacts related to Howard County's rich history, the Howard County Historical Society provides access to materials that aid in historical exploration, research and discovery for all ages and cultural groups.

Throughout the year, the Howard County Historical Society presents a wide variety of engaging public programs, concerts, lectures, and other activities. The Society also welcomes school groups, scouts, home schoolers, adult groups, and the public to participate through field trips and outreach programs.

The Museum of Howard County (8328 Court Avenue) is housed in the former First Presbyterian Church which was generously donated to the Society in 1959 by Mrs. Alda Hopkins Clark in memory of her late husband, Judge James Clark, Sr. The Clark Family was instrumental in founding the Historical Society.

Located next to the Court House in Ellicott City, the original church was a modest building constructed in 1837 that collapsed during renovations in 1894. Rebuilt later that same year, the current Gothic-style structure with its soaring 100-foot bell tower, steeply pitched roof and stained and leaded glass windows was designed by George Archer and constructed by Frederick A. Wayland. Along with an extensive collection of fascinating artifacts, textiles, furniture and memorabilia, the Museum is home to a refurbished 1855 organ built by the A.B Felgemacher Organ Company of Erie, PA.

The Howard County Historical Society Archives and Research Library were originally kept in the Museum and then moved to the Ellicott's Mills Quaker School, now known as the Weir Building, in 1988. In the fall of 2011, the Society moved its treasure trove of historical maps, deeds and property records, marriage licenses, voter records, slave manumission records and oral histories as well as over 4,000 historical photographs, local 4-H documents, business receipts, and many rare and one-of-a-kind private documents to the Charles E. Miller Branch Library and Historical Center on Frederick Road in Ellicott City.

Legacy Stories from the Americans All Heritage Honor Roll

We are pleased to host and share these legacy stories created by honorees' family, friends and associates. They, like us, appreciate that heritage and culture are an integral part of our nation's social fabric and want to help students participate effectively in our nation's economy, workforce and democracy.

Search by: - Any - (Language) and - Any - (State)

and (Last Name of Individual) (First Name of Individual) or (Group name) Search Reset

Howard County Historical Society HCHS Maryland *(c.1958 - ?)* Historical Society, American History
Founded in 1958, the Howard County Historical Society is primary private repository of historical records and artifacts related to Howard County's rich history, the Howard County Historical Society provides access to materials that aid in historical exploration, research and discovery for all ages and cultural groups.
Read more

Allan S. Kullen Maryland *(February 20, 1942 - ?)* Author, Businessman, Golfer, Inventor, Jewish, Marketing, Mergers-Acquisitions, Poland, Printer, Social Entrepreneur, Traveler
"Her name is Ester Baumgartner. Do you know her? She's a pretty Swiss girl who sings beautifully, and I think she lives near here." Allan had posed the question in a broken mixture of Hebrew and English to whoever would listen and could understand him. Allan had met Ester while on an archaeological dig at Masada in the Negev, Israel. All he knew by the time they parted ways was her name and that she was staying in Tel Aviv.
Read more

Americans All Website Tutorials

Americans All members will find it easy to start creating their life stories. Our template only requires individuals to fill in their names, pertinent dates and a summary not to exceed 60 words. Additional story text, hyperlinks and photographs can be added over time. The following tutorials will help you create and publish your legacy story. You can update your story at any time, for free, and all previous versions are archived.

There are four major roles that Americans All members can have. A person (an individual or a group for which he/she is affiliated), a nonprofit organization, a school or education (a specific form of a nonprofit organization), and a business or professional service provider (and their respective offices and locations). A person can also be an agent (or Point of Contact) for a nonprofit or business member but must register separately using that organization's email address. Registration tutorials for each of the roles are below.

- Summary graphic on "How Americans All Works"
- Step-by-step instructions on how to register for Americans All and create a Heritage Honor Roll story for an individual or a group for which the individual is a member
- Step-by-step instructions on how to register for Americans All as a Point of Contact for a nonprofit Legacy Partner
- Step-by-step instructions on how to register for Americans All as a Point of Contact for a school Legacy Partner
- Step-by-step instructions on how to register for Americans All to become a Point of Contact for a Business Legacy Partner
- Step-by-step instructions on how to become a Point of Contact to "Add My Location" to an Americans All Business Legacy Partner account
- How to register for Americans All as a homeschool family--Currently in development

After they have registered, these are the tutorials to create their pages on our website.

- Create, edit (modify) a Heritage Honor Roll legacy story for an individual in English and a second story in an additional language
  Upload images for a Heritage Honor Roll legacy story for an individual in all language
- Create, edit (modify) a Heritage Honor Roll legacy story for a group in English and a second story in an additional language
  Upload images for a Heritage Honor Roll legacy story for a group in all languages
- Create, edit (modify) an Americans All landing page for a nonprofit Legacy Partner in English and a second landing page in an additional language
  Upload an image for a nonprofit Legacy Partner landing page in all languages
- Create, edit (modify an Americans All landing page for a Business Legacy Partner in English and a second landing page in an additional language
  Upload images for a Heritage Honor Roll legacy story for a group in all languages
- Create, edit (modify) an Americans All landing page to "Add a Location" to a Business Legacy Partner account in English and in an additional language
  Upload an image when adding a location to a Business Legacy Partner account in all languages
- Create, edit (modify) an Americans All landing page for a school Legacy Partner in English and a second landing page in an additional language
  Upload an image for a school Legacy Partner landing page in all languages

In addition, see:

- Sample legacy stories on our Heritage Honor Roll on various topics
- Examples of various styles of Heritage Honor Roll legacy story montages
- Examples of Legacy Partner pages
- How to increase the size of images
- How to create a second story
- Information on how to locate and download logos from the Internet
- Information on how to augment your legacy story with hyperlinks
- Examples of how a Legacy Partner home page can be enhanced by publishing it in multiple languages
- Tips on how to create a Heritage Honor Roll legacy story and information for younger children

Information for Americans All Investors

Who we are: We are a 36-year-old nonprofit membership organization managed by a for-profit benefit corporation. We are pre-revenue. We ran nine projects across the country and, with the help pf Houghton Mifflin, sold our supplemental social studies materials to more than 2,000 schools and libraries nationwide.

What we need: We seek $250,000 from an individual or an entity with documented marketing expertise to support a fully developed pilot project for one year. The funds will cover the program's overhead costs, including rebuilding the existing website to accommodate new functions, utilities, security protocols and modern software. All data from the original site will be migrated to the new site. The $250,000 can be either a convertible loan or an investment.

- **Convertible Loan:** This will be repaid using 2 percent of the program's annual gross revenue, plus 7 percent of the program's for-profit developers/managers. After repayment, the lender will have two options:
  - (a) receive two successive $250,000 balloon payments, to be paid using 2 percent of the program's annual gross revenue; or
  - (b) receive 22 percent of the equity of the Benefit Corporation, and the right of first refusal to acquire the balance of the equity at a preset price. In addition, the investor will gain control of the foundation's board of directors.
- **Investment:** Option (b) above will apply. Importantly, the investor will be indemnified against any unknown financial claims that may have existed before the sale of the Benefit Corporation.

Issues we now address: The current political environment in our increasingly diverse society is highly polarized and socially segregated, the economic forecast is uncertain, and consumer confidence is low.

- Community members, including high school students, want to find discounts when they shop.
- Businesses and professional service providers need to expand traffic and look for affordable and effective ways to do this.
- Public and private schools need more noncurricular resources to help produce a well-rounded education for their students.
- Homeschool families need access to inexpensive, non-political resources and a revenue-generating tool.
- All schools need an unrestricted stream of annual revenue that requires minimal staff to administer.
- Fewer than half of high school students nationwide believe they are adequately prepared for college and careers.
- Mental health professionals say many students need help to develop a positive sense of self.

What we provide: Americans All is now a community outreach and empowerment program. Our multipurpose storytelling tool helps leaders, at all levels, improve the mental, social and economic health of their constituents Extensive research confirms that life stories are central to people's sense of self and the social world they inhabit. It also asserts that intergenerational knowledge of one's family history is associated with positive mental health, wholeness, well-being and a sense of belonging. When people belong, they feel emotionally connected and welcomed.

Moreover, businesses benefit because stories directly impact emotions, and emotions rather than data change behavior and frequently determine decisions to buy.

Revenue distribution is based on gross membership fees from business partners and increases proportionally as membership is increased. According to the Small Business Administration (2021), there are 30 million small businesses in the United States. Using .01 percent of this total business universe, we project creating an annual market share of 300,000 entities. After the first year, we will generate revenue from existing and new members. Because we offer a low membership fee (which is actually an

advertising/marketing cost), and that 77 percent of the gross revenue is returned to schools, we estimate a 70 percent annual retention of Business Legacy Partner members each year. Businesses spend approximately 5 percent of the sales on marketing programs. We offer them a way to get a higher return on investment on part of that expenditure.

At this time, we are marketing to high school student and their immediate families and community members. There are approximately 10.8 million students in grades 10-12 who do not pay for their membership until their class graduates, but who form our base to attract business sponsors. Each year, seniors will graduate and replaced by the same number of students entering the 10th grade. Given that they have experienced benefits for at least a year, they are ideal candidates to join the Network for $4/month. They should have experienced receiving at least the cost of what would be their subscription fee during their trial period. The extended free trial period was a condition of our acceptance to schools as a fundraising partner.

Membership: All students are free until their class graduates; community members are free for three months (both groups help create an immediate user database to attract businesses) and can opt to continue receiving discounts on goods and services from our business partners for a $4/month subscription fee. Schools and nonprofits receive a free lifetime membership. Businesses and professional service providers pay a $49 fee every 6 months. Of these fees, 77 percent is donated to a school of their choice. Homeschool students get our social studies resources for free (a $650 value) and their school gets can create free landing pages and gets a revenue-generating tool.

Howard County support:: We have support from the Office of Purchasing, Economic Development Authority, School Partnership Office, Historical Society, Community Service Partnership, and Office of the Local Children's Board and Library System to start implementing the program.

Market sizes: Nationally, there are 20,500 public and private high schools with 10,800,000 annual students; 3,143 counties and county equivalents; and 30,000,000 small businesses.

Howard County, the initial pilot site, has 13 public and 7 non-public schools, 14,600 high school students and 9,000 small businesses.

Future revenue: We can increase revenue by expanding market share within current population groups, focusing on new ones and/or adding new membership types. A list of the number of small businesses by each state is provided as well as descriptions of additional potential markets. The benefit corporation will retain 80 percent of income received from future programs it develops or acquires. The balance will be shared by schools and the foundation.

The program is in good standing in Maryland, has a credit card processing company account, is PCI compliant and current with IRS. Click here to view our Pitch Deck.

After the 3-month trial period, projected annual revenue generated from Business Legacy Partner (BLP) membership fees is linear and is based on a percentage of the total number of the approximately 30 million small businesses in the U.S.

Number of BLP memberships @ 0.005% of total*	150,000		
150,000 memberships x $98	$14,700,000		
Distribution of school revenue, 77%	**$11,319,000**		
Distribution of nonschool revenue, 23%	**$3,381,000**		
Credit card fees, 3%		0.03	$441,000
Overhead and outreach, 5%		0.05	$735,000
Initial investor, 2 percent (22% of equity)		**0.02**	**$294,000**
People of America Foundation, 3%		0.03	$441,000
Nat'l nonprofit mktng partners, 3 @ 1% each		0.03	$441,000
Development/management team fee, 7%		0.07	$1,029,000
Totals		**0.23**	**$3,381,000**

Number of BLP memberships @ 0.01% of total*	300,000		
300,000 memberships x $98	$29,400,000		
Distribution of school revenue, 77%	**$22,638,000**		
Distribution of nonschool revenue, 23%	**$6,762,000**		
Credit card fees, 3%		0.03	$882,000
Overhead and outreach, 5%		0.05	$1,470,000
Initial investor, 2 percent (22% of equity)		**0.02**	**$588,000**
People of America Foundation, 3%		0.03	$882,000
Nat'l nonprofit mktng partners, 3 @ 1% each		0.03	$882,000
Development/management team fee, 7%		0.07	$2,058,000
Totals		**0.23**	**$6,762,000**

Number of BLP memberships @ 0.02% of total*	600,000		
600,000 memberships x $98	$58,800,000		
Distribution of school revenue, 77%	**$45,276,000**		
Distribution of nonschool revenue, 23%	**$13,524,000**		
Credit card fees, 3%		0.03	$1,764,000
Overhead and outreach, 5%		0.05	$2,940,000
Initial investor, 2% (22% of equity)		**0.02**	**$1,176,000**
People of America Foundation, 3%		0.03	$1,764,000
Nat'l nonprofit mktng partners, 3 @ 1% each		0.03	$1,764,000
Development/management team fee, 7%		0.07	$4,116,000
Totals		**0.23**	**$13,524,000**

*** BLP memberships can reflect a small percentage of the total number of businesses or a significantly larger percentage of a targeted subset of this population.**

Revenue from Social Legacy Network (SLN) subscription fees will be generated after the expiration of the free trial period.

Projected annual revenue generated from Social Legacy Network (SLN) subscription fees from approximately 3.8 million high school graduates, based on a percentage of their partipation. These students will have received SLN benefits at no cost for between one and three years. This does not include potential membership revenue from other market segments.

Number of new SLN subscriptions @ 3% of prior-year graduates*	105,000		
105,000 new subscriptions x $48	$5,040,000		
Distribution of revenue to schools or school districts, 77 percent	**$3,880,800**		
Distribution of nonschool revenue, 23 percent	**$1,159,200**		
Credit card fees, 3 percent		0.03	$151,200
Overhead and outreach, 5 percent		0.05	$252,000
Initial investor, 2 percent (22% of equity)		**0.02**	**$100,800**
National nonprofit marketing partners, 3 @ 1 percent each		0.03	$151,200
People of America Foundation, 10 percent		0.10	$504,000
Totals		**0.23**	**$1,159,200**

Number of new SLN subscriptions @ 3% of prior-year graduates*	105,000		
105,000 new subscriptions x $48	$5,040,000		
52,500 renewed subscriptions x $48 (50%, prior year renewals)	$2,520,000		
Total gross subscription revenue	$7,560,000		
Distribution of revenue to schools or school districts, 77 percent	**$5,821,200**		
Distribution of nonschool revenue, 23 percent	**$1,738,800**		
Credit card fees, 3 percent		0.03	$226,800
Overhead and outreach, 5 percent		0.05	$378,000
Initial investor, 2 percent (22% of equity)		**0.02**	**$151,200**
National nonprofit marketing partners, 3 @ 1 percent each		0.03	$226,800
People of America Foundation, 10 percent		0.10	$756,000
Totals		**0.23**	**$1,738,800**

Number of new SLN subscriptions @ 3% of prior-year graduates*	105,000		
105,000 new subscriptions x $48	$5,040,000		
77,750 renewed subscriptions x $48 (50%, prior year renewals)	$3,780,000		
Total gross subscription revenue	$8,820,000		
Distribution of revenue to schools or school districts, 77 percent	**$6,791,400**		
Distribution of nonschool revenue, 23 percent	**$2,028,600**		
Credit card fees, 3 percent		0.03	$264,600
Overhead and outreach, 5 percent		0.05	$441,000
Initial investor, 2 percent		**0.02**	**$176,400**
National nonprofit marketing partners, 3 @ 1 percent each		0.03	$264,600
People of America Foundation, 10 percent		0.10	$882,000
Totals		**0.23**	**$2,028,600**

*** Subscription numbers can be reached by using a small percentage of the total number of high school graduates or by using a significantly larger percentage of a targeted subset of this population.**

IRS Status Letter

Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
PO Box 2508
Cincinnati, OH 45201

Date:
November 18, 2021
Employer ID number:
52-1967995
Form 990 required:
990, YES
Person to contact:
Name: Ms. Wiles
ID number: 0196728

PEOPLE OF AMERICA FOUNDATION
7723 GROTON RD
BETHESDA, MD 20817

Dear Sir or Madam:

We're responding to your request dated February 16, 2021, about your tax-exempt status.

We issued you a determination letter in March 1997, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Section 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax-deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period.

- Form 990, Return of Organization Exempt From Income Tax
- Form 990-EZ, Short Form Return c
- Form 990-N, Electronic Notice (e-l
  Form 990EZ
- Form 990-PF, Return of Private Fo

According to IRC Section 6033(j), if yo
years, we'll revoke your tax-exempt sta

You can get IRS forms or publications y
FORM (800-829-3676).

If you have questions, call 877-829-550
Hawaii follow Pacific time).

Thank you for your cooperation.

IRS

Confirmation

Home | Security Profile | Logout

e-Postcard Profile | Select EIN | Organization Details | Contact Information | Confirmation

Your Form 990-N(e-Postcard) has been submitted to the IRS

- **Organization Name:** PEOPLE OF AMERICA FOUNDATION
- **EIN:** 521967995
- **Tax Year:** 2023
- **Tax Year Start Date:** 01-01-2023
- **Tax Year End Date:** 12-31-2023
- **Submission ID:** 1006552024018726815 4
- **Filing Status Date:** 01-18-2024
- **Filing Status:** Accepted

MANAGE FORM 990-N SUBMISSIONS

Sincerely,

Stephen A. Martin
Director, Exempt Organizations Rulings and Agreements

Letter 4168 (Rev. 09-2020)
Catalog Number 66666G

Good Standing Status for the People of America Foundation in MD

Gmail

Allan Kullen <allantapco02@gmail.com>

Annual Report Filing submitted

1 message

Maryland State Department/Assessment Taxation

noreply@egov.com <noreply@egov.com> Thu, Jan 18, 2024 at 1:20 PM
To: allantapco02@gmail.com

Dear Allan Kullen,

Thank you for contacting the Maryland State Department of Assessments and Taxation and for using Maryland Business Express, our award-winning platform for registering and establishing businesses, making annual filings, and requesting document copies. Our Department is committed to improving processes and upgrading technology to better serve you—our customer—and our Maryland Business Express online shop is just one of many ways we are making it easier to do business in Maryland!

The Annual Report for PEOPLE OF AMERICA FOUNDATION, INC A/K/A PEOPLE OF AMERICA FOUNDATION F20881504 for Tax Year 2024 has been submitted to the Maryland State Department of Assessments and Taxation on 1/18/2024. If, upon review of this filing, it is determined that any information or documentation is incomplete or missing, you will be contacted by the Department.

We have preliminarily determined that no Personal Property Tax Return is required for your Business Entity. If upon review of your Annual Report, our records indicate that you do need to file a Personal Property Tax Return, you will be contacted by the Department.

- Your business is in Good Standing status. Order your Certificate of Status here.

For additional information regarding Annual Reports and Personal Property Tax Returns, you may visit our website at http://dat.maryland.gov/businesses/Pages/Business-Personal-Property.aspx. To access Maryland Business Express you may visit https://egov.maryland.gov/BusinessExpress, or if you need technical support please visit https://egov.maryland.gov/support?website=PPF.

Regards,

Maryland State Department of Assessments and Taxation

Good Standing Status for the Americans All Benefit Corporation in MD

Gmail

Allan Kullen <allantapco02@gmail.com>

Annual Report Filing payment success

Maryland State Department/Assessment Taxation

1 message

noreply@egov.com <noreply@egov.com> Thu, Jan 18, 2024 at 11:31 AM
To: allantapco02@gmail.com

Dear Allan Kullen,

Thank you for contacting the Maryland State Department of Assessments and Taxation and for using Maryland Business Express, our award-winning platform for registering and establishing businesses, making annual filings, and requesting document copies. Our Department is committed to improving processes and upgrading technology to better serve you—our customer—and our Maryland Business Express online shop is just one of many ways we are making it easier to do business in Maryland!

The Annual Report for AMERICANS ALL BENEFIT CORPORATION, D15378326 for Tax Year 2024 has been submitted to the Maryland State Department of Assessments and Taxation on 1/18/2024 and has been assigned Local Reference Number N401800284. If, upon review of this filing, it is determined that any information or documentation is incomplete or missing, you will be contacted by the Department.

We have preliminarily determined that no Personal Property Tax Return is required for your Business Entity. If upon review of your Annual Report, our records indicate that you do need to file a Personal Property Tax Return, you will be contacted by the Department.

- Your business is in Good Standing status. Order your Certificate of Status here.

For additional information regarding Annual Reports and Personal Property Tax Returns, you may visit our website at http://dat.maryland.gov/businesses/Pages/Business-Personal-Property.aspx. To access Maryland Business Express you may visit https://egov.maryland.gov/BusinessExpress, or if you need technical support please visit https://egov.maryland.gov/support?website=PPF.

Regards,

Maryland State Department of Assessments and Taxation

Please take a moment to complete the following three-question customer experience survey:
https://www.surveymonkey.com/r/SDATMBE