



Business Plan and Funding Request

Americans All is a community-outreach program that specifically benefits and connects students participating in non-academic school activities and small businesses/service providers by using a unique storytelling tool and a turnkey revenue generator.

December 27, 2021

Contents

3. Summary of Americans All Benefits and Revenue Distribution
6. **Investment Details**
7. **Distribution of Revenue From Membership and Subscription Fees**
8. Projected Expenses for the Americans All Program Start-up, Year 1
9. Credit Card Processing Company for Americans All (Graphic)
10. Summary of the Americans All Marketing Plan
11. Target Markets
13. Flow Chart Showing How the Americans All Program Works (Graphic)
14. Flow Chart Showing Relationships Among Participants
15. Sample Heritage Honor Roll Stories (Rustin, Idár--Graphic)
16. Sample Heritage Honor Roll Stories (Boyle, Miller--Graphic)
17. Business Legacy Partner
18. Nonprofit Legacy Partners & Issues/Topics Index
19. Links to Several Nonprofit Legacy Partners and Issues/Topics Pages
20. Sample of an Organization Legacy Partner Landing Page (Howard County Historical Society)
21. Sample of an Organization Legacy Partner Landing Page (Military Personnel and Organizations)
23. Sample of an Issues/Topics Legacy Partner Landing Page (COVID-19)
24. Media Information on Our Original Social Studies Resource Program
25. Ethnic and Cultural Groups
27. How the Americans All Storytelling Program Works
29. Initial Contacts with Howard County Officials (Pilot Program)
30. Partnership Responsibilities and Membership Cards
31. Benefits of Storytelling to PTA Families and Students

Related links for the Howard County Pilot

[Click here](http://www.americansall.org/hc-proposal) to View the Howard County Proposal, www.americansall.org/hc-proposal

[Click here](http://www.americansall.org/page/hc-pta) to View the Overview for Howard County PTA, www.americansall.org/page/hc-pta

[Click here](http://www.americansall.org/hc-students) to View the Overview for Howard County Students, www.americansall.org/hc-students

[Click here](http://www.americansall.org/566436) to Learn How to Create a School Account, www.americansall.org/566436

[Click here](http://www.americansall.org/566419) to View the Letter to Athletic and Activities Managers, www.americansall.org/566419

members. Students post their stories directly to these pages, but the LP can easily remove (or reinstate) any story they feel does not belong on their page.

[Storytelling](#) helps students, especially those in high school or junior college, further their knowledge of history; strengthen their communications, research and writing skills; and succeed in our democracy, postsecondary and the workforce. It also helps families pass on knowledge and experiences to current and future generations.

To qualify to receive these funds, schools must first [register](#) for AA and get their 6-digit identification code. Creating a story is easy with the [templates](#) and [tutorials](#) we provide, and members do not have to complete their story to access program benefits. Members only need to start the story by filling 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 type in the word “Later” in both fields.” They then scroll down the template to the field “Publish My Story or Save My Work*” and click on the button “Save My Work.” These actions register individuals for AA, and they can add up to 2,000 words (1,000 can be password protected for privacy), hyperlinks, audio-visual and music links, photographs and logos to their story later. They can also publish stories in multiple languages and, for additional exposure, have it hosted on as many LP landing pages as they desire. In addition, storytelling can help bring communities together by sharing their common histories, rather than their differences.

[Local businesses](#), cottage industries and professional service providers can join AA for an annual fee, which is paid in two installments of just \$49 each. They receive free LP homepage(s) on our website—one for each location and in multiple languages, if desired—to share information about their business, industry or practice. They are listed on AA’s [Discounts](#) page to advertise discounts on goods and services daily--if desired--to AA members. For example, a restaurant could offer AA members a free non-alcoholic beverage and/or an appetizer or dessert at reduced price (like happy-hour). This would save the member more than their monthly subscription fee, and be an inexpensive marketing tool for the restaurant, thus making this process a true win-win.

Local businesses also receive free stories—published on our Heritage Honor Roll—when they enroll and each time they renew their membership. They can use these stories to explain who they are and their role in supporting their community.



Importantly, AA [invests 80 percent](#) of the revenue received from SLN subscriptions and Business Legacy Partner (BLP) sponsorships in schools and communities that support our program. During the registration process, subscribers and businesses identify a school or other education organization to become the beneficiary of part of their subscription or sponsorship fees. SLN subscribers and BLPs can change the beneficiary they want to support at any time. [Schools receive](#) \$12 per year (or 25 percent) of each new or renewed SLN subscription and \$15 per year (or 15 percent) of each new or renewed BLP sponsorship. If no organization is specified, the funds will go to their county.

We offer step-by-step tutorials to simplify the registration 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, so students, staff, families, alumni and businesses can post their stories 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 noted.

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. Schools will be provided a form from a secure third-party fiduciary to create a pathway (an 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.

AA will also create a partnership entity in each county to receive the revenue not earmarked for a specific school. The county's entity will have complete control over how the funds are used. Each partnership entity will have a unique identifier—6 digits plus its [two-letter state abbreviation](#). This identifier will also enable a SLN subscriber and a BLP member to select a county to receive subscription and sponsorship funds absent a specific school to support. AA will use each school's Zip Code to link it to a county account.

To facilitate revenue distribution to each county, we will create a master spreadsheet that each jurisdiction can access. The spreadsheet will show the monthly activity of each school—identified by its code—and the school's cumulative totals. The spreadsheet will also show the total number of SLN subscriptions and BLP sponsorships in each jurisdiction.

¹Non-academic activities include, but are not limited to, extracurricular activities such as sports, performing arts, volunteerism, student government, and clubs that focus on topics such as academics, vocational and professional, service, arts and crafts, mechanical shops, hobbies, publications/media, languages, religion, and so on. They also include events like excursions and social outreach programs, to name a few. These activities provide a channel for reinforcing the lessons learned in the classroom, offering students the opportunity to apply academic skills in a real-world context, and thus help contribute to a well-rounded education. Our storytelling tool can be quite useful in many of these areas.

Investment Details

Our current website can accept all new individual member and business registrations. The program has no significant overhead, inventory or fixed costs. However, to implement and document procedures during the pilots and to begin developing other markets, the program seeks an interest-bearing \$195,000 start-up loan that will include equity. The loan will carry a 6 percent rate of interest rate and will also enable us to update our website platform (the decades-old [Drupal 7 platform](#) will soon be unsupported), build out the ACH mechanism to transfer revenue to schools and counties on an automated basis (this feature was not needed earlier), and create the implementation model to be replicated nationwide. All operating expenses for Year 1 are covered by the loan and should be augmented by membership and subscription revenue.

The start-up loan will be repaid from gross membership and subscription fees, not profits earned. As the financials illustrate (see page 7), all distribution categories are based on gross revenue received, thereby simplifying the accounting function. As revenue is generated, the lender will receive the first 20 percent of all distributions until the loan is repaid.

As part of the repayment process, the lender will receive 2.5 percent of the gross revenues, which represents 25 percent of the equity distribution to the managing partners. Once predetermined financial benchmarks are achieved by the development/management team, the lender will have the right of first refusal to purchase the Americans All Benefit Corporation, which currently receives 7.5 percent of the gross revenues. Regardless of the success of the program, the purchase price for the Benefit Corporation and its 7.5 percent equity in the program will be \$600,000. The new Benefit Corporation will continue to manage the program, and the content of the website will be managed by the nonprofit, 501(c)(3) People of America Foundation.

Importantly, 80 percent of the revenue generated by the Americans All Social Legacy Network membership fee and business Legacy Business Partner subscriptions will be donated to participating schools and their communities. However, revenue generated by the Americans All Benefit Corporation not directly related to the mission of the People of America Foundation will not be automatically subject to this distribution requirement.

**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

Credit Card Processing Company for Americans All

Merchant Services

MERCHANT PROCESSING CENTER
ONE HEARTLAND WAY JEFFERSONVILLE IN 47130

Page 1 of 1

Merchant Statement

Processing Month: 04-21
 Association Number: 010380
 Merchant Number: 5436-8455-5804-7154
 Routing Number: xxxxx2406
 Deposit Account Number: xxxxxx0828



19951200 - 008310 - 0001 - 0001



AMERICANS ALL
7723 GROTON RD
BETHESDA MD 20817-2036

***N0006310



FOR CUSTOMER SERVICE PLEASE CALL (800) 654-9256

Amount Deducted 47.75

Plan Summary

Plan Code	Number of Sales	Amount of Sales	Number of Credits	Amount of Credits	Net Sales	Average Ticket	Base P/I	Base Rate	Discount Due
VS	0	0.00	0	0.00	0.00	0.00	0.050	0.700	0.00
MC	0	0.00	0	0.00	0.00	0.00	0.050	0.700	0.00
AM	0	0.00	0	0.00	0.00	0.00	0.050	0.700	0.00
DS	0	0.00	0	0.00	0.00	0.00	0.050	0.700	0.00
PP	0	0.00	0	0.00	0.00	0.00	0.050	0.700	0.00
**	0	0.00	0	0.00	0.00	0.00	0.050	0.700	0.00

News For You

Fees

Number	Amount	Description	Total
1		MONTHLY SERVICE FEE	5.00
1		STATEMENT MAILING FEE	5.00
1		\$100,000 BREACH COVERAGE MONTHLY FEE	6.95
1		TRANSLINK MONTHLY FEE	10.00
1		QUARTERLY PCI COMPLIANCE SUPPORT	18.80
1		FIXED ACQUIRER NETWORK FEE (FANF)	2.00
TOTAL FEES			47.75

Discount	0.00
Fees	47.75
Amount Deducted	47.75

PLAN CODES

TRANSACTION CODES

VS -VISA	MC -MASTERCARD	DS -DISCOVER	AM -AMERICAN EXPRESS	D -DEPOSIT
VL -VISA LARGE TICKET	ML -MASTERCARD LARGE TICKET	DL -DISCOVER LARGE TICKET	DB -NETWORK PIN DEBIT	A -ADJUSTMENT
VB -VISA BUSINESS	MB -MASTERCARD BUSINESS	DZ -DISCOVER BUSINESS	EC -ELECTRONIC CHECK	
VD -VISA DEBIT	MD -MASTERCARD DEBIT	DD -DISCOVER DEBIT	EB -EBT	
V\$ -VISA CASH ADV	M\$ -MASTERCARD CASH ADV	D\$ -DISCOVER CASH ADV	PP -PAYPAL	

Summary of the Americans All Marketing Plan

Except for one banking component (which was not needed earlier), the website is fully functional and can accept memberships and new content. The next step is to create a demonstration pilot in two counties in Maryland (Howard County and one to be announced shortly) to develop a model for national implementation. We will begin creating a database of our members (for privacy, we only use Zip Codes) so that the business component can be started. We need to have potential customers for local businesses, cottage industries and professional service providers to reach.

Schools frequently ask businesses for financial support but rarely provide them with anything of value in return to justify their “ask.” Our grassroots approach enables schools to receive ongoing revenue from the fees paid by Business Legacy Partners and at the same time, provide their members with access to discounts on goods and services.

- As part of the demonstration pilot, reach out to students participating in non-academic activities and PTAs.
- Develop instructional videos for all pilot elements.
- Contact other Howard County businesses and education organizations for their support by posting information on the pilots on their “Community News & Programs Page.”
- Contact all Americans All resource [pilot sites](#) to introduce them to this version of the program.
- Contact other Maryland counties and introduce them to our program.
- Create a strong social media presence.
- Continue our outreach to up to three national partners to provide additional exposure.
- Begin outreach to the [ethnic and cultural](#) groups we have dealt with in the past to inform them of the release of this new version of our program.
- Create a new Drupal Module to serve as a financial structure to allocate revenue from member subscriptions and businesses/professional service providers fees to local schools and communities and determine the entity in each community that will receive and distribute funds not allocated to a specific school.
- Update the homeschool section on the site and set up a structure to reach them once the public/private school implementations are in place.
- Generate media attention for the program, like the one we received during the [San Diego pilot](#) for Americans All in 1990.

Target Markets

The target markets for legacy preservation are broad, and the membership of most of these markets expands every year. Therefore, there will never be a shortage of people who have stories to record and share.

- **Active Seniors:** More than 46.2 million people in the United States are above age 65, and that number is expected to grow to 98.2 million by 2060. Of individuals 65 years of age and older, 71 percent report that they use computers and 62.4 percent report that they have high-speed Internet connectivity. (www.census.gov)
- **Ethnic and Cultural Groups:** With today's increasing demographic diversity, our nation is becoming severely polarized in many sectors. Literature and research studies show that a significant barrier that prevents people from accepting one another is that people are identified by their generic group affiliation rather than as individuals who have names, faces and common characteristics. An easily accessible Web site like Americans All that contains stories about all the races, nationalities and ethnicities that comprise our nation's population can significantly reduce this barrier. Their stories are America's stories.
- **Engaged Couples:** A direct tie-in with seniors is that they often have children and grandchildren. A senior can register for Americans All, join the Social Legacy Network and then ask that benefits be assigned to support the education needs of members of his or her immediate or extended family. Moreover, an engaged couple can also create their own membership and save wedding planning costs by using the announcement tool to notify participants of dates and special events.
- **Military Personnel:** The story of America is about the countless men and women who give up their own comfort, the company of their loved ones, and sometimes their lives in service to our nation. From the Revolutionary War to Afghanistan, in times of both war and peace, military personnel endure hardship so Americans can enjoy peace and freedom. Yet, because these men and women often serve in anonymity, their stories of sacrifice and dedication to duty can be lost to posterity. Some of their legacy stories can be added to our school database to help inform students about how military personnel have contributed to preserving the nation's democratic way of life.
- **Domestic First Responders:** These individuals—firefighters, police officers, paramedics and emergency medical technicians—dedicate themselves to aiding and protecting citizens in emergency situations. They put others' safety and well-being above their own, often at great risk to themselves. The tragic events of 9-11 and the COVID-19 pandemic offer dramatic proof of the heroism and self-sacrifice of America's first responders. By creating and sharing a permanent record of their service, current and future generations gain insights and inspiration.
- **PTA/PTO Organizations:** PTA/PTO organizations support schools in getting both unrestricted funds and classroom resources. We can fill a dual role for these groups by providing them with a program to add as a fundraising tool (Heritage Honor Roll) and giving

Target Markets (continued from page 11)

schools electronic access to much-needed resources for students participating in non-academic school activities.

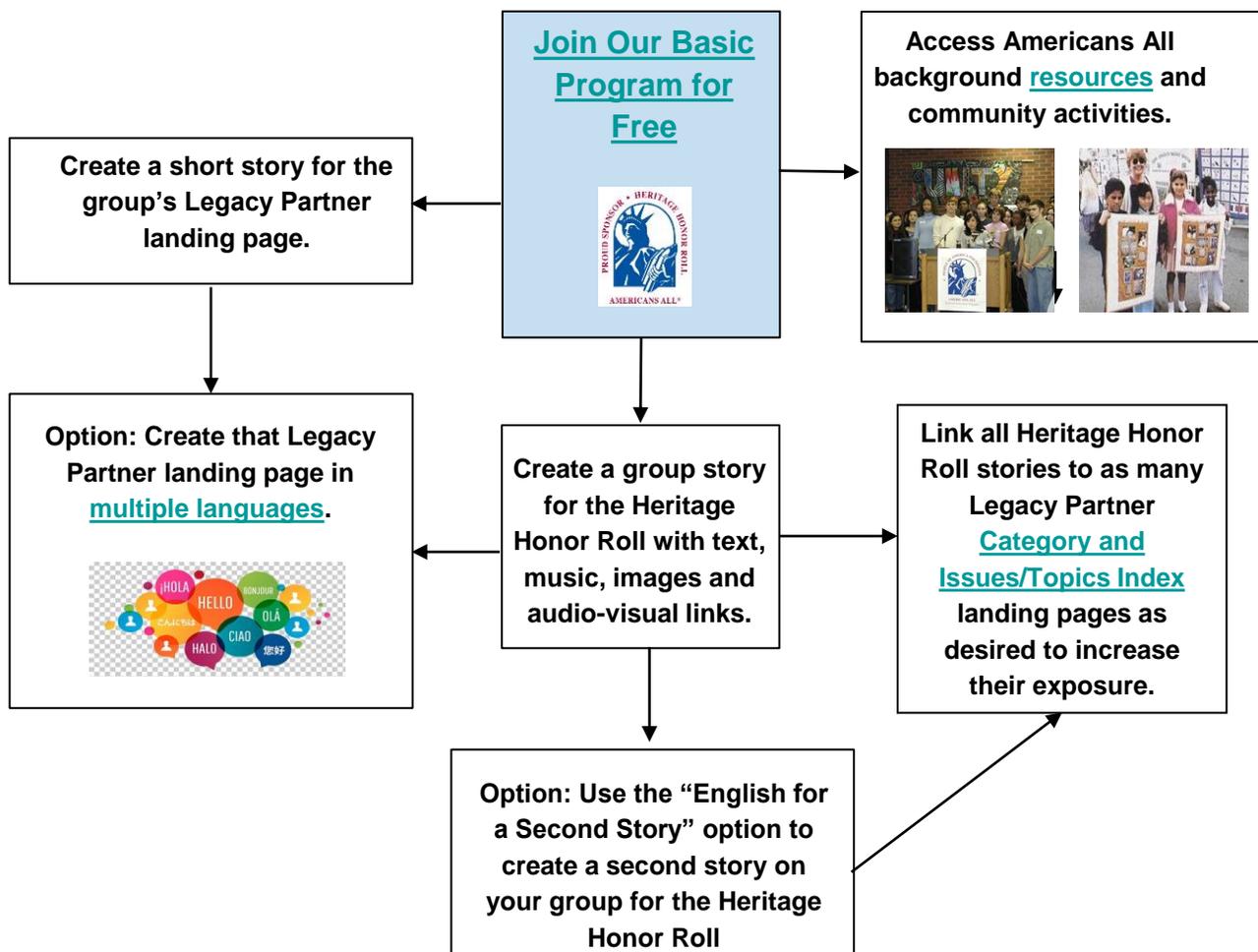
- **Public and Private Schools:** The need to complete a community service project is becoming a mandated graduation requirement. Schools are encouraging students to include service as part of their school experience. Students can help others create legacy stories and simultaneously meet their service obligation.
- **Legacy Partners:** Legacy Partners—families, groups and local, regional and/or national businesses or organizations whose social philosophy reinforce our mission—gain an opportunity to use this program in many ways. They are covered in other sections.
- **Universities and Teacher Colleges:** Students at schools that have a teacher training department can benefit from access to our resources. We are also a valuable resource for students to use in creative writing and language arts programs in their clubs.
- **Highrise Apartment Buildings.** These buildings are self-contained universes whose management frequently engages adopts programs that can benefit their tenants. Storytelling can be an ideal way for residents to learn more about their neighbors and set up groups that have common interests. Moreover, many residents own businesses that can always use more exposure as well as desire to support their local communities.
- **Homeschools:** Although there is no government data on which to base exact figures, it is estimated that approximately 2.3 million students nationwide are homeschooled, a 15 percent increase in the past seven years. A 2013 study by Noel, Stark and Redford showed that 32 percent of homeschooled students are Asian, black and others (i.e., not white/non-Hispanic). Most parents and youth decide to homeschool for more than one reason, and the most common reasons are to:
 - customize or individualize the curriculum and learning environment for each child;
 - accomplish more academically than is accomplished in institutional schools;
 - use pedagogical approaches other than those typical in institutional schools;
 - enhance family relationships between children and parents and among siblings;
 - provide guided and reasoned social interactions with youthful peers and adults;
 - provide a safer environment for children and youth, because of physical violence, drugs and alcohol, psychological abuse, racism, and improper and unhealthy sexuality associated with institutional schools; and
 - teach and impart a particular set of values, beliefs and world view to their children.²

Homeschool families do not get public (i.e., tax-funded) resources to support their efforts and pay approximately \$600 per student out of their own funds. Our Homeschool Resource Center, to which these families gain access when they join the Social Legacy Network, will provide them with instructional resources that meet their specific needs and the resources public school students use to help prepare for state testing and college admission.

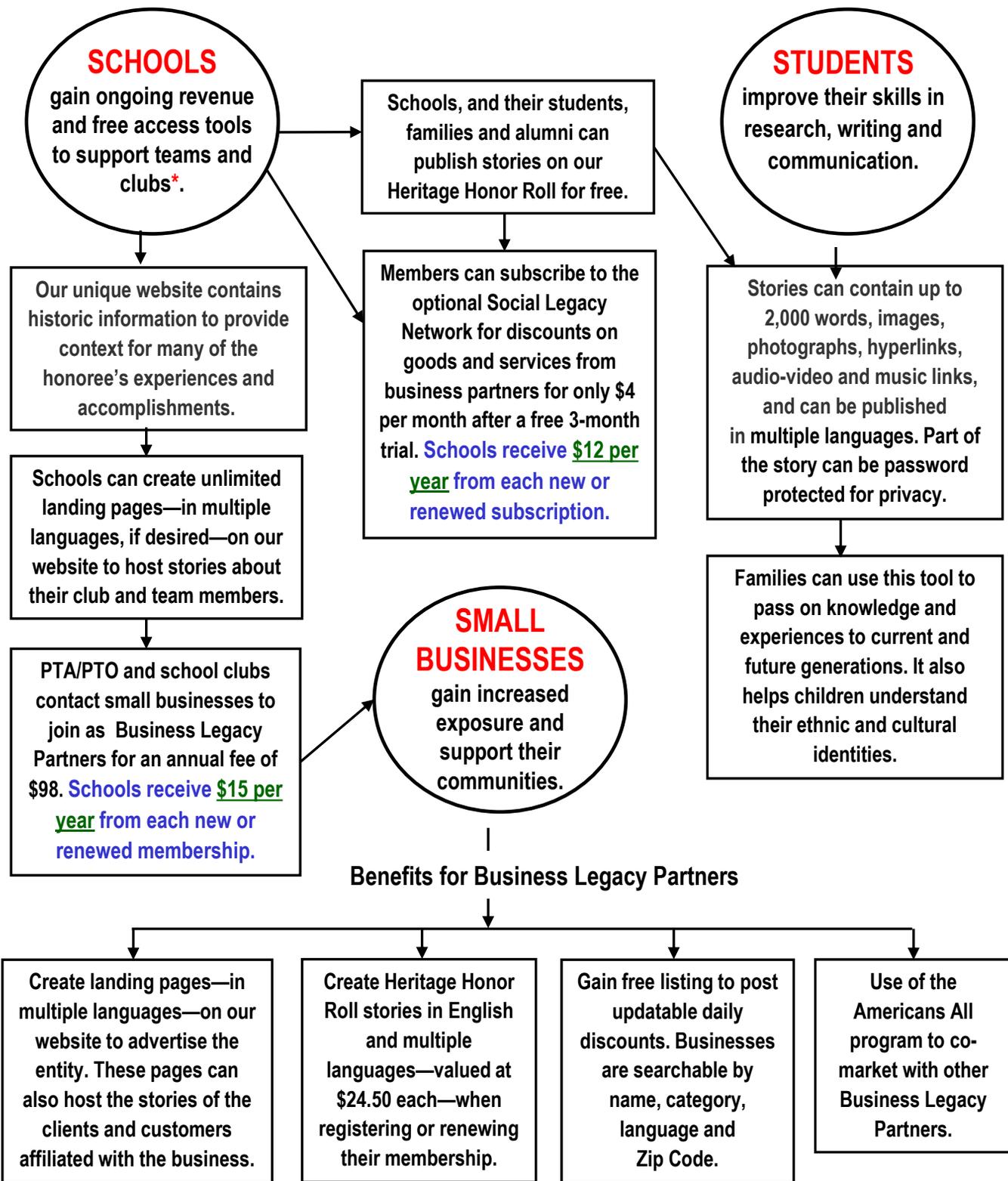
<https://www.nheri.org/research/research-facts-on-homeschooling.html>.
Brian D. Ray, “Research Facts on Homeschooling”.

An individual can be a point of contact for multiple Legacy Partners. It is necessary that each Legacy Partner has its own membership account.

Point of Contact for a Nonprofit Group



Flow Chart Showing Relationships Among Participants



*Non-academic activities include (but are not limited to) extra-curricular activities such as sports, music, art and craft, dance, shop as well as events like excursions, social awareness programs, meditation, and so on. Students can apply academic skills in real-world context and are therefore considered as part of a well-rounded education.

Sample Heritage Honor Roll Legacy Stories (Rustin, Idár)

Bayard Rustin Activist, African American, Athlete, Black, Civil Rights, Desegregation, Economic Justice, Freedom Ride, Gay



This legacy story contains four photographs depicting the milestone stages of individuals and events important to the life of Bayard Rustin. The images are square-format photos, and each can be viewed online/download in 8 1/2 x 11" format by clicking on this link. Each image in the photograph collection is listed to the right in a **numbered hot link**. Photograph credits are listed with the list.

For more than 50 years, Bayard Rustin was a nonviolent activist and leading strategist in the struggle for human rights and economic justice. As a gay man with radical politics, he was often marginalized despite his major contributions to the struggle for African American civil rights and his work for peace and disarmament. Since his death in 1987, numerous biographies and a feature-length documentary, *Brother Rustin: The Life of Bayard Rustin*, [10] have recognized the importance of his work in building a more economic and egalitarian society. In 2011 he was awarded a posthumous President Medal of Freedom [48] by President Barack Obama.

Bayard Rustin was born in 1912 in West Chester, PA, to an unnamed couple. Parents Rustin and Lucille Hopkins. His maternal grandparents, Julia Davis [9] and Andrew Rustin, raised him as their own. As a child, Julia had lived in a Quaker household where her mother was a domestic servant. She attended West Chester Friends School and was taught the values of equality, integrity, the virtues of the human family, and a belief in the nonviolent resolution of conflict. Influenced by these beliefs she became an activist and leader in the community, joining the newly formed National Association for the Advancement of Colored People (NAACP) while also working as a nurse. Julia Davis Rustin was a member of the African Methodist Episcopal (AME) church, and while Julia attended AME services after her marriage, it was her Quaker upbringing that informed her activism. The Rustin home was a way station for traveling African American leaders such as W.E.B. Du Bois [2] and James Wilton Johnson [3] who were not welcome at their schools. Such distinguished visitors and the values instilled in Bayard by his grandparents led him on a course to challenge racism, discrimination, "Jim Crow" laws, beginning at a high school student.

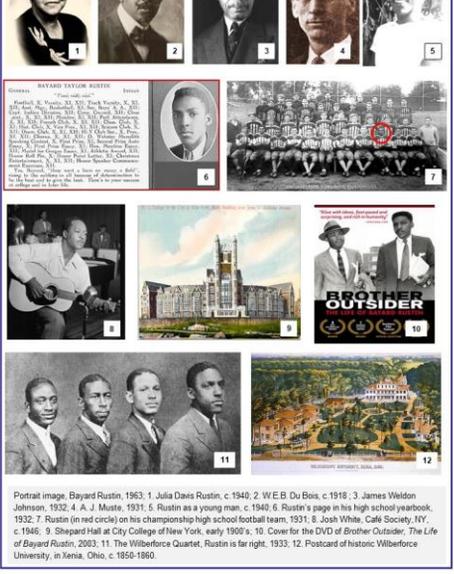
Despite being an outstanding student [2] athlete [7] and musician, Bayard was denied the scholarship fee that would enable many white students to further their education. Julia's determination to challenge this injustice resulted in her raising funds for Bayard's matriculation at the nation's first historically Black college, Wilberforce [29]. In Ohio, he was active in several campus organizations including the Student Welfare Quarter [21], but was expelled in 1935 for organizing a student strike. He went on to attend Central State College, and while not completing a degree program, he was honored with a posthumous "Doctor of Honorary Letters" degree in 2013.

After completing a workshop in activist training with the Quaker-sponsored American Friends Service Committee, Rustin moved to New York City in 1937, bringing his life and work ethic to Harlem. He enrolled at City College [25], then often called the poor man's Harvard. The Harlem Renaissance was ending, but the area was still a community of artists, writers, composers, performers, and intellectuals. Bayard earned his living working as a janitor, while working as a teacher for the Works Progress Administration (WPA), and doing odd jobs. City College was a breeding ground for political activists and Bayard joined the Young Communist League, one of the few activities that addressed the problem of racism at the time. He worked as a youth organizer addressing the issues of racial segregation and peace. Healy opposed to World War II, the YCL, organized by pacifist after Hitler's Operation Barbarossa attacked the Soviet Union in June of 1941. Ordered to serve his work and support the war's ending, Rustin [3] realized that the Communist Party USA was just a mouthpiece for Soviet policy and had no genuine interest in racial justice or peace building.

Disillusioned, he met the YCL and began working with A. Philip Randolph, founding president of the Brotherhood of Sleeping Car Porters (BSCP), the premier Black trade union. Dubbed "the most dangerous Negro in America," Randolph was both a trade union leader and a major force working for African American civil rights. Simultaneously, Bayard began a long association with a socialist colleague of Randolph, Rev. A.J. Muste [26], the head of the Christian pacifist Fellowship for Reconciliation (FOR) [13]. Serving as the FOR's Race Relations Secretary, Bayard found the country's leading Black churches unwilling to design a nonviolent understanding among racial groups. He was an impressive speaker, often selling his talks into a highly popular African American "Intelligence Movement" [19]. Bayard also became the first NAACP secretary of the Congress of Racial Equality (CORE), group that began as a small committee of the YCL. In 1942 the FOR and the American Friends Service Committee sent him to the west coast to help protect the property of the more than 1,200 Japanese-Americans imprisoned in internment camps. During this time, he became acquainted with Norman Thomas [16], a leader in the democratic socialist movement in America. He joined the movement and remained a democratic socialist for the remainder of his life.

Bayard Rustin was also a pioneer in the movement to desegregate interstate bus travel. In 1942, he boarded a bus LaSalle, IL, bound for Nashville, TN, and set in motion the "Freedom Riders" which evolved into the policy of "Jim Crow" seating and more to the rear. The ride was successful and people stopped the bus 12 miles from Nashville. Bayard Rustin was arrested and held off location, and was

Read More ...



Portrait image, Bayard Rustin, 1963. 1. Julia Davis Rustin, c. 1940. 2. W.E.B. Du Bois, c. 1918. 3. James Wilton Johnson, 1932. 4. A. J. Muste, 1931. 5. Rustin as a young man, c. 1940. 6. Rustin's page in his high school yearbook, 1932. 7. Rustin (in red circle) on his high school football team, 1931. 8. Josh White, Café Society, NY, c. 1946. 9. Shepard Hall at City College of New York, early 1900's. 10. Cover for the DVD of *Brother Rustin: The Life of Bayard Rustin*, 2003. 11. The Wilberforce Quarter, Rustin is far right, 1933. 12. Postcard of historic Wilberforce University, in Xenia, Ohio, c. 1850-1860.

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 fee, by donating to our Social Legacy Network to support your family or organization to benefit—membership cards for discounts on goods and services from our program partners and access to more 50+ social issues 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 historically quiet can become a Legacy Partner for free—CLICK HERE

To learn more about Americans All—CLICK HERE

Jovita Idár Methodist, Hispanic, Teacher, Journalist, Activist



Jovita Idár, (1896) teacher, journalist, and political activist was born in Laredo in 1896, one of eight children of a poor Mexican family. She attended her high school in a boarding school in Laredo, from which she earned a teaching certificate in 1903. She then taught at a small school in Oquillas, Mexico, and returned to her hometown, as well as her ability to improve them. Husband, her husband, and her children were her father's steady members. LA OROZCO

In 1910 and 1911 LA OROZCO was vocal in criticizing certain aspects of Hispanic-Anglo relations. It featured stories on educational and social discrimination against Mexican Americans, denouncing economic conditions, denouncing use of the Spanish language, the use of Mexican culture, and language of Hispanics. The newspaper also supported efforts of the revolutionary forces in Mexico. In 1911 LA OROZCO called a convention of the Orden Caballeros de Honor, a fraternal order, to discuss the troubling issues of the times. In September 1911 Jovita Idár joined lodge members and others at Laredo in the First Mexican Congress (1910) to discuss educational, social, labor, and economic matters. Women participated as speakers and participants. For some, it was the first political meeting. The Congress had been called to plan a new Mexican-American history to organize a reformist Hispanic social movement. That same year, Idár published a poem written by her father in LA OROZCO. In 1916, when she and her brother, Eduardo, formed an editorial committee with EL PROGRESO, they continued to contribute publicly through their press the importance of women's rights in politics. Another outcome of the congress was the formation in October 1911 of the League of Mexican Women. Jovita Idár became the first president and organized its principal effort, provide education for poor children.

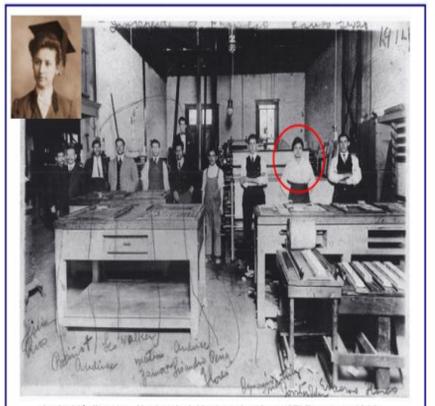
In 1913 during the Mexican Revolution battle of Nuevo Laredo, Idár and a friend, Leonor Villegas de Michel, crossed the border to care for the injured. Idár later joined La Cruz Blanca, a medical group similar to the Red Cross, and traveled in northern Mexico with revolutionary forces as a nurse. When she returned to Laredo later that year she joined the staff of the newspaper EL PROGRESO and was affiliated with the United States Army and Texas Rangers with an initial prevailing President Woodrow Wilson's dispatch to the border. When Rangers arrived at Laredo Idár stood in the doorway to keep them from entering. The Rangers closed the newspaper later, however, and Idár returned to LA OROZCO after her father died in 1914, when she was pregnant.

In 1917 Idár married Bartolo Juárez. The couple moved to San Antonio, where Jovita Idár became an active member of the Methodist Church, established a free kindergarten, worked as an interpreter for Spanish-speaking patients in a county hospital, and was an editor of EL PROGRESO OROZCO. A publication of the Rio Grande Conference of the Methodist Church. She and her husband had no children. She died in San Antonio in 1948.

The original article and photographs were prepared by Nancy Baker Jones for the Texas State Historical Association, the Handbook of Texas Online. All photographs, unless otherwise noted, are from the original article and all images are uploaded on the member and included in accordance with the 17 U.S.C. Section 107. Additional captions and public domain photographs have been added. The print photograph of Jovita Idár, provided by @www.americansall.com, appears on her headline. Links about 1940, photographs and press releases were a cultural item in this area in Texas among Germans, Czechs and Poles. However, for historical, they were not to continue before the city, and a copy of a collection of other historical items in this area. A new image of Jovita Idár from the video top of my prepared by Paul for Idár, Inc.

Note for students, teachers and researchers:

The Handbook of Texas Online is a digital state encyclopedia developed by the Texas State Historical Association (TSHA) that is free and accessible on the Internet for students, teachers, scholars, and the general public. The TSHA was organized in Austin on March 2, 1907, and the HBTDOZ began as two printed volumes in 1952, with a supplemental third volume in 1976. Thirty years later, the HBTDOZ expanded to be an online site. With the onset of the digital age, the TSHA chose to digitize the existing HBTDOZ to create a user-friendly digital repository of Texas history. The currently includes more than 21,000 encyclopedia entries. The HBTDOZ consists of overview, general, and biographical entries focused on the entire history of Texas from the indigenous Native Americans and the Pre-Columbian Era to the most recent population boom in the Modern Age. These entries emphasize the role Texans played in state, national, and world history. The TSHA continuously updates the HBTDOZ through multi-year award projects that focus on diverse topics to preserve all Texans' history. The most recent additions include the Handbook of Texas Atlas (2003, 2012, 2015), Handbook of Civil War Texas (2011), Handbook of African American Texas (2011), Handbook of Texas History (2011), Handbook of Houston (2011), and the Handbook of Texas History (2005).



Jovita Idár (inset and in the circle) in the print shop of El Progreso, 1914.

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 fee, by donating to our Social Legacy Network to support your family or organization to benefit—membership cards for discounts on goods and services from our program partners and access to more 50+ social issues 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 historically quiet can become a Legacy Partner for free—CLICK HERE

To learn more about Americans All—CLICK HERE



Legacy stories reflect members' views. Americans All does not edit these stories. However, if you find content or language you do not to profess, offend or otherwise objectionable, please contact us.

Business Legacy Partners

Legacy Partners are businesses, professional service providers and nonprofit organizations whose missions reinforce our goals of preserving legacy stories, acknowledging the contributions of immigrants, supporting students participating in non-academic school activities and helping small businesses/professional service providers succeed.

All Legacy Partners receive a 6-digit ID Number when they [register](#) so their clients, members, friends and staff can easily find them on our site by putting the word “node” and that ID Number after our web address—www.americansall.org/node/xxxxxx. Moreover, Legacy Partners can access Americans All logos and marketing materials to help advertise their membership.

Business Legacy Partners

Business Legacy Partners pay a \$49 fee that is renewable every 6 months. For this fee, they can:

- Receive free home pages on our Web site—one for each location and in multiple languages, if desired—to share information about their business or practice and advertise discounts for current and future Americans All members.
- Get 2 free 7-digit Gift Codes (worth \$49) to publish stories on our Heritage Honor Roll. We recommend using one of the codes to create a story on the business or practice and the other to create a story on the owner/founder. Every renewal includes two 7-digit Codes, which can be gifted to individuals not affiliated with a school.
- Host, on its home page(s), [legacy stories](#) that customers have published on our Heritage Honor Roll to provide further exposure for these stories. By doing so, they begin creating or expanding an affinity club for your business or practice.
- Be listed on both our [Discounts](#) page and our Legacy Partner landing page, so Americans All members can identify Business Legacy Partners offering discounts on goods and services.

Because of their importance to our nation’s financial health, our value to small businesses cannot be understated. According to the SBA, small companies create 1.5 million jobs annually and account for 64 percent of new jobs created in the U.S. (Fundera, 2019). More than 70 percent of small businesses shut down when the pandemic hit. A solution adopted by many has been to increase online activities to try and reach out to their client base and survive by selling their products and services online.

The new generation of entrepreneurs is more likely to create a side business. In fact, Millennials and Gen Zers are 188 percent more likely to do this than Baby Boomers or traditionalists (SalesForce, 2019). Social media is a preferred favorite for small business owners. In fact, 64 percent of surveyed small businesses use social media in their marketing strategy (The Manifest, 2019). The same study showed that nearly all small businesses advertise, and they rely on digital as an ad medium because they can target their customers in a more effective manner. Our program can become a vital part of their marketing plans.



Nonprofit Legacy Partners & Issues/Topics Index

Nonprofit Legacy Partners (NLPs) participate in Americans All at no cost because they host, on their free Legacy Partner home page(s) on our website, [legacy stories](#) that members have published on our Heritage Honor Roll to provide further exposure for these stories. These home page(s)—one for each chapter/division/office and in multiple languages, if desired—share information about the organization and help it better connect with current and future members.

NLPs are listed on our Legacy Partner landing page and can be searched by name, language, category and location. To help individuals and groups that share a common interest but are not represented by a national organization, such as families of COVID-19 victims and First Responders, and to consolidate stories on historically relevant topics, we have added landing pages for these [issues/topics](#) in our Legacy Partner section. If an individual or a group creates a story about an issue/topic we have not identified, notify us via our [Contact](#) page and we will create a landing page for that issue/topic. A partial list of Categories and Issues/Topics are on the next page.



Links to Several Nonprofit Legacy Partners and Issues/Topics Index Pages

Nonprofit Legacy Partners (NLPs) participate in AA at no cost because they host, on their free Legacy Partner home page(s) on our website, Heritage Honor Roll legacy stories that our members have published to provide further exposure for these stories. These home page(s)—one for each chapter/division/office and in multiple languages, if desired—share information about the organization and help it better connect with current and future members. The NLP must first select a point of contact to register its group or organization.

NLPs are listed on our Legacy Partner landing page and can be searched by name, language, category and location. To help individuals and groups that share a common interest—but do not have a national organization—and to consolidate stories on historically relevant topics, we have added landing pages for these issue/topics in our Legacy Partner section. If an individual or a group creates a story about an issue or topic we have not identified, they should notify us via our [Contact](#) page, and we will create a landing page for that issue or topic.

Some of the major Categories (many have sub-pages) and Issues/Topics identified in our Legacy Partner section are listed below. These examples can be accessed by clicking on their link or by typing www.americansall.org/node/ and adding the 6-digit code.

[American County, City or Town](#) /node/566345

[American History](#) /node/566344

[Champions of Social Justice](#) /node/566356

[Civil Rights Movement](#) /node/566247

[Civil War](#) /node/566238

[Civil War: Stories About People](#) /node/566270

[Colleges](#) /node/566389

[Covid-19](#) /node/566360 (See page 23)

[Education Organizations](#) /node/566346

[Ethnic and Cultural Groups](#) /node/564232

[First Responders](#) /node/566361

[Fraternal Organizations](#) /node/566347

[Homeschool Family Resource Supplier](#) /node/565065

[Jim Crow](#) /node/566310

[Legal Profession](#) /node/566358

[Libraries and Historical Societies](#) /node/566346 (See page 20)

[Military Personnel and Organizations](#) /node/566348

[Museums](#) /node/566390

[Political Leaders](#) /node/566350

[Political Organizations](#) /node/566351

[Social Organizations](#) /node/566352

[Social Studies Resource Providers](#) /node/566353

[Women's Suffrage Movement](#) /node/566277

Sample of a Legacy Partner Landing Page



Americans All

PROGRAM OVERVIEW

Search

[My Welcome Back Page](#) [Sign Out](#) [FAQs](#) [Contact](#)

[HOME](#) / [ABOUT](#) / [HERITAGE HONOR ROLL](#) / [SOCIAL LEGACY NETWORK](#) / [RESOURCES](#) / [NEWS & EVENTS](#) / [AFFILIATES](#)
[DISCOUNTS](#) / [STORY SEARCH](#) / [INDIVIDUALS](#) / [SCHOOLS](#) / [ETHNIC & CULTURAL GROUPS](#) / [INDEX & TOPICS](#) / [LEGACY PARTNERS](#)

Howard County Historical Society

Education Organization

www.americansall.org/node/564990



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: and
Language State

and or
Last Name of Individual First Name of Individual Group name

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](#)

Military Personnel and Organizations

www.americansall.org/node/566348



The Army, Marine Corps, Navy, Air Force, Space Force and Coast Guard are the armed forces of the United States. The Army National Guard and the Air National Guard are reserve components of their services and operate in part under state authority. From its inception during the American Revolutionary War, the U.S. Armed Forces has played a decisive role in the history of the United States. It helped forge a sense of national unity and identity through its victories in the First Barbary War and the Second Barbary War. It played a critical role in the American Civil War, keeping the Confederacy from seceding from the republic. The National Security Act of 1947, adopted following World War II, created the modern U.S. military framework.

The Army, Marine Corps, Navy, Air Force, Space Force and Coast Guard are the armed forces of the United States. The Army National Guard and the Air National Guard are reserve components of their services and operate in part under state authority. From its inception during the American Revolutionary War, the U.S. Armed Forces has played a decisive role in the history of the United States. It helped forge a sense of national unity and identity through its victories in the First Barbary War and the Second Barbary War. It played a critical role in the American Civil War, keeping the Confederacy from seceding from the republic. The National Security Act of 1947, adopted following World War II, created the modern U.S. military framework.

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: and
Language State

and or
Last Name of Individual First Name of Individual Group name

Civil War: Fifty-Fourth Massachusetts Volunteer Infantry Regiment, 54th Massachusetts (*March 13, 1863 - August 4, 1865*) Carney, Glory, Hallowell, Medal of Honor, Military, Shaw, Fort Wagner
On January 26, 1863, Secretary of War Edwin M. Stanton authorized Massachusetts Governor John Albion Andrew to create volunteer companies of artillery "for duty in the forts of Massachusetts . . . [Read more](#)

Lucian Adams Texas (*October 26, 1922 - March 31, 2003*) Medal of Honor Recipient, World War II, Veteran, Hispanic
Lucian Adams, Medal of Honor recipient and son of Lucian Adams, Sr., and Rosa (Ramírez) Adams, was born in Port Arthur, Texas, on October 26, 1922. The Adams family consisted of nine . . . [Read more](#)

Brendan Fitzgerald Maryland (*March 16, 1967 - ?*) Management and Program Analyst, Veteran, Service Dog, PTSD
Marine Corps veteran Brendan Fitzgerald and his dog Russell offer hope and courage to veterans, their families, and others struggling to overcome trauma. Russell became the first service dog. . . [Read more](#)

Sample of a Legacy Partner Page (continued)

Sam Houston Texas (*March 2, 1793 - July 26, 1863*) Irish, Ireland, Catholic, Houston, Veteran, Politician
Sam Houston was born on March 2, 1793, the fifth child of Samuel and Elizabeth (Paxton) Houston, Rockbridge County, Virginia. He was of Scots-Irish ancestry and reared Presbyterian. His father died when he was thirteen, and in the spring of 1807, he emigrated with his mother, five brothers, . . . [Read more](#)

Honorable John Fitzgerald "Jack" Kennedy Massachusetts (*May 29, 1917 - November 22, 1963*) Irish, Catholic, Ireland, Politician, Author, War Hero, President of the U.S.

John Fitzgerald Kennedy was named in honor of his mother Rose's father, John Francis Fitzgerald, the Boston Mayor popularly known as Honey Fitz. Before long, family and friends called this . . . [Read more](#)

Robert S. McNamara District of Columbia (*June 9, 1916 - July 6, 2009*) Irish, Ireland, Businessman, U.S. Secretary of Defense

Defense issues, including the missile gap, played a prominent role in the campaign of 1960. President-elect John F. Kennedy, very much concerned with defense matters although lacking former . . . [Read more](#)

Lt. Gen. Harold Gregory "Hal" Moore Colorado (*February 13, 1922 - February 10, 2017*) Veteran, Vietnam War, Author

Born in Bardstown, Kentucky, Lt. Gen. Harold Gregory "Hal" Moore moved to Washington, DC, where he completed his high school education. He attended The George Washington University . . . [Read more](#)

Honorable Richard Edmund "Richie" Neal Massachusetts (*February 14, 1949 - ?*) Irish, Ireland, Catholic, AOH, Politician, US Congressman

On November 7, 1960, Mary Garvey Neal, who had roots in Ventry, County Kerry [Ireland], took her son to the Springfield, Massachusetts, town hall. It was very late and Richie Neal, then 10 . . . [Read more](#)

Admiral Chester William Nimitz Sr. Texas (*February 24, 1885 - February 20, 1966*) German, Veteran, Navy Fleet Admiral, Fredericksburg

Chester William Nimitz, who guided Allied forces to victory in the Pacific in World War II, was born in Fredericksburg, Texas, on February 24, 1885, the son of Chester Bernard and Anna . . . [Read more](#)

Zebulon Montgomery Pike New Jersey (*January 5, 1779 - April 27, 1813*) Army Veteran, Western Explorer

Zebulon Montgomery Pike, United States Army officer and Western explorer, was born on January 5, 1779, at Lambertton, now a part of Trenton, New Jersey, the son of Isabella (Brown) and Zebulon . . . [Read more](#)

Honorable Ronald Wilson Reagan: Political Career California (*February 6, 1911 - June 5, 2004*) Irish Catholic, Ireland, Scotland, Veteran, Actor, Politician, Governor of California, President of the U.S.

As a result of his travels on behalf of [General Electric](#) (who had hired him as a home office goodwill ambassador), he became convinced that big business was not the problem in the economy . . . [Read more](#)

Jack Roosevelt "Jackie" Robinson New York (*January 31, 1919 - October 24, 1972*) African-American, Baseball Player, Baseball Hall of Fame, Businessman, Color Line

"A life is not important except in the impact it has on other lives." This, more than his on-the-field statistics, can be viewed as his enduring legacy. He was born in Cairo, Georgia, to a family of share . . . [Read more](#)

Mariano Guadalupe Vallejo California (*c.1808 - January 18, 1890*) Hispanic, Mexican-American, Veteran, Politician, Rancher

Mariano Guadalupe Vallejo (c.1808–January 18, 1890) was a leader in the struggle for statehood for California. During his lifetime, he witnessed three nations rule California. Born to a . . . [Read more](#)

<https://americansall.org/nonprofit-legacy-partner/military-personnel-and-organizations>

Sample of a Legacy Partner Landing Page



Americans All

PROGRAM OVERVIEW

Search

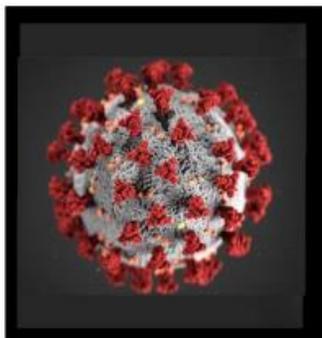
[My Welcome Back Page](#) [Sign Out](#) [FAQs](#) [Contact](#)

[HOME](#) / [ABOUT](#) / [HERITAGE HONOR ROLL](#) / [SOCIAL LEGACY NETWORK](#) / [SOCIAL STUDIES RESOURCES](#) / [NEWS & EVENTS](#)
[DISCOUNTS](#) / [STORY SEARCH](#) / [INDIVIDUALS](#) / [SCHOOLS](#) / [ETHNIC & CULTURAL GROUPS](#) / [LEGACY PARTNERS](#) / [AFFILIATES](#)

COVID-19

View [Create this page in an additional language](#)

www.americansall.org/node/566360



COVID-19 (Coronavirus disease 2019) is a contagious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The first case was identified in Wuhan, China, in December 2019. It has since spread worldwide, leading to an ongoing pandemic.

Symptoms, which begin one to fourteen days after exposure to the virus vary, but often include fever, cough, fatigue, breathing difficulties, and loss of smell and taste. Most people (81%) develop mild to moderate symptoms (up to mild pneumonia), while 14% develop severe symptoms (dyspnea, hypoxia, or more than 50% lung involvement on imaging) and 5% of patients suffer critical symptoms (respiratory failure, shock, or multiorgan dysfunction). At least a third of the people who are infected remain asymptomatic and do not

develop noticeable symptoms at any point in time but can spread the disease. Some patients continue to experience a range of effects—known as long COVID—for months after recovery and damage to organs has been observed.

The virus spreads mainly when an infected person is in close contact with another person. Small droplets and aerosols containing the virus can spread from an infected person's nose and mouth as they breathe, cough, sneeze, sing, or speak. Other people are infected if the virus gets into their mouth, nose or eyes. A person who is infected can transmit the virus to others up to two days before they themselves show symptoms, as can an individual who does not experience symptoms. People remain infectious for up to ten days in moderate cases, and two weeks in severe cases. The standard diagnosis method is by real-time reverse transcription polymerase chain reaction (rRT-PCR) from a nasopharyngeal swab.

Preventive measures include physical or social distancing, quarantining, ventilation of indoor spaces, covering coughs and sneezes, hand washing, and keeping unwashed hands away from the face. The use of face masks or coverings has been recommended in public settings to minimize the risk of transmissions. Several vaccines have been developed and various countries have initiated mass vaccination campaigns, but new strains continue to show up. (Information from Wikipedia)

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: and
Language State

and or
Last Name of Individual First Name of Individual Group name

Federal Emergency Management Agency (FEMA) (? - ?)

The Federal Emergency Management Agency is an agency of the United States Department of Homeland Security, initially created under President Jimmy Carter by Presidential Reorganization Plan No. 3 of 1978 and implemented by two Executive Orders on April 1, 1979.

[Read more](#)

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](#)
☆

Media Information on Our Original Social Studies Resource Program

These news articles and reports have been published about the Americans All social studies instructional resources that were developed beginning in the 1980s by more than 70 scholars and curriculum experts. Click on the title of each document to learn more. This supplements the information on page 24.

[Article about the Ellis Island Simulation from the *Wicked Local, Sherborn, Dover, MA, 2016* Baltimore, MD, Pilot Program, 2012](#)

[Article about the Ellis Island Simulation from *The Lexington News, Lexington, MO, 2009, 2010* Diane R. Stepp, "Huddled Masses: Fifth-Graders Get a Taste of Ellis Island Experience," *The Atlanta Journal-Constitution, Atlanta, GA, December 12, 2005*](#)

Eight Annual Bridge Builders Awards Ceremony and Dinner, Washington, DC, June 29, 2004

- [About the Award](#)
- [Corporate Sponsor News Release](#)

[Leonard H. Wesley, Jr., Americans All® Takes Root in Wichita, Kansas, January 2004](#)

[State Pilot Program Summary and Vermont Pilots, 2001-02](#)

[Wichita, Kansas, Pilot Program and Evaluation, 1993-96.](#)

[People of America Foundation, *Americans All® User Survey Report* \(Beltsville, MD: People of America Foundation, 1995\)](#)

[Excerpt from *The Hitachi Foundation Ten Year Retrospective 1985–1995, 1995*](#)

["The Hitachi Foundation: Involved, Committed, Responsible," *Age of Tomorrow* 117 \(January 1991\):14–15](#)

[Southern Poverty Law Center, *Teaching Tolerance* \(spring 1994\)](#)

[Houghton Mifflin Catalog Sheets, 1993-95](#)

[Instructional Video Created by Dr. Gail C. Christopher and The Houghton Mifflin Company, 1992](#)

[A Thematic Correlation of Americans All Created by Houghton Mifflin for Middle Grades, December 1992](#)

[State and Federal Letters of Support, 1991-2014](#)

["The Peopling of America," *Communicator*, vol. 14, no. 8 \(April 1991\)](#)

["Multicultural Education," *ASCD Curriculum/Technology Quarterly*, vol. 1, no. 1 \(fall 1991\)](#)

["Pressure Rising to Make Curriculum Multicultural," *Education Daily, Special Supplement*, August 9, 1991](#)

[Carol Strickland, "\\$200 Million and Growing," *Foundation News*, vol. 31, no. 6 \(November/December 1990\)](#)

Immigrants All . . . Americans All San Diego Pilot, San Diego, California, January 16, 1990

- [Channel 8 Television News Segment \(Video\)](#)

Ethnic and Cultural Groups

The history of our nation is deeply tied to immigration, whether forced or voluntary.

Ancestors of all Americans came here from diverse locations, so we all have immigrant roots. These experiences can be shared through [legacy stories](#), which acknowledge that heritage and culture are rich aspects of personal and group identity. The actions, accomplishments and contributions recorded in these stories afford future generations knowledge, insight and inspiration. Using storytelling to communicate about ethnicity and culture broadens understanding, increases tolerance and heightens acceptance. Legacy stories also contribute to the telling of our nation's history and are a key element in a comprehensive social studies education.



Our program's education resources are used in more than 2,000 [schools](#) and libraries nationwide and reinforce the commonalities that help unite, rather than divide, the American people. Individuals, families, schools and nonprofits participate in Americans All [for free](#).

Legacy stories about ethnic and cultural group members are housed and listed alphabetically by their last name on our Web-based Heritage Honor Roll. These stories also appear on the Americans All home pages of our [Legacy Partners](#). Legacy Partners are groups, businesses and organizations that honor and respect diversity in their membership and support our education mission. Included in the Heritage Honor Roll and home pages are legacy stories about immigrants who helped shape America and their descendants who continue to do so. These stories are sometimes shared in multiple languages and can be included in more than one Legacy Partner home page.

Our engagement aims to help people understand that unconscious bias is the very human tendency to make quick and sometimes lasting judgments about other people without even realizing they are doing so. Once people can see that their unconscious biases may unintentionally lead to discrimination and potentially harm them personally or professionally, the road to change opens. Our goal is to reinforce the notion 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.

As an aggregator of resources, we are continually expanding our database. Below are the ethnic and cultural groups that are listed on our Legacy Partner landing page. The Legacy Partner ethnic and cultural groups begin on page 25.

[**The Peopling of America: A Timeline of Events That Helped Shape Our Nation**](#)

The Americas, African American, Asian American, European American, Hispanic American, The World

[**A Guide to the Americans All Photograph and Poster Collections**](#)

Statue of Liberty, Ellis Island, Angel Island, Native Americans, Asian Americans, Mexican Americans, European Americans, African Americans, Puerto Rican Americans

[**Music of America's Peoples**](#)

22 original recordings of historic songs representing diverse ethnic and cultural groups.

Ethnic and Cultural Groups (continued)

(Americans All Resource Texts are Indented and in Bold)

African Americans' Contributions to Our Nation

African Americans: Unwilling and Voluntary Immigrants

Who Helped Shape America

African Americans

Asian Americans

Chinese Americans' Contributions to Our Nation

Chinese Immigrants Who Helped Shape America

European Immigration from the Colonial Era to the 1920s

French Americans' Contributions to Our Nation

French Immigrants Who Helped Shape America

German Americans' Contributions to Our Nation

German Immigrants Who Helped Shape America

Greek Americans' Contributions to Our Nation

Greek Immigrants Who Helped Shape America

Hispanic Americans' Contributions to Our Nation

American Immigration: The Continuing Tradition

An American Symbol: The Statue of Liberty,

Angel Island, Ellis Island

The Peopling of America: A Synoptic History

Irish American Political Leaders

Irish Americans' Contributions to Our Nation

Irish Americans: Members of the Ancient Order of Hibernians

Irish Immigrants Who Helped Shape America

Italian Americans' Contributions to Our Nation

Italian Immigrants Who Helped Shape America

Japanese Americans' Contributions to Our Nation

Japanese Immigrants Who Helped Shape America

Jewish Americans' Contributions to Our Nation

Jewish Immigrants Who Helped Shape America

Mexican Immigrants Who Helped Shape America

Mexican Americans

Native Americans' Contributions to Our Nation

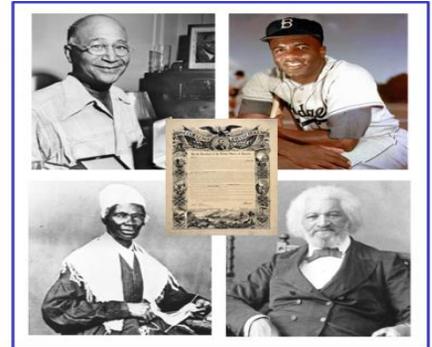
The Indian Nations: The First Americans

Nigerian Immigrants Who Helped Shape America

Puerto Rican Americans' Contributions to Our Nation

Puerto Ricans: Immigrants and Migrants

Romanian Immigrants Who Helped Shape America



How the Americans All Storytelling Program Works

“Stories are one of the most powerful means that [all people] have to influence, teach, and inspire. Storytelling forges connections, among people and between people and ideas. They convey the culture, history, and values that unite people. When it comes to our countries, our communities, and our families, we understand intuitively that the stories we hold in common are an important part of the ties that bind.” —*Excerpted from a post by Vanessa Boris, author at Harvard Business Publishing, and Lani Peterson, Psy.D., psychologist, storyteller and executive coach.*

To access all program benefits, including the ability to create, publish and update a legacy story on our [Heritage Honor Roll](#), an individual needs to register for Americans All. Registration is **free** and a detailed [tutorial](#) walks the individual through each step. We only require a first and last name, e-mail address and a Zip Code. We do not require addresses, phone numbers or any other personal information, and member information is never shared or sold.

A story can only be edited or modified by the member who created it, but the story can be read and/or printed out by anyone. However, to print a story without having the URL information distorting the text, the reader must be a member of Americans All. If the author has privacy protected a portion of the story, the reader must obtain that password from the author as that information is not saved nor can be accessed by the program staff.

The 60-word summary (which can be the lead sentences in the story) follows the honoree’s name on the Heritage Honor Roll landing page. This feature exists because It is possible that two individuals have the same first/last name. The summary will enable the reader to locate the story of their honoree. (See example below.)

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](#) [The “[Read more](#)” link will take the reader to the complete story.]

Legacy stories reflect members’ views and Americans All does not vet these stories. The Heritage Honor Roll may contain more than one legacy story for an individual or a group—or the legacy story may appear in more than one language—because members have opted to recognize different contributions of the same individual or group or want to share the story in the native language of the honoree.

Because stories will be read by individuals of all ages, we want to ensure the legacy stories published on our Heritage Honor Roll do not contain inappropriate language. Therefore, all text is filtered through a secure, third-party Profanity App. If a word or phrase used in a story is on its

How the Americans All Storytelling Program Works (continued)

“block” list, the member will receive an error message at the top of the template when he or she clicks on the “Publish My Story” button. If that occurs, replace the word or phrase by using its first and last letters and put an “x” for each letter in between, such as “sxxt.”

We can override the App’s list of blocked words. If an individual believes the “blocked” word is appropriate, contact us by e-mail. Put the word “Profanity” in the subject line. In the body of the e-mail, identify the “blocked word or phrase” and include the sentence in which it is used. If our editorial board agrees that the word or phrase is appropriate, we will remove the word or phrase from the App’s block list and notify the member so he or she can insert the desired word or phrase into the story.

Within the Heritage Honor Roll, individual honorees are listed alphabetically by last name. If included, maiden names appear between parentheses and nicknames appear between quotation marks (but are not picked up by the Search Engine). If an exact birth or death date is not known, we add “c.” to indicate it is an approximation. If the individual is still alive, we insert a question mark symbol (?). The honoree’s occupation, field, industry or profession is listed last.

To find a legacy story about an individual or a group on our website, put the honoree’s name or a key word in the search box or click on the “STORY SEARCH” tab that appears on the top of all pages.

kullen Search PROGRAM OVERVIEW My Welcome Back Page Sign Out FAQs Contact

HOME / ABOUT / HERITAGE HONOR ROLL / SOCIAL LEGACY NETWORK / SOCIAL STUDIES RESOURCES / NEWS & EVENTS
DISCOUNTS / STORY SEARCH / INDIVIDUALS / SCHOOLS / ETHNIC & CULTURAL GROUPS / LEGACY PARTNERS & ISSUES/TOPICS INDEX / AFFILIATES

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/ " followed by its identification number as shown here, www.americansall.org/node/566231.

Initial Contacts with Howard County Officials (Pilot Program)

Hi Allan,

Thanks for sending over this information and for thinking of us to participate in the Americans All program. It certainly looks like an incredible opportunity for the county.

Can you share with us what level of involvement you envision from HCEDA regarding a potential partnership? I'm cc'ing my colleagues, Chuck Bubeck (Exec Director of Maryland Innovation Center, our startup incubator as part of HCEDA) and Doug Holly (Entrepreneur in Residence for the MIC). I believe we are the best contacts for this but will be happy to connect you with others on our team as we determine more details around the potential partnership with HCEDA.

I'm also wondering if this partnership should take place between AA and Howard County Public Schools (HCPSS). Have you been in touch with anyone there? Happy to connect you.

Thanks,

Aphaia Harper
Strategic Engagement Manager
Howard County Economic Development Authority
aharper@hceda.org, 410-313-0573



Hi Allan,

I heard back from our Curriculum Office and learned that they are not interested in partnering because we already have a program in place that meets similar objectives. The existing program is called Story Strong. When we find that a potential opportunity is not possible, we try to offer other ideas that may be helpful, which is why I listed some plan B thoughts.

PTAs - If you are looking for contact information for high school PTAs, please see this link for the listing of all high school websites - [Schools – HCPSS](#). Once you click on a school's website, scroll down to the bottom of the homepage to see a link to PTA information. For PTAs, they are separate organizations that have their own procedures. They do not typically need to contact our office; however, if they mention the need to reach out to us, you can refer them to me.

Clubs - Certain school clubs may be interested in your program. To get information about the various clubs at each high school, please see this link for the listing of all high school websites (this is the same link as the one listed above) - [Schools – HCPSS](#). Once you click on a school's website, look under Student Life, Activities & Clubs for the listing of clubs. Each club should have a point of contact listed on the school websites. They are typically teachers who are serving as advisors. Those are the contacts you should be reaching out to.

If you find a potential match with a particular extracurricular club or PTA, please reach out to the point of contact directly.

Community News & Programs Page - Nonprofit organizations can distribute information through the school system by requesting that it be posted on the HCPSS [Community News & Programs](#) page. If you would like to share information about your programs with the public, please submit a post by clicking on the *Add your Program* link at the top of the page. For questions about this page, please contact publicinfo@hcpss.org.

HC Historical Society - I encourage you to continue working with the Howard County Historical Society.

HoCoPoLitSo - You may want to look into [HoCoPoLitSo](#) to see if they would be interested in a partnership.

Priscilla Reaver
HCPSS Partnerships Office
Priscilla_Reaver@hcpss.org, 410-313-6865

Partnership Responsibilities and Membership Cards

Our Partners

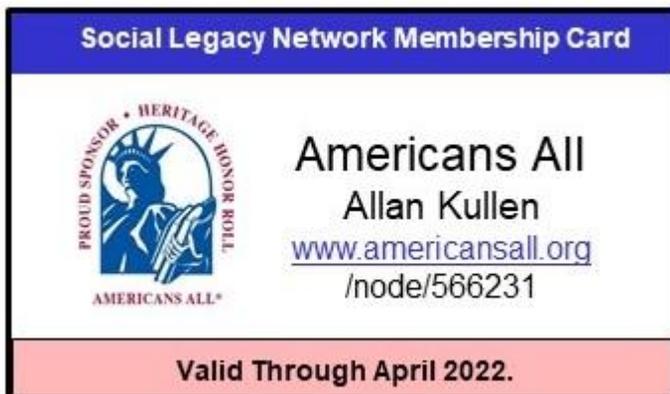
Although the Americans All program provides a turnkey opportunity for each school and its county to publish stories online, there are several functions that partners can undertake to enhance the program's success.

- Prepare announcements and media press releases about the partnership, focusing on how this program helps students, schools, and local businesses and professional service providers.
- Provide Americans All with access to historical information on the individual schools and the county so stories can be added to the Americans All website.
- Help Americans All reach other organizations within the county, such as relief agencies, ethnic and cultural groups and other education-related organizations, so they can take advantage of utilizing the storytelling component for their members.

Americans All

In addition to providing and maintaining the storytelling structure and the tutorials, the Americans All program is responsible for the following tasks.

- Maintaining the sections of the website that hosts legacy stories and expanding the content that puts many of the stories into historical perspective.
- With the county's direction and input, help prepare all individual Legacy Partner pages so that stories can receive maximum exposure.
- Increase the number of Issues/Topics Index pages to host stories by category (see page 13).
- If needed, expand the 3-month free trial offer to join the Social Legacy Network to school and county members to 6-months to give the program time to gain traction. Americans All will notify members through its website and automatically extend the expiration date on the program's membership cards.



Membership cards can be used to obtain discounts on goods and services from many of our program's Legacy Partners and are valid for a 3-month period. Social Legacy network members can always download a current card with an updated expiration date. To print a new card, go to your "Welcome Back" page and click on "Download Social Legacy Network membership materials."

Benefits of Storytelling to PTA Families

PTA organizations support schools in getting both unrestricted funds and resources. We can fill this dual role by providing them with a program to add as a fundraising tool (Heritage Honor Roll) and giving schools electronic access to much-needed resources for students participating in non-academic school activities. In addition, many of the members of the PTA (as well as other school families) own or participate in local businesses and as professional service providers and can use this program to gain additional exposure and reach a larger audience for their entities.

Families can also use this tool to pass on knowledge and experiences to current and future generations. Without this information, children will neither understand their roots nor develop their ethnic and cultural identity. In addition, storytelling brings communities together by sharing people's common histories, rather than their differences.

Benefits of Storytelling to Students

Storytelling benefits students who are participating in non-academic school activities, as well as in their personal lives.

- Stories begin at birth, and *legacies* are built each time a personal, academic or professional milestone is achieved. Every student has important experiences and lessons learned to share with family, friends and future generations. Creating and publishing a [story](#) about themselves helps students develop skills in critical thinking, communicating, researching and, especially, writing—skills needed to help ensure their success in college and/or the workforce.
- By learning to use concise language and enhancing stories with photographs and other media, students can record important events and memories they have experienced.
- Publishing a legacy story on our Web-based [Heritage Honor Roll](#) ensures the significance of a lifetime will not be forgotten and enables students to have a permanent and an accessible social media presence that truly describes who they are. Only the member can edit a story.
- Storytelling can also be a wonderful intergenerational bonding experience that builds empathy, compassion and understanding.
- [Students will find it easy to start creating their life stories. Our template only requires individuals to fill in their name, date of birth and a summary not to exceed 60 words. Additional story text, hyperlinks and photographs can be added over time.](#)
- By helping others less skilled in the art of writing and the use of technology to incorporate images and recordings into their legacy stories, a student can earn [service-learning](#) credits.
- Helping others create a story also demonstrates to prospective employers and postsecondary institutions a student's character and appreciation for how volunteerism benefits a community.

Even though Americans All is no longer active in the Social Studies, English-Language-Arts, or any curriculum arenas, members can access our online K–12 nonpolitical supplemental [classroom resources](#) presented in multiple perspectives, which were sold to more than 2,000 [schools](#) and libraries nationwide.

We offer our members a free, 3-month subscription to our [Social Legacy Network](#) to receive even more benefits. After the trial period, the cost is \$4 per month to continue receiving additional benefits from Americans All and discounts on goods and services offered by program partners.