



## Business Plan for Pilot Program Nonprofit Marketing Partners



Americans All (AA), a socially conscious membership organization, operates a program that uses a unique storytelling tool and its [Social Legacy Network](#), [Heritage Honor Roll](#) and [Business Legacy Partner](#) landing pages to support and connect—both socially and economically—students, community members, nonprofits, schools and local businesses.

September 1, 2023

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# History of the People of America Foundation and Americans All

The People of America Foundation was created in October 1995 to become the parent organization of Americans All, a national education program developed in the 1980s to recognize and honor the contributions of different immigrant groups to our nation's growth. Predating Americans All was a program created by the [Coordinating Committee for Ellis Island, Inc.](#), a 501(c)(3) organization incorporated in 1981. The committee's program arranged for bronze sculptures depicting immigration and Ellis Island to be produced and donated to the National Park Service. When some of these sculptures became part of a traveling exhibit, the committee created the Images of Ellis Island education materials to place the sculptures and their subject matter in historical context.

We were formed as a nonstock corporation to manage and grow Americans All classroom resources and received notification of our publicly supported nonprofit status from the Internal Revenue Service in March 1997, a status reconfirmed in March 2001. [Click here](#) to review the foundation's recent tax returns.

Sensing a much greater need at that time, we expanded our mission to supporting excellence in K–12 social studies instruction and promoting civic engagement in our nation's public and private schools to help ensure students are prepared to participate in our nation's democracy, economy and workforce and in our global world. Between 1992 and 1995, Houghton Mifflin Company handled retail sales of the [program resources](#). During that period, we sold resources to more than 2,000 schools and libraries nationwide. Despite our success, however, the emphasis in education shifted toward STEM topics, which reduced funding for history and civics. Fortunately, our [Heritage Honor Roll](#) aimed to recognize, honor and preserve the contributions that all people have made, and continue to make, to our nation by recording their [legacy stories](#). This component is in line with author David McCullough's belief that "history is the story of people."

In August 2013, the foundation created the Americans All Benefit Corporation as a marketing and operations arm to raise the necessary funds to support our education mission; this kind of corporate entity is equally committed to doing social good and making a profit. Our foundation is a major stakeholder of the benefit corporation. To pursue the foundation's education mission and create revenue-generating products and services, the benefit corporation created a membership-based Social Legacy Network to support the public's interest in legacy preservation. Leveraging the public's interest in legacy preservation enables us to continue to pursue our education mission. The foundation's privacy policy ensures that contact information will not be shared or published.

In 2019, we modified our focus to support non-academic school activities and enable us to gain the funding needed for our mission. Americans All now uses a unique storytelling tool to facilitate legacy preservation, enable students to communicate better and help small businesses succeed. In addition, storytelling brings communities together by sharing people's common histories, rather than their differences. Schools, students and students' families and friends participate in Americans All at no cost and receive a free, one-year trial to our Social Legacy Network.

Local businesses and service providers participate in our program as Business Legacy Partners, for a nominal fee. They can leverage stories about their business or practice to build closer relationships with current and future customers and clients. They can also use our program to share discounts on their goods and services with Americans All Social Legacy Network members.

However, as our nation became more politically polarized, we needed to offer a program that would be accepted by as many schools and students as possible. Americans All has developed a unique, multi-purpose [storytelling](#) tool that can benefit three independent, but interrelated groups: students, schools (nonprofits), and local business/professional service providers. Our web-based app is easy to install, access and update—and the multi-media story can be published in multiple languages—all at no cost.



and/or its founder(s). These NLPs can be organized as a corporation, an association or an LLC, or they can be a group of individuals who share a common identity, purpose or mission.

Schools and other education organizations are a special category of NLPs. Their membership gives them a turnkey fundraising tool, and they or their agent can receive 77 percent of the revenue generated from Business Legacy Partner members as unrestricted funds. When they register for AA, schools must indicate whether they will allow stories to be published on their landing page(s). Schools can create and publish stories about themselves—in multiple languages—on our HHR to help them connect better with their diverse communities. Schools also encourage as many students as possible to register for AA, thus creating a membership base for our business partners. We do not share or sell member information, nor do we provide curriculum resources or teacher training. However, our storytelling tool can be used to enhance students' research, writing and communication skills.

BLPs pay an annual membership fee of \$98, of which 77 percent is donated to a local school or its district as unrestricted funds. They create landing pages—in multiple languages, if desired—to offer SLN subscribers discounts on their goods and services. 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 a membership group. In addition, local businesses can create and publish stories about themselves on our HHR—in multiple languages—to help them better connect with their communities. Businesses spend about 5 percent of their sales on marketing programs, and our program offers them a way to get a higher return on investment on part of that expenditure.

For example, a restaurant could offer a member a beverage or an appetizer for free or at a reduced price, such as it does do during a happy hour. This would save members more than their monthly subscription fee, and it would be an inexpensive marketing strategy tool for the restaurant—a true win-win.

In addition, 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 (The Manifest, 2019). The same study showed that nearly all small businesses advertise, and they rely on digital as an advertising medium because they can target their customers in a more effective manner. Our program reinforces this approach.

### Create a Legacy Partner Landing Page



Founded in 1958, the Howard County Historical Society is the 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 are of historical significance, research, and discovery for all ages and culture 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, adults, homeowners, local groups, and the public to participate through their open and outreach programs.

The Museum of Howard County (2020 Court Avenue) is housed in the former First Presbyterian Church which was generally donated to the Society in 1958 by Mr. Alvin Rogers Clark in memory of his wife, Susan Clark. The Clark family were instrumental in founding the Historical Society.

Located near the Court House in Ellicott City, the original church was a wooden building constructed in 1807 that collapsed during renovations in 1984. Rebuilt over that same year, the current Gothic-style structure with its soaring 105-foot tall tower, steeply pitched roof and detailed and vaulted glass windows was designed by Stephen Ordway and constructed by Professor A. Whipple. Along with an extensive collection of fascinating artifacts, furniture and memorabilia, the Museum is home to a

with limited 1055 open hall by the A.B. Engemann/Opfer Company of Ellicott City, MD.

The Howard County Historical Society Archives and Research Library were originally held in the Museum and then moved to the Elizabeth Mills Quaker School, now known as the Old Building, in 1986. In the fall of 2011, the Society moved its treasure trove of historical maps, deeds and property records, marriage licenses, voter records, court and probate records and old tax records as well as over 4,000 historical photographs, local and national newspapers, business records, and many fine and beautiful books throughout the Howard County Historical Society and Historical Center of 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 business partners, friends and associates. They let us appreciate that heritage and culture are an integral part of our nation's rich fabric and wish to help citizens celebrate, preserve and enhance their own rich and diverse heritages and identities.

Search by: Any  and  Any

Language  Date

and  or

Last Name of Individual  First Name of Individual  Group Name

**To view this page, visit**  
[americansall.org/node/566566](http://americansall.org/node/566566)

Howards County Historical Society  
 Founded in 1958  
 Head Office  
 Allen S. Hall  
 Ellicott City  
 21033  
 Telephone  
 410-326-1100  
 Fax  
 410-326-1101  
 E-mail  
 info@hchs.org  
 Website  
 www.hchs.org  
 Pages  
 1055  
 All in line by the time they passed away was her name and that she was staying in the town.  
 Home page

### Offer Discounts to Members



### Share Community Culture



# How Americans All (AA) works for **Individuals<sup>1</sup>**, **Schools, Businesses and Other Types of Nonprofit Organizations<sup>2</sup>**.

An individual can have several roles in our program—**either a personal role** or as an **agent**, or a point of contact (poc), for multiple entities.

(continued on the next page)



If an account is for personal use<sup>1</sup>, or for a group that is important to the individual, use the individual's email address to set up the account.



An individual creates a free "New User Account" at [www.americansall.org](http://www.americansall.org) and gets a personalized "Welcome Back" page that contains links to all program benefits.



If a free account is for a school or other type of nonprofit, or an account for a business (which pays a membership fee)<sup>2</sup>, the individual (acting as a poc) use links on the Welcome Back page and the entity's email address to set up the accounts. This enrolls the entity as a member of our Social Legacy Network. The poc can now create and publish the entity's Legacy Partner (LP) landing page(s)<sup>5</sup> on our website.

Membership in AA includes a one-year, free trial in our Social Legacy Network<sup>5</sup>. Students maintain this membership until their class graduates. This optional upgrade provides access to discounts on goods and services from our program's business partners. No credit card information is required for the trial period and this feature is only available for individuals.

The individual then uses the link on the Welcome Back page to first register for Americans All and then create and publish a free story for the individual or his/her group on the Heritage Honor Roll (HHR)<sup>4</sup>.

The poc can then use the link on the entity's Welcome Back page to register the entity for AA and create and publish a free story for the entity on the HHR<sup>4</sup>.

After the trial, an individual can continue receiving discounts on goods and services from business partners and other benefits from AA with a \$4/month subscription to the Network, 87 percent of which is donated to a school. We do not store credit card information and members can cancel their subscription at any time.



Option: To reach a larger audience, create the HHR stories<sup>4</sup> and LP landing page(s)<sup>5</sup> in multiple languages.

Students and schools can use Americans All resources to create community projects.



## How Americans All (AA) works for **Individuals**<sup>1</sup>;

## **Businesses; Schools and Other Types of Nonprofits**<sup>2</sup>.

An individual can have several roles in our program—**either a personal role or as an agent, or a point of contact (poc), for multiple entities.**

**(Continued from the previous page)**

- <sup>1</sup> AA invests 87 percent of the gross revenue from Social Legacy Network subscribers and 77 percent of the gross fees from Business Legacy Partners in schools that support our program. In addition, our resources help students in non-curriculum school activities succeed in our democracy, economy and workforce, and reinforces the value of diversity, tolerance and acceptance. We also honor the contributions that all Americans made, and continue to make, to our nation and we use historical timelines and text pages to establish context for many of their stories.
- <sup>2</sup> Business Legacy Partners pay a \$49 fee that is renewable every 6 months and gain additional AA memberships each time they renew. They also receive landing page(s) and a listing on our [Discounts](#) page, which can be updated daily at no additional cost.
- <sup>3</sup> We identify our members only by their e-mail addresses and Zip Codes.
- <sup>4</sup> HHR stories can contain text, music, images and audio-visual links, and can be updated for free at any time. All previous versions are archived. The HHR may contain more than one legacy story for an individual or a group because members have opted to recognize different contributions of the same individual or group.
- <sup>5</sup> Businesses and nonprofit organization landing pages contain individual stories published on the HHR that are associated with the entity. Schools can opt out of allowing stories be added to their landing pages.

## 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 year, 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 county high schools and focus on two major demographics: students and small local 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 11.5 million students registered in the 10<sup>th</sup> to 12<sup>th</sup>-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.

## Information for the Americans All Nonprofit Marketing Partners

The Americans All Benefit Corporation and the People of America Foundation seek four nonprofit marketing partners to assist us in reaching our target audiences. Each partner will receive 1 percent of the program's equity which gives each of them 1 percent of the annual gross revenue. Their contribution to the program will be in-kind marketing and no out-of-pocket revenue is required. If it turns out that not all four are needed to generate exposure for the program, the percentage for each partner will be increased.

In addition, the program is also seeking a \$75,000 to \$250,000 convertible loan/investment (can be incremental) to support a pilot project for one year in three geographic areas: Howard and Montgomery Counties in Maryland and in the District of Columbia. The initial \$75,000 will be used immediately to add a new the financial module and other related elements to the website that are now needed to complete the conversion of the site from its original education design. The current website can accept all forms of registrations and has set up temporary "work-arounds" for the missing elements.

The initial investor repayment details are available upon request and that investor has a right of first refusal to acquire the Benefit Corporation once certain financial benchmarks are reached. If possible, we would like the successor organization to be composed of nonprofit groups who share our mission and goals.

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 11.5 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.

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 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 relevant documents.

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 United States.

Number of BLP memberships @ 0.005 percent of total*	150,000		
150,000 memberships x \$98	\$14,700,000		
Distribution of school revenue, 77 percent	<b>\$11,319,000</b>		
Distribution of nonschool revenue, 23 percent	<b>\$3,381,000</b>		
Credit card fees, 3 percent		0.03	\$441,000
Overhead and outreach, 5 percent		0.05	\$735,000
Initial investor, 1 percent		0.01	\$147,000
People of America Foundation, 3 percent		0.03	\$441,000
<b>Nat'l nonprofit marketing partners,</b>			
<b>4 @ 1 percent [\$147,000 each]</b>		0.04	\$588,000
Development/management team fee, 7 percent		0.07	\$1,029,000
<b>Totals</b>		<b>0.23</b>	<b>\$3,381,000</b>

Number of BLP memberships @ 0.01 percent of total*	300,000		
300,000 memberships x \$98	\$29,400,000		
Distribution of school revenue, 77 percent	<b>\$22,638,000</b>		
Distribution of nonschool revenue, 23 percent	<b>\$6,762,000</b>		
Credit card fees, 3 percent		0.03	\$882,000
Overhead and outreach, 5 percent		0.05	\$1,470,000
Initial investor, 1 percent		0.01	\$294,000
People of America Foundation, 3 percent		0.03	\$882,000
<b>Nat'l nonprofit marketing partners,</b>			
<b>4 @ 1 percent [\$294,000 each]</b>		0.04	\$1,176,000
Development/management team fee, 7 percent		0.07	\$2,058,000
<b>Totals</b>		<b>0.23</b>	<b>\$6,762,000</b>

Number of BLP memberships @ 0.02 percent of total*	600,000		
600,000 memberships x \$98	\$58,800,000		
Distribution of school revenue, 77 percent	<b>\$45,276,000</b>		
Distribution of nonschool revenue, 23 percent	<b>\$13,524,000</b>		
Credit card fees, 3 percent		0.03	\$1,764,000
Overhead and outreach, 5 percent		0.05	\$2,940,000
Initial investor, 1 percent		0.01	\$588,000
People of America Foundation, 3 percent		0.03	\$1,764,000
<b>Nat'l nonprofit marketing partners,</b>			
<b>4 @ 1 percent [\$588,000 each]</b>		0.04	\$2,352,000
Development/management team fee, 7 percent		0.07	\$4,116,000
<b>Totals</b>		<b>0.23</b>	<b>\$13,524,000</b>

\* 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.

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 participation. 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 subscribers @ 3 percent of prior-year graduating class*	105,000		
105,000 new subscriptions x \$48	\$5,040,000		
Distribution of revenue to schools or school districts, 77 percent	<b>\$3,880,800</b>		
Distribution of nonschool revenue, 23 percent	<b>\$1,159,200</b>		
Credit card fees, 3 percent		0.03	\$151,200
Overhead and outreach, 5 percent		0.05	\$252,000
Initial investor, 1 percent		0.01	\$50,400
<b>National nonprofit marketing partners, 4 @ 1 percent [\$50,400 each]</b>		0.04	\$201,600
People of America Foundation, 10 percent		0.10	\$504,000
<b>Totals</b>		<b>0.23</b>	<b>\$1,159,200</b>

Number of new SLN subscriptions @ 3 percent of prior-year graduating class*	105,000		
105,000 new subscriptions x \$48	\$5,040,000		
52,500 renewed subscriptions x \$48 (50% renewal from prior year)	\$2,520,000		
Total gross subscription revenue	\$7,560,000		
Distribution of revenue to schools or school districts, 77 percent	<b>\$5,821,200</b>		
Distribution of nonschool revenue, 23 percent	<b>\$1,738,800</b>		
Credit card fees, 3 percent		0.03	\$226,800
Overhead and outreach, 5 percent		0.05	\$378,000
Initial investor, 1 percent		0.01	\$75,600
<b>National nonprofit marketing partners, 4 @ 1 percent [\$75,600 each]</b>		0.04	\$302,400
People of America Foundation, 10 percent		0.10	\$756,000
<b>Totals</b>		<b>0.23</b>	<b>\$1,738,800</b>

Number of new SLN subscriptions @ 3 percent of prior-year graduating class*	105,000		
105,000 new subscriptions x \$48	\$5,040,000		
77,750 renewed subscriptions x \$48 (50% renewal from prior year)	\$3,780,000		
Total gross subscription revenue	\$8,820,000		
Distribution of revenue to schools or school districts, 77 percent	<b>\$6,791,400</b>		
Distribution of nonschool revenue, 23 percent	<b>\$2,028,600</b>		
Credit card fees, 3 percent		0.03	\$264,600
Overhead and outreach, 5 percent		0.05	\$441,000
Initial investor, 1 percent		0.01	\$88,200
<b>National nonprofit marketing partners, 4 @ 1 percent [\$88,200 each]</b>		0.04	\$352,800
People of America Foundation, 10 percent		0.10	\$882,000
<b>Totals</b>		<b>0.23</b>	<b>\$2,028,600</b>

\* 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.

<b>Number of Small Businesses in State Order</b>			
<b>Low to High</b>			
American Samoa	546	Oregon	396,925
Guam	3,493	South Carolina	431,835
District of Columbia	18,224	Wisconsin	456,884
Delaware	25,000	Louisiana	457,000
Puerto Rico	45,451	Minnesota	464,946
Wyoming	56,740	Maryland	477,233
Alaska	73,298	Missouri	500,000
North Dakota	74,202	Indiana	529,000
Vermont	78,883	Arizona	550,000
South Dakota	90,000	New Mexico	600,000
Rhode Island	98,000	Tennessee	620,125
Montana	129,180	Washington	630,819
Hawaii	135,567	Colorado	653,639
New Hampshire	137,000	Massachusetts	700,646
Maine	149,355	West Virginia	750,000
Illinois	169,025	Virginia	766,826
Idaho	169,151	Michigan	900,000
Nebraska	179,509	New Jersey	908,209
Arkansas	244,977	North Carolina	934,604
Kansas	256,000	Ohio	982,000
Mississippi	262,272	Georgia	1,000,000
Nevada	270,000	Pennsylvania	1,000,000
Iowa	272,555	New York	2,200,000
Utah	301,265	Florida	2,500,000
Alabama	323,891	Texas	3,000,000
Connecticut	350,376	California	4,100,000
Kentucky	355,998		
Oklahoma	358,647		
		<b>Totals</b>	<b>29,610,743</b>

<b>Number of Small Businesses in State Order</b>			
<b>High to Low</b>			
California	4,100,000	Connecticut	350,376
Texas	3,000,000	Alabama	323,891
Florida	2,500,000	Utah	301,265
New York	2,200,000	Iowa	272,555
Georgia	1,000,000	Nevada	270,000
Pennsylvania	1,000,000	Mississippi	262,272
Ohio	982,000	Kansas	256,000
North Carolina	934,604	Arkansas	244,977
New Jersey	908,209	Nebraska	179,509
Michigan	900,000	Idaho	169,151
Virginia	766,826	Illinois	169,025
West Virginia	750,000	Maine	149,355
Massachusetts	700,646	New Hampshire	137,000
Colorado	653,639	Hawaii	135,567
Washington	630,819	Montana	129,180
Tennessee	620,125	Rhode Island	98,000
New Mexico	600,000	South Dakota	90,000
Arizona	550,000	Vermont	78,883
Indiana	529,000	North Dakota	74,202
Missouri	500,000	Alaska	73,298
Maryland	477,233	Wyoming	56,740
Minnesota	464,946	Puerto Rico	45,451
Louisiana	457,000	Delaware	25,000
Wisconsin	456,884	District of Columbia	18,224
South Carolina	431,835	Guam	3,493
Oregon	396,925	American Samoa	546
Oklahoma	358,647		
Kentucky	355,998		
		<b>Totals</b>	<b>29,610,743</b>

## Estimated Expenses for the Americans All Program to be Covered by Investor/Marketing Partner During Start-Up Funding Period

1. Current host is Taoti Creative, Inc. (DC). We host text and link all 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 maximizes technical applications.
4. We used production apps, such as WebPurify (profanity), 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 with experience in 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 all sales and financial reports.
7. Current policy is with NFP Property & Casualty (NY), and written through The Travelers Companies, Inc., (NY).
8. As needed to review contracts and agreements.
9. Most office supplies are already on hand. This covers replacement items, such as printer cartridges, paper, etc.
10. As needed for normal operations.
11. As needed 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. Staff will create or obtain new content for our website as needed.
14. Staff to develop and implement targeted social media outreach.
15. They will assist in early-stage marketing as needed.
16. To promote the initiative and begin to develop other markets. We will gain exposure from our partners as the pilots move forward.
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.

Web Hosting and Updating <sup>1</sup>	\$ 4,500
Website Modifications <sup>2</sup>	\$ 65,000
Converting from Drupal 7 to 9 <sup>3</sup>	\$ 85,000
Computer Support Services <sup>4</sup>	\$ 15,000
Design and Editorial <sup>5</sup>	\$ 2,000
Accounting <sup>6</sup>	\$ 2,500
Insurance <sup>7</sup>	\$ 2,000
Legal <sup>8</sup>	\$ 2,500
Office Expenses <sup>9</sup>	\$ 300
Postage <sup>10</sup>	\$ 200
Printing <sup>11</sup>	\$ 2,500
Staff Support <sup>12</sup>	\$ 8,000
Part-time Staff <sup>13</sup>	\$ 8,000
Public Relations <sup>14</sup>	\$ 15,000
Consultants <sup>15</sup>	\$ 4,000
Social Media Outreach <sup>16</sup>	\$ 15,000
Create Video Tutorials <sup>17</sup>	\$ 12,000
Travel <sup>18</sup>	\$ 5,000
Trade Shows/Exhibitions <sup>19</sup>	\$ -
Rent <sup>20</sup>	\$ -
Total	\$ 248,500

## Revenue Distribution to High Schools

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. Once a school has registered, we 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 a school to receive funds is to use an existing checking account or to create a new one for this purpose. If schools cannot receive funds directly, they can appoint an agent to act on its behalf. 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 Americans All 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 Americans All.

All funds that the program receives from SLN subscriptions and BLP sponsorships will be electronically deposited into a master checking account. Every month, an electronically created invoice will be generated 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.

Americans All 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. we 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.

## Summary of the Americans All Pilot Implementation Plan

Except for a banking component (which was not needed in the earlier version of the program), the website is functional and can accept memberships and new content. We are now revising the registration process so that individuals can become members of the Social Legacy Network without having to first create a story. Once that is completed, we will begin creating a model by implementing a pilot in two in Maryland counties and the District of Columbia. This will include setting up a database of our members (for privacy, using only Zip Codes) so that the business component can be started. Our members are 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 Social Legacy Network members and at the same time, provide their members with access to discounts on goods and services.

- We are in the process of searching for four nonprofit, equity-based marketing partners to help us reach schools and community organizations that can benefit from our program.
- Because this is now a countywide effort, we will contact all organizations that have direct outreach to their communities.
- School contact will be made by us and through our partners. Schools need only to register (to receive funds), notify their students and family members of this opportunity as well as organizations that are currently raising funds for the school.
- Instructional videos will be developed for all pilot elements.
- Contact other county businesses and education organizations for their support by posting information on the pilots on their “Community News & Programs Page.”
- Create a strong social media presence.
- Generate media attention for the program, like the one we received during the [San Diego pilot](#) for Americans All in 1990.
- Once the pilot is completed, contact other Maryland counties and introduce them to our program.
- Begin to explore additional target markets as well as update the homeschool section on the site.

## Target Markets for the Storytelling Component

The target markets for legacy preservation through storytelling are broad, and most of these markets' membership expands yearly. Therefore, there will never be a shortage of people who have stories to record and share or who have a desire to obtain discounts.

- **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](http://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 the 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 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.
- **Franchise companies:** In 2022, it is estimated that there will be some 792,000 franchise establishments in the United States. The largest segment of the franchising industry is quick service restaurants, followed by business services. Rounding out the top five are franchises in full-service restaurants, real estate, and commercial and residential services. Franchising today is bigger than ever. Some of the most popular products and places are part of global franchises. You can pick almost any random product in a convenience store, and there's a good chance that it was produced by a franchise.
- **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 endures 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)

schools electronic access to much-needed resources for students participating in non-curriculum 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.<sup>2</sup>

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”.

# Contact with the Howard County HCEDA

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](mailto:aharper@hceda.org), 410-313-0573



Re: Update on Americans All Inbox x



Harper, Aphaia  
to me, Chuck

Jul 21, 2023, 12:26 PM (3 days ago) ☆ ↶ ⋮

Hi Allan,

I understand you've been reaching out via phone this week and have spoken with my colleague Jillian Joseph.

I wanted to reach out to touch base and reiterate our warm congratulations on the progress you have made in the last year for Americans All. We are not looking to set up a profile on the site, but will continue to support informally.

Thank you and take care,

Aphaia

## APHAIA HARPER

Associate Director, Maryland Innovation Center  
Howard County Economic Development Authority

410-313-0573(Office)  
6751 Columbia Gateway Drive, Suite 300  
Columbia, MD 21046  
[aharper@hceda.org](mailto:aharper@hceda.org)  
[www.hceda.org](http://www.hceda.org)

# Contact with the Howard County Partnership Office

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](mailto: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](mailto:Priscilla_Reaver@hcpss.org), 410-313-6865

## <https://community-programs.hcpss.org/2023-03/americans-all-multi-purpose-multi-media-storytelling-tool>

**HCPSS / COMMUNITY NEWS AND PROGRAMS**

Home Add your program

In alignment with Howard County Board of Education Policy 10010, Distribution and Display of Materials and Announcements, the following announcements have been approved by the Public Information Office for distribution. Please visit Distributing Community Information through the School System or contact the Public Information Office at 410-313-6682 if you have any questions.

The below community notices are neither sponsored nor endorsed by the Howard County Public School System.

Expiring Soon	Most Recent
<ul style="list-style-type: none"><li>Misako Ballet Company's Cherry Blossom Dance Party</li><li>Intro and Smart Shopping -- FutureSmart 5K Scholarship Contest Series</li><li>Speech Contest- Rotary 4-Way Test Speech Competition- Prize \$</li><li>Youth Mental Health First Aid</li><li>Where Journalism Meets Literature: A Conversation with Colm Toibin and Maureen Dowd</li></ul>	<ul style="list-style-type: none"><li><b>Americans All multi-purpose, multi-media storytelling tool</b></li><li>Easter Service &amp; Egg Hunt</li><li>Spring into Wellness Caring for the Mind, Body and Soul Community Fair</li><li>Money Matters Event</li><li>Girl Scout STEM Badge Event</li></ul>

Search Ages Category Search

# Howard County Procurement Office Approval Letter



Office of Purchasing  
10910 Clarksville Pike  
Ellicott City, Maryland 21042-6198  
(410) 313-6644, fax (410) 313-6789

May 31, 2023

People of America Foundation  
Attn: Allan Kullen  
7723 Groton Road  
Bethesda, MD 20817

Re: Fundraising Application

Dear Vendor:

Thank you for your interest in providing your fundraising services to our schools. I am happy to inform you that your company has been approved to participate in fundraising activities with Howard County Public School System as specified in the Fund-Raising Policy 4020 effective July 1, 2020. A copy of Policy 4020 is attached for your review.

To arrange for fundraising events in the schools, you must contact the school directly. A list of approved fundraiser vendors is accessible by the schools via our website. Your company's name has been added to the approved list of vendors.

Please note that this approval is valid until 6/30/2026 and will need to be renewed at that time.

Sincerely,

*Robert Bruce*

Robert Bruce  
Director of Procurement and Materials Management

Attachment: Policy 4020  
cc: File

# Contact with the Howard County Historical Society



**HCHS Director** [director@hchsmd.org](mailto:director@hchsmd.org)

Fri, Jul 7, 2023 at 2:56 PM

To: Allan Kullen <allantapco02@gmail.com>

Hi Allan,

Thank you for updating me on your progress with Americans All. As I mentioned in our call, I believe this is an ideal program for the entire county to implement. Our Historical Society provides access to materials that aid in historical exploration, research and discovery for all ages and cultural groups. Continuing to add stories about those who have been instrumental in our county's growth is clearly part of our goal and this initiative would give us another vehicle to engage with students to do so.

I am pleased that your foundation recognizes that life stories are central to one's sense of self, of the social world they inhabit, and that knowledge of one's family history is associated with positive mental health, wholeness, well-being and a sense of belonging. As educators, we all share in that mission, especially in these times where our nation has become divided in so many ways. That environment can be especially troubling to our youth as they recover from the disruption and isolation created by Covid-19. Participating in activities that involve storytelling can help them feel more emotionally connected and welcomed.

By offering another way for our businesses to connect with our schools adds another dimension to the value that Americans All brings to our county. Our schools need access to unrestricted funds and this provides an ongoing way to achieve that goal.

Designing a program that will be owned by the county is a great concept. Let's plan on sitting down soon to discuss the specifics on how we can maximize its value to Howard County and the Howard County Historical Society.

Best wishes and let's talk soon,  
Mark



Mark J. Stout, Ph.D.  
Executive Director, Howard County Historical Society  
Phone: 410-480-3250

<https://hchsmd.org>

<https://www.facebook.com/GoHoCoHS>

To view the pages on our website created by the Historical Society, see below:

Heritage Honor Roll [americansall.org/node/564992](https://americansall.org/node/564992)

Legacy Partner page [americansall.org/node/566566](https://americansall.org/node/566566)

# Howard County Historical Society



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

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

### Howard County Historical Society HCHS Historical Society, American History

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Founded in 1958, the Howard County Historical Society is the primary public 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 schools, adult groups, and the public to participate through field trips and outreach programs.

The **Museum of Howard County** (828 Court Avenue) is housed in the former First Presbyterian Church, which was generously donated to the Society in 1959 by Mrs. Alta Rogers Clark in memory of her late husband, **Judge James Clark, Jr.** The Clark Family was instrumental in founding the Historical Society. Donations of Clark have been on the board since the organization's founding, including **Senator James Clark, Jr.** and currently **Martha Clark, Senior of Queen's Blount Farm.**

Located next to the Court House in Blount City, an original church was a modest building constructed in 1837 that collapsed during renovations in 1934. Rebuilt later that same year, the current Gothic-style structure with its soaring 100-foot tall tower, stately steeple roof and stained and leaded glass windows was designed by **George Keiser** and constructed by **Frederick A. Maynard.** Along with an extensive collection of outstanding artifacts, textiles, furniture and memorabilia, the Museum is home to a refurbished 1855 organ built by the A.B. Fagermarcher Organ Company of Blaine, TN.

The Howard County Historical Society Archives and Research Library were originally kept in the Museum and then moved to the Elliotts Mills Quaker School, now known as the **Wheat 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 other historical as well as over 4,000 historical photographs, local 4th documents, business receipts, and many rare and invaluable private documents to the **Charles E. Miller Branch Library and Historical Center** on Peppers Road in Blount City.

**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 30-day grace period by selecting your Social Legacy Network so you and your family can continue to benefit—[enter details here.](#)

Send us your photos and stories from our program partners and access to our 100+ background resources—[CLICK HERE.](#)

Become a part of our school or your business can become a Legacy Partner for free—[CLICK HERE.](#)

Become a part of our school or your group or nonprofit organization can become a Legacy Partner for free—[CLICK HERE.](#)

Become a part of our school or your school can become a Legacy Partner for free—[CLICK HERE.](#)

Learn more about Americans All—[CLICK HERE.](#)

**Building our past, weaving into the future.**

Howard County's rich military history, our Maryland heritage, and the Society's mission of community outreach are the essential elements in the Official Howard County Historical Society Flag.

Formally adopted by the Board of Directors on July 9, 2002, our flag was inspired by the headquarters banner of **General Bradley T. Johnson**, a unique bicolor (bicolor) flag— with a white field and red border in the center is a large cross bottomly red— an original symbol of Maryland and one that appears the date field. It's the same symbol as used in the Howard County flag.

Summarizing the cross is an allusion to the 12 stars with a thirteen star in the center, replicating the star pattern of the **Third Maryland Regiment's** colors. One of the Continental Army's most reliable units, the Third Maryland played a major role in the victory by American forces at the **Battle of Cowpens**, South Carolina in 1781. It was commanded by **Colonel John Sager Howard**, for whom the County is named.

The white stars on the regional cross are gone with black triangles— representing our state colors, white, red, black, and gold. The stars are arranged so that a point on the star reaches out in all directions— symbolizing the Society's desire to reach out to future generations.

Over the cross bottomly in the shape of the Howard County Historical Society Museum, where the flag is from. We invite you to view the flag which was designed by the Society's **Richard T. Clark**, by visiting the Howard County Historical Society Museum.

All images are courtesy of the Howard County Historical Society.





Legacy stories reflect individual's values. Americans All does not use these stories. However, if you are interested in language you share, we can provide information on alternative opportunities. [please email us.](#)

To view this page, visit  
[americansall.org/node/564992](http://americansall.org/node/564992)



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Become a part of our school or your group or nonprofit organization can become a Legacy Partner for free—[CLICK HERE.](#)

Become a part of our school or your school can become a Legacy Partner for free—[CLICK HERE.](#)

Learn more about Americans All—[CLICK HERE.](#)

**Legacy Stories from the Americans All Heritage Honor Roll**

We are pleased to host and share these legacy stories created by honored 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:  Size:

and  or

Last Name of Individual:  First Name of Individual:  Group name:

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**Howard County Historical Society HCHS Maryland © 1922 - 71** Historical Society, American History

Founded in 1958, the Howard County Historical Society is the primary public 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**

**Alan & Fuller Maynard (February 20, 1942 - 71)** Author, Businessman, Gift, Inventor, Jeweler, Marketing, Mergers-Acquisitions, Plaintiff, Printer, Social Entrepreneur, Traveler

Her name is Wade Burgettner. Do you know her? She's a pretty thingy with long beautiful hair. I think she has her hair here." Alan had just asked the question in a broken mixture of Hebrew and English to whoever would take and count understand him. Alan had had the Bible with an embarrassing gap of Masada in the Hebrew, Israel. All he knew by the time they parted ways was her name and that she was staying in "to Abu."

**Read more**

To view this page, visit  
[americansall.org/node/566566](http://americansall.org/node/566566)

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## Initial Contacts with the District of Columbia Partnership Office

Beginning in 1989, Americans All was one of the nation's first education nonprofits to provide K-12 schools with diversity-based, supplemental social studies [classroom resources](#) as well as activities for English Language Arts programs. The DCPS was one of the major pilot sites for the program and we conducted many presentations and intensive teacher training workshops there until 1994. To learn more about that initiative, [click here](#) or go to [americansall.org/page/dcps](http://americansall.org/page/dcps).

DCPS, OTL (DCPS)  
To me, DCPS

Thursday, October 13, 2022 11:31 a.m.

Hello Allan,

After reaching out to several Central Office teams, I am told that we do not have a large-scale plan for something like this as of yet and they would recommend that you handle this individually. These relationships will have to be established and funded by each school you intend to have to participate. Please contact each Principal directly. I hope this helps.

Kachinah (Kachinah Boffett, 202-442-4469)

[DCPS.Partnerships@k12.dc.gov](mailto:DCPS.Partnerships@k12.dc.gov); DCPS, OTL (DCPS) [otl.dcps@k12.dc.gov](mailto:otl.dcps@k12.dc.gov)

DCPS, OTL (DCPS)  
To OTL, me

Thursday, October 13, 2022 11:54 a.m.

Hi Kachinah,

Thank you very much for following up on my request. The input from your Central Office is consistent with that of other jurisdictions and the recommendation that I contact each principal directly is very helpful. Naturally, I will keep you in the loop as we move forward in the school system.

Best regards and stay safe,

[Allan](#)

[https://montgomerycountymd.galaxydigital.com/agency/detail/?agency\\_id=77983](https://montgomerycountymd.galaxydigital.com/agency/detail/?agency_id=77983)

Organizations > People of America Foundation

## People of America Foundation

BECOME A FAN

### Who We Are

Beginning in 1989, Americans All (AA) was one of the nation's first education nonprofits to provide K-12 schools with multiple-perspective, diversity-based, supplemental social studies [classroom resources](#) as well as activities for English Language Arts programs. After [nine pilot](#) programs, our resources were distributed nationwide to more than 2,000 schools and libraries. However, as our nation became more politically polarized, we needed to offer a program that would be accepted by as many schools and students as possible.

Although many of our resources are still useful in academic areas, especially our [Ellis Island Simulation Workshop](#) and our [Photograph Collection](#), we repurposed two of the major components of Americans All—our [Heritage Honor Roll](#) and [Legacy Partner](#) landing pages and used our [storytelling tool](#) to create a unique, community-outreach program that specifically benefits students participating in non-academic school activities, and assisting the businesses and professional service providers in their communities to reach greater audiences.

This will also enable us to expand our website to house one of our nation's most comprehensive and non-political databases of individual and group stories, past and present, about the [Peopling of America](#). Our storytelling tool—which can be used in multiple languages—is an ideal vehicle to help focus on our population's commonalities rather than their differences. By sharing stories, we can all recognize the contributions of every citizen, while reinforcing the values of diversity and respect, and promoting tolerance, acceptance, empathy and understanding.

Lifetime membership in AA is free for individuals, education organizations and nonprofits. A major benefit is the opportunity to use our unique storytelling tool to create and publish—on AA's Heritage Honor Roll—two legacy stories in English and as many stories as desired in [other languages](#). Membership also includes a free, one-year trial in the [Social Legacy Network \(SLN\)](#), a subscription service of the for-profit Americans All Benefit Corporation. After the free one-year trial, AA members can continue to receive discounts from program partners and gain future program benefits by subscribing to the optional SLN for only \$4 per month. Members will not be automatically billed and can cancel their subscription at any time and no credit card is required to be put on file for the free trial.

### What Volunteers Do

To accomplish this, we are in the pilot phase of implementing the AA program in three Maryland counties and in DC. (We will add PTSAs shortly.) Students participating in non-academic school activities can demonstrate their appreciation for the value of community service, create virtual yearbooks for their clubs and teams, and publish well-written and documented research. They are connected to local businesses through our unique storytelling tool which also produces a turnkey, revenue-generator for their schools and communities. Using lessons learned, we will expand the program to other Maryland counties and then to the nation. We provide students with an opportunity and a vehicle to use storytelling to:

- Learn how to use concise language and enhancing stories with photographs and other media. Students can record important events and memories as well as share their pride in their ethnic and cultural identity.
- Publish a legacy story on our Web-based [Heritage Honor Roll](#) to ensure 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.
- Utilize storytelling as a wonderful intergenerational bonding experience that builds empathy, compassion and understanding.
- Help 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 and enhance a story also demonstrates to prospective employers and postsecondary institutions a student's character and appreciation for how volunteerism benefits a community.

[Click here](#) for tips on "How to create a legacy story."



### Causes



### Contact

1-301-982-5622 ext. none

1-301-365-4069

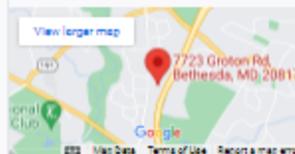
[akullen@americansall.org](mailto:akullen@americansall.org)

Allan Kullen

### Location

7723 Groton Road  
Bethesda, MD 20817

None



### Links



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.

The screenshot shows the IRS Confirmation page for a Form 990-N submission. At the top, it says "Confirmation" and has links for "Home", "Security Profile", and "Logout". Below this is a progress bar with five steps: "e-Postcard Profile", "Select EIN", "Organization Details", "Contact Information", and "Confirmation". The "Confirmation" step is currently active. Below the progress bar, it states "Your Form 990-N(e-Postcard) has been submitted to the IRS". A list of details follows:
 

- Organization Name: PEOPLE OF AMERICA FOUNDATION
- EIN: 521967995
- Tax Year: 2022
- Tax Year Start Date: 01-01-2022
- Tax Year End Date: 12-31-2022
- Submission ID: 1006520230306115144
- Filing Status Date: 02-07-2023
- Filing Status: Accepted

 At the bottom of the screenshot, there is a button labeled "MANAGE FORM 990-N SUBMISSIONS".

Sincerely,

*Stephen A. Martin*

Stephen A. Martin

Director, Exempt Organizations Rulings and Agreements

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

## Benefits of Storytelling to Students

Our unique storytelling tool offers many benefits for students participating in non-curriculum school activities. It can also make a positive difference in their personal lives.

- All 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 (or their families) helps students develop skills in critical thinking, communicating, researching, and, especially, writing—skills needed to help ensure their success in postsecondary education and/or the workforce. For student-athletes, this is an ideal opportunity to showcase their talents to post-secondary institutions.
- Americans All enables each school club or team to set up its own free Legacy Partner landing page to host stories created by its members on our Heritage Honor Roll. Each of these landing pages can become a virtual annual yearbook. Students can post their current story on as many landing pages as they desire. If the members of the clubs and teams update their stories after graduation, their peers are kept current on their classmate's activities. For additional exposure, students can also post their stories on any Americans All legacy partner page.
- Our program also provides students with an opportunity to demonstrate that they understand and appreciate the value of community service and volunteerism. By helping others less skilled in the art of writing and the use of today's technology to incorporate images and recordings into their legacy stories, a student can earn service-learning credits. Moreover, storytelling can also be a wonderful intergenerational bonding experience, building compassion, empathy and understanding.
- Even though Americans All is no longer active in curriculum areas, our resources remain online to provide background for many of our Heritage Honor Roll stories. We will continue to host resources (now called issues/topics) that are academically well-researched and written, especially those that feature individuals or groups that make up local histories. A student can use their second Heritage Honor Roll story in English or set up an additional, free email membership account (<https://www.guru99.com/best-free-email-service-providers.html>) and select a "Group" story instead of an "Individual" story. Students will find it easy to start creating their stories. Our story template only requires individuals to fill in a name, date of birth and a summary not to exceed 60 words. Additional story text, hyperlinks, photographs and audio-visual media can be added over time. The story does not have to be completed in one session and can be updated at any time. All previous versions of the story are archived. Moreover, stories can be published in multiple languages. Only the student can edit the story, and half of the story can be privacy protected with a second password.

As part of their lifetime membership in Americans All, we offer our members a free, one-year subscription to our optional [Social Legacy Network](#) to receive additional benefits. After the trial period expires, the cost is \$4 per month to continue receiving these benefits, which includes discounts on goods and services offered by our program partners, such as restaurants and other businesses that cater to their needs. We believe the financial benefits that a member can receive from our business partners will more than cover their monthly subscription fee.

## 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

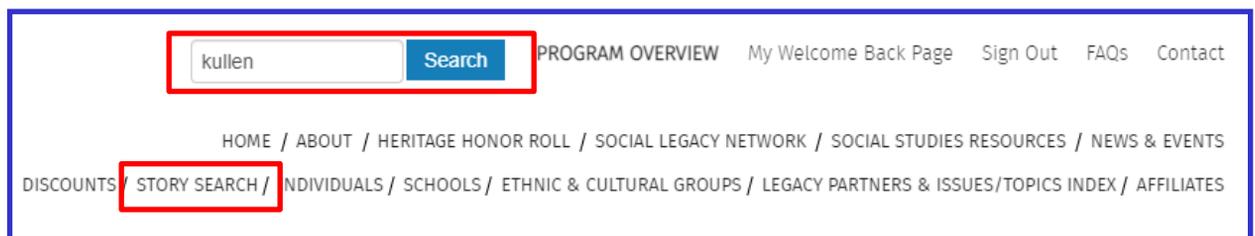
## How the Americans All Storytelling Program Works (continued)

“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.



The image shows a screenshot of a website's search interface. At the top, there is a search bar with the text "kullen" entered and a blue "Search" button. To the right of the search bar are navigation links: "PROGRAM OVERVIEW", "My Welcome Back Page", "Sign Out", "FAQs", and "Contact". Below the search bar is a horizontal navigation menu with the following links: "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". The "STORY SEARCH" link is highlighted with a red box.

When each story is published, it is assigned a unique 6-digit identification number. If a reader knows the number, he or she can use a shortcut to directly access the story. The reader simply types "[www.americansall.org/node/](http://www.americansall.org/node/) " followed by its identification number as shown here, [www.americansall.org/node/566231](http://www.americansall.org/node/566231).

# The personalized “Welcome Back” page contains links to all program benefits.



Americans All® PROGRAM OVERVIEW

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

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

## Welcome Back

### Allan Kullen

[Edit my user account](#)

**Register an Individual for Americans All includes a free, one-year subscription in the Social Legacy Network**

[Download Social Legacy Network membership materials](#)

[Create a legacy story for the Heritage Honor Roll](#)

[View tutorials to help create and enhance a Heritage Honor Roll legacy story](#)

[Join the Social Legacy Network after the free trial has expired](#)

**Register an Organization for the Social Legacy Network**

[Download Legacy Partner Alliance Membership materials](#)

[Create a Legacy Partner landing page for a nonprofit or a business](#)

[Add my location to a Business Legacy Partner account](#)

[View tutorials to help create and enhance a Legacy Partner landing page](#)

[Create a Legacy Partner landing page for a school](#)

[View tutorials to help create and enhance a Legacy Partner school landing page](#)

**Links to Additional Information and Benefits**

[Find a school ID Number](#)

[View registrations by state and Zip Code](#)

[View the Americans All background resources](#)

[Access the Homeschool Resource Center](#)

[Invite friends, associates, groups and organizations to learn about Americans All](#)

[Download marketing templates and logos](#)

Links to new program benefits will be added to this list when they are developed or acquired.

## Heritage Honor Roll Legacy Story, Individuals or Groups

Individuals or Groups become lifetime members of Americans All for free. A main benefit of membership is the ability to create and publish two stories in English—and as many as desired in multiple languages—for our Heritage Honor Roll. You will also receive a one-year free trial subscription in our Social Legacy Network (students keep their free trial until their class graduates). Your subscription enables you to receive discounts on goods and services from our program’s business partners.

Americans All members will find it easy to start creating their legacy stories. Our template only requires individuals to fill in the honoree’s name, date of birth (and date of passing, if appropriate) and a summary not to exceed 60 words. Legacy story text, hyperlinks, photographs, and audio and video media can be added over time. The story can be updated for free and a shortened version can be printed on an 8½" x 11" template. To ensure privacy, part of the legacy story can be password protected. To provide additional story exposure, members can post it on the landing pages of as many of our Legacy Partners as desired. Where applicable, students can earn service-learning credits by participating in our program.

Americans All members also gain access to our existing background resources, including our ethnic and cultural texts, music publication, and period-specific photographs and posters—all highlighting the activities of groups who helped our nation grow (\$500+ value). Moreover, members and their families can maintain their Social Legacy Network program benefits by continuing their subscription, after their free trial ends, for just \$4 per month. This enables them to continue to access to discounts on goods and services offered by our program partners and additional benefits from Americans All. In addition, 87percent of the gross fee is donated to a school of your choice.

## Businesses and Nonprofit Legacy Partners

A point of contact is required to act as an agent so it can create a free landing page—in multiple languages if desired—on its entity. They can generate landing page(s)—in multiple languages, if desired—for . . .

## Schools

A point of contact is required to act as an agent for a school so it can create a free landing page—in multiple languages if desired—on our website. This enables it to receive funds from our Business Legacy partners. The school has the option of allowing stories to be posted . . .

## 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 languages](#)
- [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](#)