Americans All: A Free Program for Homeschools

Who we are: We are a 36-year-old nonprofit membership organization that is ready to begin a virtual one-year pilot program in Howard County, MD. We previously ran nine projects across the country and, with the help of Houghton Mifflin, sold our supplemental social studies resources to more than 2,000 schools and libraries nationwide.

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

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

Our solution: Americans All is now a community outreach and empowerment program. Our revenue-generating multipurpose storytelling tool helps leaders, at all levels, improve the mental, social and economic health of their constituents.

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

How it works for homeschools: A parent registers the homeschool. To protect their privacy, the homeschool is not listed as a "school" on our site, but it can still access all program benefits, including a revenue-generating tool. A parent can then create a free nonprofit Legacy Partner landing page to receive their 6-digit ID Number so they can host stories created by their students, family members and friends.

With parent approval, pre-high school students can register for our program to take advantage of the opportunity to receive discounts on goods and services from our program business partners. Parents can decide at what age a student can publish a story on our Heritage Honor Roll,

For students, creating and publishing a story helps them develop

Americans All social studies resource; texts, guides, music, photographs and posters are now online





Create an online legacy story

about an individual or a group, and

skills in researching, critical thinking and, especially, writing—skills needed to help ensure their success in postsecondary institutions and/or the workforce in our increasingly global economy. Moreover, students can use their story to create virtual yearbooks for all the organizations in which they participate.

Each student that registers receives access to our supplemental social studies resources, a \$650 value. In addition, we are in the process of creating a free homeschool resource center.

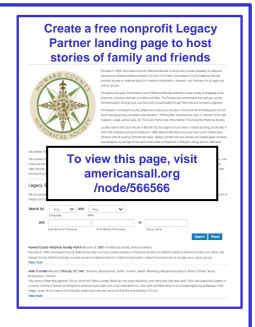
How it works for individuals: Lifetime membership in Americans All is free for individuals and enables them to create stories, in multiple languages for our Heritage Honor Roll. Included in that membership is a free trial subscription to our Social Legacy Network, which enables members to receive discounts on goods and services from our program business partners.

Students keep their free subscription until their class graduates. Community members get a free trial for three-months. After their free trials expire, individuals can continue to receive benefits for a \$4 monthly fee; 77 percent of which goes to their family or an umbrella group they belong to.

How it works for businesses: A business pays \$49 every six months to create a marketing-based landing page to offer discounts on goods and services to our members; and 77 percent of the fee goes to a school family of their choice or to an umbrella group that the family belongs to. These landing pages can also host the stories of their employees, clients or customers to give these stories greater exposure and to create or expand an affinity group. In addition, local businesses can create and publish stories about themselves on our website to help them better connect with their communities.

Moreover, businesses benefit because good storytelling builds trust and connections. Stories directly impact emotions, and emotions rather than data, change behavior and frequently determine decisions to buy.

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









Allan Kullen, President
People of America Foundation / Americans All
7723 Groton Road ■ Bethesda, MD 20817 ■ 301-520-8242
akullen@americansall.org ■ www.americansall.org

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 <u>story</u> 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 <u>Social Legacy Network</u> to receive additional benefits. Students keep their free trial until their class graduates. 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.

Contact with the Howard County Procurement Office



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 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, 410-313-0573

Re: Update on Americans All

Harper, Aphaia to me, Chuck

Fri, Jul 21, 2023 at 12:26 PM

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,

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 - <u>Schools – HCPSS</u>. 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 <u>HoCoPoLitSo</u> to see if they would be interested in a partnership.

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

https://community-programs.hcpss.org/2023-08/americans-all



Home Add your program

Americans All

Organization

americansall.org

Ages

High school, Adult

Americans All provides a multipurpose storytelling tool that helps leaders improve the mental, social, and economic health of their students. It can support and connect students, community members, nonprofits, schools, and local businesses. The program is nonpartisan and risk-free for all participants.

Students receive a free subscription to our Social Legacy Network until their class graduates, and can get discounts on goods and services from our program's business partners. Schools receive a turnkey fundraising tool, and receive 77% of the revenue generated from our Business Legacy Partner members as unrestricted funds. Schools can publish stories in multiple languages, on themselves, to better connect with their diverse communities.

Location

7723 Groton Road, Bethesda, MD 20817, United States

Cost (if applicable)

The program is free for all high school students until their class graduates and is also free for all schools. It is also free for all community members for one year.

Categories

Afterschool and Camps, Culture/Diversity, Other

Contact Information

Name: Allan Kullen

Email: allantapco02@gmail.com

Phone: (301) 520-8242

More Information

https://www.americansall.org

Howard County Public School System 10910 Clarksville Pike Ellicott City, MD 21042 Main Phone: (410) 313-6600 Staff Directory | Inclusivity & Accessibility











Contact with the Howard County Historical Society



HCHS Director 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 end 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

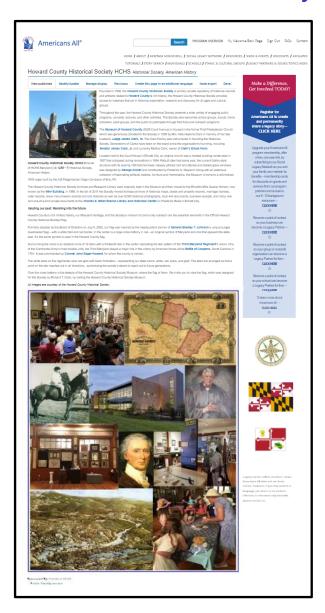
https://hchsmd.org

https://www.facebook.com/GoHoCoHS

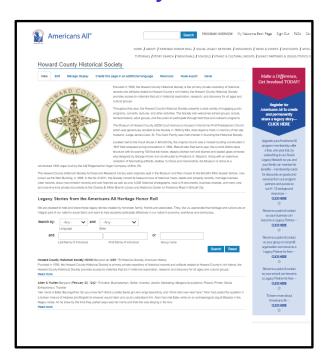
To view the pages on our website created by the Historical Society, see below:

Heritage Honor Roll <u>americansall.org/node/564992</u> Legacy Partner page <u>americansall.org/node/566566</u>

Howard County Historical Society



To view this page, visit americansall.org /node/564992



To view this page, visit americansall.org /node/566566

Howard County Community Service Partnership (CSP) Program

Allan, October 2, 2023

It was wonderful to meet you today and hear about the work that Americans All is launching in the community. @Eisenreich, Kimberly A. (Local Children's Board) and @brooke.mccauley (Howard County Library System), thank you for joining us for this conversation.

I am excited to hear how the pilot rolls out. Thank you for the work you are doing and for engaging us.

Best, *Megan*

Megan Godfrey Jackson, CSP Manager (*she/her*) Community Service Partnership (CSP) Program Office of Community Partnerships 9830 Patuxent Woods Drive, Columbia, MD 21046 410-313-5996

The Department of Community Resources and Services provides vital human services through its offices of ADA Coordination, Aging and Independence, Children and Families, Community Partnerships, Consumer Protection, Disability Services, Human Trafficking Prevention, the Local Children's Board, and Veterans and Military Families

Community Service Partnership Program Webpage

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Contact with the Montgomery County Volunteer Center



VOLUNTEER RESPONSE TO COVID-19

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 <u>classroom resources</u> as well as activities for English Language Arts programs. After <u>nine pilot</u> 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 <u>Ellis Island Simulation</u>
<u>Workshop</u> and our <u>Photograph Collection</u>, 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: Hi Allan 10.25.22

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Hi Allan, 10-25-23

Thank you so much for taking the time to update your organization page on the Volunteer Center website!

Your organization is all set in terms of its MCPS SSL status. Please remember to follow our MCPS SSL guidelines for inperson service.

(https://www.montgomeryschoolsmd.org/departments/ssl/pages/nonprofit.aspx)

Thank you so much again for providing our students with valuable opportunities

to engage in service learning, and have a wonderful rest of your week!

Donna Kleffman, Coordinator

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 <u>Heritage Honor Roll</u> 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 <u>service-learning</u> 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."



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Contact

7 1-301-982-5622 ext. none

1-301-365-4069

akullen@americansall.org

📸 Allan Kullen

Location

7723 Groton Road Bethesda, MD 20817

None



Links