

Americans All Pilot Program Highlights for Investors

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

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

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

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

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

What we provide: Americans All is now a community outreach and empowerment program. Our multipurpose, revenue-generating 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

Create an online legacy story about an individual or a group

Americans All



To view this story, visit americansall.org/node/566341



Print a shortened story



A Champion for Social History

Allan Kullen
Businessman and Social Entrepreneur
February 20, 1942 -

Allan Kullen was born on February 20, 1942, in Washington, DC and grew up in the area. His father had a success in the printing industry, so Allan chose to attend the Carnegie Institute of Technology in Pittsburgh, PA, after graduating from high school in 1959. He graduated from his School of Printing Management in 1963. To gain more business training, Allan then entered an MBA program at the University of California, Berkeley. During his first year, he met representatives of NABU, a Dutch travel organization that organized student trips to Europe, and began putting out a daily newspaper for the eight-day crossing by sea. He also accepted an internship at a consultant for a printing company in Amsterdam. That fall, rather than returning home, he traveled extensively where, for the first time, he recognized the contributions that diverse cultures make to world history. Allan subsequently decided to enter the workforce rather than resume his schooling at Berkeley. He began his career as marketing director for his father's printing firm, Kaufmann Press, Inc. When his father's company was acquired by a public company, Publisher's Company, Inc. (Pubco), he went to work for Pubco, first assisting with its acquisition program and later joining its publishing division. When Pubco began to fail, Allan realized he needed to build a future where he could better control his own destiny, especially since he was now married to the former Diane Kullen and they had two children, Allison and Todd. In 1974, he acquired the assets of a struggling printing company and formed Todd Allan Printing Co., Inc., which he ran until 2013. During that period, he grew the company through annual sales and roll-up acquisitions of eight smaller firms, at its peak achieving \$10 million in annual sales and employing 127. While working at Pubco, he observed that some of its large printing vendors also owned commercial educational properties, and he brought that manufacturing strategy to Todd Allan. He set up his own publishing company in the



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



inhabit. It also asserts that intergenerational knowledge of one's family history is associated with positive mental health, wholeness, well-being and a sense of belonging. When people belong, they feel emotionally connected and welcomed.

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

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

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

Homeschools: The nations homeschools present a unique opportunity since the teacher and parent is the same person. We give students free access to our social studies resources, a \$650 value, and the school a revenue-generating tool.

Program structure: We are virtual, have no inventory and only require minimal staff. Our two main website components are our Heritage Honor Roll and our business and nonprofit landing pages.

Outreach: We will use various social media platforms and assistance from our investor and local and projected national marketing partners.

Competition: There are no organizations that offer the same set of benefits as Americans All.

Target markets and market size: These markets expands annually: active seniors, ethnic and cultural groups, military and domestic first responders, politicians, fraternities/sororities, pet lovers and private schools. Nationally, there are 20,500 public and private high schools with 10,800,000 annual students; 3,143 counties and county equivalents; and 30,000,000 small businesses. In Howard County, the initial pilot site, has 14 public and 7 non-public schools, 14,600 high school students and 9,000 small businesses.

Scalability: Our program is easy to scale up by creating videos based on lessons learned in the pilot sites.

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

Create an online legacy story on an organization or a group

Howard County Historical Society HCHS Historical Society American History

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Throughout the year, the Howard County Historical Society presents a wide variety of engaging public programs, exhibits, lectures, and other activities. The Society also welcomes other groups, private homes, homeschools, adult groups, and the public to participate through field trips and museum programs.

The Museum of Howard County (2020 Clark House) is housed in the former First Presbyterian Church which was generally considered the finest in 1880s in the area. It was designed by one of the nation's leading architects, Clark M. The Clark Family was instrumental in building the Historical Society. Memberships of Clark's firm based on the fact that the organization's founding, including Senator James Clark, Jr. and Governor Mathias Clark, Mayor of Clark & Eliza Park.

Located near the Clark House in Blount City, the original church was a modest building constructed in 1827 that contained a large congregation in 1850. The church was later destroyed by fire and the current Gothic Revival structure with its soaring 105-foot bell tower, always admired for its design and historic glass windows was designed by George Archer and constructed by Frederick A. Heppner. Along with an extensive collection of historical artifacts, books, journals and newspapers, the Museum is home to a richly detailed 1855 organ built by the A.B. Heppner Organ Company of Blount, TN.

The Howard County Historical Society Archives and Research Library were originally kept in the Museum and their moved to the Blount Mills Quaker Station, near Clinton in the West Building. In 1988, in the fall of 2010 the Society moved to a new home of historical importance, located on private property, managed through a partnership with the University of Maryland. The Society also welcomes school groups, homeschools, adult groups, and the public to participate through field trips and museum programs.

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Create a business legacy partner landing page to host stories

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

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Legacy Story

This is a private page and is not visible to the public.

Search by:

and and and

Last Name of Individual First Name of Individual Group Name

Howard County Historical Society HCHS Historical Society American History

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Alan S. Fuller (February 20, 1942 - 7) Author, Businessman, Officer, Investor, Heritage Marketing, Acquisitions, Patient, Father, Social Entrepreneur, Teacher

His name is Alan S. Fuller. Do you know him? He's a really great guy who's always smiling, and I think she has her name. Alan had passed the question in a instant mix of Hebrew and English to answer what I mean and could understand him. Alan had met Ellen while on an anthropological dig at the Blount House. It was because of the time they spent together with her name and that was the beginning of it. Alan.

Read more

Businesses offer discounts to program members

Read more

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

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

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

* 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.

These projections do not include potential revenue from other market segments. Revenue from Social Legacy Network (SLN) subscription fees will be generated after the expiration of the free trial.

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

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

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