How to implement a free, lifetime membership in Americans All for students, schools, and other nonprofits, and also how to join our optional Social Legacy Network for elementary and middle school students and their families in our pilot program in Howard County.

Our 36-year-old nonprofit foundation is ready to implement a type of program that has never been done before. During our year-long grass-roots efforts to gain support and direction, we have modified the program (and will continue to do so) to meet the specific needs and concerns of each entity we contacted. These include the Office of Purchasing, Economic Development Authority, School Partnership Office, Historical Society, Community Service Partnership, Office of the Local Children's Board and Library System, and HCPSS's Community, Parent, and Outreach Division. We are still waiting for additional responses.

Although we were a supplier of social studies resources, with county input, we have now become a hybrid charity that raises money for schools and education nonprofits using our revenue-generating, multipurpose storytelling tool. Most charities request donations but do very little for their sponsors/ members. We are different. We are a hybrid because we provide an optional storytelling tool; have only one level of giving; two separate components; and do not produce, sell or send out merchandise. Rather, we offer our members multiple opportunities to benefit themselves and their families when they make their charitable gifts.

Here are some of the areas we address:

- Community members, including the parents of elementary and middle school students, want to find discounts when they shop. If students can shop on their own, they are included in this group.
- All schools need an unrestricted stream of annual revenue that requires minimal staff to administer.
- Students of all ages and their families can benefit from having an easily accessible "virtual yearbook" to share and serve as a keepsake for each of their years in school.
- Businesses and professional service providers need to expand traffic and look for affordable, effective and appropriate ways to do so.
- The nation needs a vehicle to help reinforce and appreciate the commonalities that unite, rather than divide, the American people.

To do this, we modified the business model created by CVS. In their "CarePass" program, without a trial period, membership is \$4 per month (if paid annually). In addition to other benefits, their members receive a \$10 CarePass reward that can be used to pay for many items in store or online. Pay \$4 each month and get back \$10 each month. A financially sound, risk-free reason to participate! To improve on their model, we offer a trial period, and a much larger base of businesses from which to get discounts.

Our program has two main components. The first is a free, lifetime membership for students, schools and nonprofits in our Heritage Honor Roll (HHR) that hosts stories created by its members, and includes a free, 3-month trial subscription to our Social Legacy Network (SLN), which enables members to gain discounts from our business and professional service provider partners. The second is Legacy Partner (LP) landing pages for entitles to share information about themselves—in multiple languages if desired, and to host stories created by our members if they choose to do so. Extensive





research that confirms that life stories (oral for children until they can write) 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, and a sense of belonging. When people belong, they feel emotionally connected and welcomed.

After the free trial expires, SLN members can continue to receive discounts on goods and services for a \$4/month subscription fee. Our local businesses and professional service providers, who, after their 3-month free trial, pay a membership fee of \$98 per year in two installments to join. They can update their landing pages daily at no cost, a feature that is not available with other outreach programs. Importantly, 77 percent of our gross revenue goes to participating schools chosen by the business or from Social Legacy Network after their 3-month free trials. In addition, 3 percent of our gross revenue is gifted to the county.

To register, individuals go to our homepage and "Create New User Account." This sets up a free personalized "Welcome Back" page that contains links to all program functions and benefits. We only request a name, email address and Zip Code. If privacy is an issue, insert initials, rather than your full names, in the "Name" fields. That name will be printed on your membership card. Internally, we identify our members only by their email address. The Zip Code will enable us to know how many anonymous members are registered in each geographic area. Importantly, we do not collect, share or publish contact information or store credit card information.

Because multiple email addresses could be needed, individuals can register with free services, such as "@proton.me" (which our program also uses). They can create multiple accounts---name@proton.me or name1@proton.me-- to register since the email is only going to be used to register for Americans All.

For schools, the first step is to appoint a point of contact (poc) to register the school as a free, lifetime nonprofit member so it can create its free landing page. This page contains has a brief description of the school and gives the school a 6-digit ID Number so it can receive funds. The poc can also create and publish the school's own story for the HHR (see next page).

Second, the poc should notify school staff and parents/guardians about the program so they can register as individuals for a free and create their own stories and get their free 3-month trial in our SLN.

Third, encourage teachers to set up their own free non-profit landing pages so they can create a "virtual yearbook" for their class or other groups in which the students participate. If the students are older, they can set up (through their staff supervisor with parental permission) their own "virtual yearbooks" for each club or team in which they participate. This will enable students and teachers to get a permanent, visual, easy to access memory of their time in school.

Fourth, let the PTA know how this program can become an important element of their fundraising program. For example, registering 100 individuals + 100 businesses = \$1,053 annual benefit to the school. Since many members of the PTA (as well as other school families) own or participate in local businesses and as professional service providers, they can all benefit from the program. We believe the financial benefits that a member can receive from our business partners will more than cover their monthly subscription fee

Because this is a pilot, we will gladly help schools create the materials they need to implement the program.

Teachers can create free landing pages to make annual "virtual yearbooks" for their classrooms. Student advisors can do the same for all clubs and teams in which their students participate.

**Particle 1: 104. 19 House Courty House Students advisors of the same for all clubs and teams in which their students participate.

**Particle 1: 104. 19 House Courty House Students Associated Associated

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





How the storytelling tool works

A free lifetime Americans All membership enables members to create and publish two stories in English—and as many as desired in multiple languages—for our Heritage Honor Roll. Stories can be autobiographical or written about individuals, groups, or issues/topics (or about their family pet), contain up to 2,000 words of text (1,000 can be password protected), augmented with images, logos, hyperlinks, photographs and audio-video media. We provide step-by-step tutorials, and starting a story is easy. Our template only requires individuals to fill in their name, date of birth and a summary not to exceed 60 words. Additional story elements can be added over time. In addition, we are developing a shorter version template (up to 500 words) that can be printed in an $8\frac{1}{2}$ x 11" format.

- Students keep their free trial in the SLN until their class graduates. Americans All members do not need to create a story to join the SLN to get discounts.
- As students mature, creating and publishing a story about themselves helps develop skills in critical thinking, communicating, researching and, especially, writing—skills needed to help ensure their success in postsecondary institutions and/or the workforce.
- Oral storytelling (although not permanent) can also be a wonderful bonding experience that builds compassion, empathy, and understanding. For older students, helping others less skilled in the art of writing and the use of technology to incorporate images and recordings into their legacy stories, can earn a student service-learning credits and demonstrate how volunteerism benefits a community.
- Intergenerational knowledge of one's family history is associated with positive mental health, wholeness, well-being and a sense of belonging. In today's polarized, socially segregated, and increasingly diverse America, investments in belonging are more urgent than ever. When one belongs, they feel emotionally connected, welcomed, included, and satisfied in their relationships.
- To gain additional exposure for their stories, members can post them on the landing pages of our Legacy Partners (nonprofits, schools and for-profit business) they are afflated with or support. Schools have an option to block this activity on their registration template, and all legacy partners have a built-in mechanism to remove stories they feel do not belong on their landing page.
- Businesses control the type and value of their offerings. They benefit because stories directly impact emotions, and emotions rather than data change behavior and frequently determine decisions to buy. Good storytelling builds trust and connections. It influences people to believe in the products upon which they depend every day and encourages them to become customers and clients.

For additional information on our program, visit the links below.

To view this information electronically, click on this <u>link</u> or visit our website at: https://americansall.org/node/566774

To view highlights for high schools, students and to see our support letters, click on this <u>link</u>, or visit our website at: <u>https://americansall.org/node/566758</u>

To view more details on how our storytelling works, click on this <u>link</u>, or visit our website at <u>https://americansall.org/node/566567</u>

To view how our Heritage Honor Roll stories can be created in multiple languages and formats, click on this <u>link</u>, or visit our website at <u>https://americansall.org/node/566711</u>

For additional information, contact:
Allan Kullen, President Americans All
301-520-8242 Aullen@americansall.org
www.americansall.org www.homeschoolmaterials.org

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 Public School System, Community, Parent, and School Outreach Division

RE: [External] Introduction to Americans All and the Howard County Pilot Program

James R. LeMon

11:46 PM

to me, Patrick, Jen, Kendra, Robert, Priscilla, Michelle

2-29-24

Good morning Mr. Kullen,

Thank you for reaching out to us. . . . I know that you have previously met or communicated with me, Mary Schiller, and Priscilla Reaver. The HCPSS is not interested in participating in your pilot program. You are on the approved HCPSS fundraiser list and schools have the ability to view your information. You are also on the Community News and Programs page as well. These are the appropriate avenues for you to share your information/opportunities.

We thank you for reaching out to us again about your program.

Sincerely,

James LeMon

Executive Director of Community, Parent, and School Outreach Division of School Management and Instructional Leadership Howard County Public Schools 10910 Clarksville Pike Ellicott City, Md. 21042 410-313-1255



RE: [External] Clarification of the organizational structure of Americans All

James R. LeMon

12:46 PM

to me, Patrick, Jen, Kendra, Robert, Priscilla, Michelle

3-21-24

Good afternoon Mr. Kullen

I hope that all is well,

 \dots All teachers and staff must seek permission/approval from their principal before engaging in any activity or program such as this with their students.

Sincerely,

James LeMon

Executive Director of Community, Parent, and School Outreach Division of School Management and Instructional Leadership Howard County Public Schools 10910 Clarksville Pike Ellicott City, Md. 21042

410-313-1255



Note:

These are excerpts from two of the emails sent by Mr. LeMon to Allan Kullen. They have been combined and retyped with no edits, and shortened to fit on this page. They are divided by the red line. The originals are on file.

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



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











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. <u>@Eisenreich, Kimberly A.</u> (Local Children's Board) and <u>@brooke.mccauley</u> (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

The information contained in this email is intended only for individuals or entities to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission or other use by persons or entities other than the intended recipient is expressly prohibited.

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 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

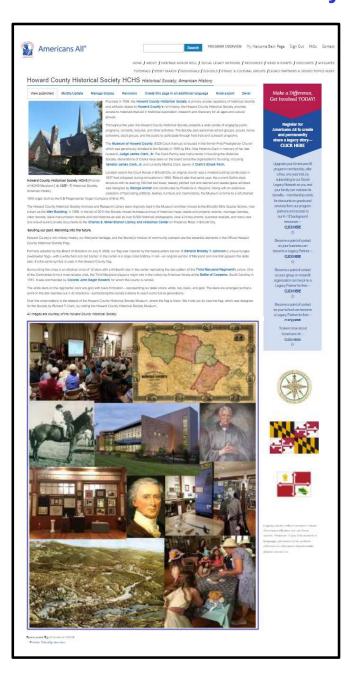
https://hchsmd.org

https://www.facebook.com/GoHoCoHS

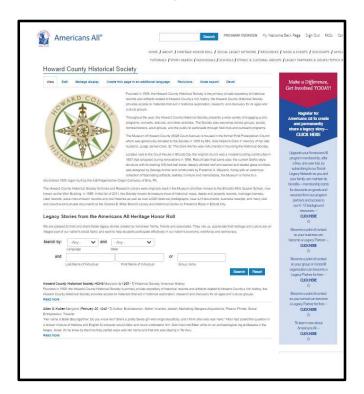
To view the pages on our website created by the Historical Society, see below:

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

Contact with the Montgomery County Volunteer Center



https://montgomerycountymd.galaxydigital.com/agency/detail/?agency_id=77983

6 > Organizations > Poople 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 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 Ho

community activities, at

greater aud

This will a political data storytelling t commonalit citizen, while understandi

Ufetime n the opportur legacy storie one-year tria 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/pa ges/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 apportunity 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 forgotton 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."





and

fit is

fit



7-301-982-5622 ext. none

1-301-365-4069

akullen@americansall.org

Allan Kullen

Location

7723 Groton Road Bethesda, MD 20817

None



Links