

**A business plan to fund and implement the  
Americans All program in partnership  
with H&R Block**

<http://www.americansall.org/node/566823>



**Americans All is a community outreach, hybrid charity that enables nonprofits to raise money by using our revenue-generating, multipurpose storytelling tool and discount program. Most charities request donations but do very little for their sponsors/members. We are different because we provide an optional storytelling tool, have only one level of giving and 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.**

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# Summary of the Americans All Proposal for H&R Block



Americans All

Sponsored by the H&R Block Foundation

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STORY SEARCH / INDIVIDUALS / SCHOOLS / ETHNIC & CULTURAL GROUPS / LEGACY PARTNERS & ISSUES/TOPICS INDEX

## Who We Are:

Our 38-year-old nonprofit foundation was previously a supplier of diversity-based social studies resources and teacher training, but the politicization of K-12 school classrooms today has made that goal almost impossible. Our education resources remain online.

## What We Do:

Americans All is a community outreach, hybrid charity enabling nonprofits to raise money using our revenue-generating, multipurpose storytelling tool and discount program. Most charities request donations but do very little for their sponsors/members. We are different because we provide an optional storytelling tool, have only one level of giving and two separate components, and do not produce, sell, or send out merchandise. Instead, we offer our members multiple opportunities to benefit themselves and their families when they make their charitable gifts.

National businesses and professional service providers participate for free, ensuring our members access to discounts in multiple geographic areas. This turns a part of their marketing outreach strategy into a charitable gift. We also enable community members to use our storytelling tool to create free membership organizations and easily accessible annual virtual yearbooks for each group, team, or club they participate in or support.

Local businesses and professional service providers pay a \$49 membership fee every six months to create a landing page with information on their goods and services to help expand traffic. This page can be updated daily, and the type of discount (or benefit) they offer is solely at their discretion. They can change their sponsored nonprofit each time they pay their fee and encourage their employees, clients, and customers to post their HHR stories on this page to help create or expand their loyalty groups. Their point of contact can later register them as a member of Americans All so they can create and publish stories on the HHR.

## What We Want:

We want to partner with the H&R Block Foundation to implement the Americans All program nationwide. All program elements have been successfully used independently but have never been combined for maximum effectiveness. We bring experience, expertise, and credibility: you have size, exposure, outreach, marketing experience, and name recognition. In today's sound-bite environment, what is said is less important than who says it. After specific financial benchmarks are reached, H&R Block will own the program outright.

## Our Rationale:

Ancestors of all Americans came here from diverse locations, so we all have immigrant roots. These experiences can be shared through stories acknowledging that heritage and culture are rich aspects of personal and group identity. Importantly, our polarized nation needs a vehicle to help reinforce and appreciate the commonalities that unite, rather than divide, the American people, thus promoting understanding, tolerance, and acceptance.

## Benefits to the Foundation and its associates and tax professionals:

- We are deeply aligned with the mission and goals of your company and its Foundation, and we appreciate and respect the values that make you successful.
- We provide significant annual revenue with minimal administration, which can enable you to "improve the

### Sample of an individual legacy story

To view this story, visit [americansall.org/node/566231](https://americansall.org/node/566231)

### A nonprofit Legacy Partner landing page can host stories from our Heritage Honor Roll

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

### Business offer discounts to program members



quality of life by responding to the changing needs of people and communities through thoughtful, innovative, and responsible philanthropy.”

- Our multi-lingual storytelling tool helps your team members build stronger client relationships. This can help their local offices increase their client base.
- By helping your current and future clients register for Americans All, you provide them an opportunity to earn discounts from local and national businesses and professional service providers.
- Using the awareness created by implementing the program, nonprofits can take advantage of Americans All to generate much-needed annual revenue from local businesses and professional service providers to support their communities, especially in areas that are often underserved. You will also benefit when this happens.

### Our Business Model Follows and Expands the Nationwide Subscription Model CVS Created:

**CVS is a pharmacy.** However, by paying \$4 per month (paid annually) to join its “CarePass” program, its members get discounts off eligible CVS brand products and a \$10 credit to pay for in-store and online products that month only. Its members can access discounts online or in more than 9,000 stores nationwide.

**We are a hybrid charity.** As explained earlier, our model is based on CVS’s “CarePass” program. We use the same \$4/month fee (paid annually), but to improve its model, we offer a trial period and a much larger base of local and national businesses and professional service providers to get unlimited discounts for one year. SLN members do not need to create a story to gain discounts.

Each national or local business will determine its benefit structure using our program’s membership card as an additional discount card. This is similar to hotels that give room discounts or other benefits depending on the guest’s loyalty card (AAA, AARP, Military, Senior, etc.). Or for restaurants or stores that offer deals similar deals via “happy hour” pricing or “buy one, get another at half price.”

For this program, the value of having national businesses join for free is more than just the additional revenue they could generate for the Foundation. It’s about providing our members with immediate benefits in multiple geographic areas and eliminating the need to reach out to businesses individually. The exposure we create will help local nonprofits connect with the businesses and professional service providers in their communities.

### Projected annual revenue from Social Legacy Network (SLN) subscription fees generated by the associates and tax professionals in the H&R Block retail tax offices.

New subscriptions for year 1 (12 months) are based on an average of 35 from each of the 10,000 retail tax offices, with nearly 60,000 associates and tax professionals.	350,000		
350,000 new subscriptions x \$48 per year	\$16,800,000		
<b>Distribution to H&amp;R Block, 75 percent</b>	<b>\$12,600,000</b>		
Distribution to the partnership, 25 percent	\$4,200,000		
Credit card fees, 3 percent		0.03	\$504,000
<b>Overhead and outreach, partnership, 4 percent</b>		0.04	<b>\$672,000</b>
Overhead, program developers, 1 percent		0.01	\$168,000
<b>Investor (H&amp;R Block), 4 percent</b>		0.04	<b>\$672,000</b>
<b>Nonprofit manager (H&amp;R Block), 3 percent</b>		0.03	<b>\$504,000</b>
People of America Foundation, 3 percent		0.03	\$504,000
Program developers, 7 percent		0.07	\$1,176,000
<b>Totals</b>		<b>0.25</b>	<b>\$4,200,000</b>
<b>Total SLN subscriptions for year 2</b>			
Total SLN subscriptions for year 2	995,000		
995,000 SLN Subscriptions x \$48 per year	\$47,760,000		
<b>Distribution to H&amp;R Block, 75 percent</b>	<b>\$35,820,000</b>		
<b>Distribution to investor/partner, 7 percent</b>	<b>\$3,342,000</b>		
<b>Total SLN subscriptions for year 3</b>			
Total SLN subscriptions for year 3	1,952,500		
1,952,500 SLN subscriptions x \$48 per year	\$93,720,000		
<b>Distribution to H&amp;R Block, 75 percent</b>	<b>\$70,290,000</b>		
<b>Distribution to investor/partner, 7 percent</b>	<b>\$6,560,400</b>		

## How Our Program Works:

Our first component, a free lifetime membership in Americans All, enables all community members to publish two 2,000-word stories in English (half the story can be password-protected) and as many as they desire in a foreign language on our Heritage Honor Roll (HHR). Members can enhance stories with images, logos, photos, hyperlinks, and audio-visual media. Stories can be autobiographical or created to honor an admired individual or group, and they can be updated for free anytime; older versions are archived.

To enable an unfinished story to be added to our website, members only need to fill in an honoree\* or group name\*, date of birth\* or formation\* (and passing\* or disbandment,\* if appropriate) and a summary\* not to exceed 60 words in our “summary template.” The story can be published by typing “To come” in the “story field.” All stories pass through a third-party profanity filter before being added to our HHR. We can override it.

Americans All membership also includes our second component—a free, three-month trial subscription to our Social Legacy Network (SLN). This enables members to access discounts on goods and services from our business partners and professional service providers. Students keep their free SLN subscription until their K-12 class graduates.

Nonprofits get a free, lifetime landing page on our site to briefly describe their entity and to host, if they so choose, stories that appear on our HHR. Our registration template contains a simple way for a nonprofit to remove a story that they feel is inappropriate and does not belong on their landing page. The nonprofit’s point of contact can later register them as a member of Americans All so they can create and publish stories on the HHR.

Individuals can post their stories on as many business and nonprofit landing pages as they desire. For example, sports team members can post their stories on the landing page of any team they have played on or supported and on any landing page that honors annual accomplishments if they are included.

## Implementation Strategy:

Working with your Foundation, our first task will be to ensure all members know about the program and to develop a generic strategy for them to use. We will use written tutorials, YouTube videos, webinars, and Zoom meetings, and I will be available to meet with individual office managers as requested. Individual retail tax offices can also modify the provided plan for their specific audiences. We will also work with the Foundation to determine the most efficient and effective way to handle the roll-out. A comprehensive social media campaign will support the program’s release. The existing website is functional and can handle early registrations.

## Benefits of Storytelling:

Extensive research confirms that life stories are central to people’s sense of self and social world. 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.

Businesses can benefit because stories directly impact emotions, and emotions rather than data change behavior and frequently determine buying decisions. Good storytelling builds trust and connections. It influences people to believe in the products they depend upon daily and encourages them to become customers and clients. Most 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 a fraction of that expenditure.

## Additional Supporting Documents:

[Click here](https://americansall.org/node/566823) to view our Business and Implementation Plan or visit <https://americansall.org/node/566823>

[Click here](https://americansall.org/node/566824) to view Our Pitch Deck or visit <https://americansall.org/node/566824>

[Click here](#) to view an electronic version of this document.

### Sample of a group legacy story

#### 54<sup>th</sup> Massachusetts Vol. Infantry

Civil War: Fifty-Fourth Massachusetts Volunteer Infantry Regiment, 54th Colored Infantry

Story: Harlowe, Medal of Honor, Military, Slave, Fort Wagner



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



## Links to information pages related to the Howard County pilot

The links below can be accessed by using our URL and adding “/node/6-digit” at the end.

[www.americansall.org/node/xxxxxx](http://www.americansall.org/node/xxxxxx)

[Click here](#) for a tutorial on "How a point of contact can create a school landing page and its story for the Heritage Honor Roll. /node/566436

[Click here](#) to view a “Summary of benefits for Elementary and Middle Schools and letters of support, /node/566774

[Click here](#) to view a “Summary of benefits for high school students, benefits for students and letters of support, /node/566731

[Click here](#) to view a tutorial on "How to create a story on an individual (or group) for the Heritage Honor Roll. /node/566544

[Click here for a](#) tutorial on "How to create a Nonprofit Legacy Partner landing page for a school team or club. /node/566714

[Click here](#) to view a document that shows "Heritage Honor Roll stories in multiple languages“ /node/566711.

[Click here](#) to learn "How to create the text for a legacy story and storytelling for younger children". /node/566545

[Click here](#) to view information on "How storytelling can benefit a student's positive mental health, wholeness and well-being. /node/566710

[Click here](#) to view the Heritage Honor Roll story about the Howard County Historical Society. /node/564992

[Click here](#) to view the Howard County Historical Society's Nonprofit Legacy Partner landing page. /node/566566.

[Click here](#) to view the electronic version of this document “A plan to fund the Americans All public-private partnership pilot program.” /node/566416

## Excerpts from the Howard County elementary school’s database

Atholton Elementary, 484361  
6700 Seneca Drive, Columbia, MD 21046,  
(410) 313-6853

Bushy Park Elementary, 484325  
14601 Carrs Mill Road, Glenwood, MD 21738,  
(410) 313-5500

Carrolltowne Elementary, 484076  
6542 Ridge Road, Sykesville, MD 21784,  
(410) 751-3530

Centennial Lane Elementary, 484337  
3825 Centennial Lane, Ellicott City, MD 21042,  
(410) 313-2800

Guilford Elementary, 484363  
7335 Oakland Mills Road, Columbia, MD  
21046, (410) 880-5930

Hammond Elementary, 484329  
8110 Aladdin Drive, Laurel, MD 20723,  
(410) 880-5890

**Hanover Hills Elementary School,  
20none  
7030 Banbury Dr, Hanover, MD  
21076, (410) 313-8066**

Rockburn Elementary, 484321  
6145 Montgomery Road, Elkridge,  
MD 21075, (410) 313-5030

Running Brook Elementary, 484345  
5215 West Running Brook, Columbia,  
MD 21044, (410) 313-6893

St. John's Lane Elementary, 484336  
2960 St. Johns Lane, Ellicott City, MD  
21042, (410) 313-2813

Stevens Forest Elementary, 484356  
6045 Stevens Forest Road, Columbia,  
MD 21045, (410) 313-6900

Note: The school is blue is an example of a school that was not in our original database. [Click here](#) to view a complete list of all Howard County schools, or visit: <https://americansall.org/node/566807>

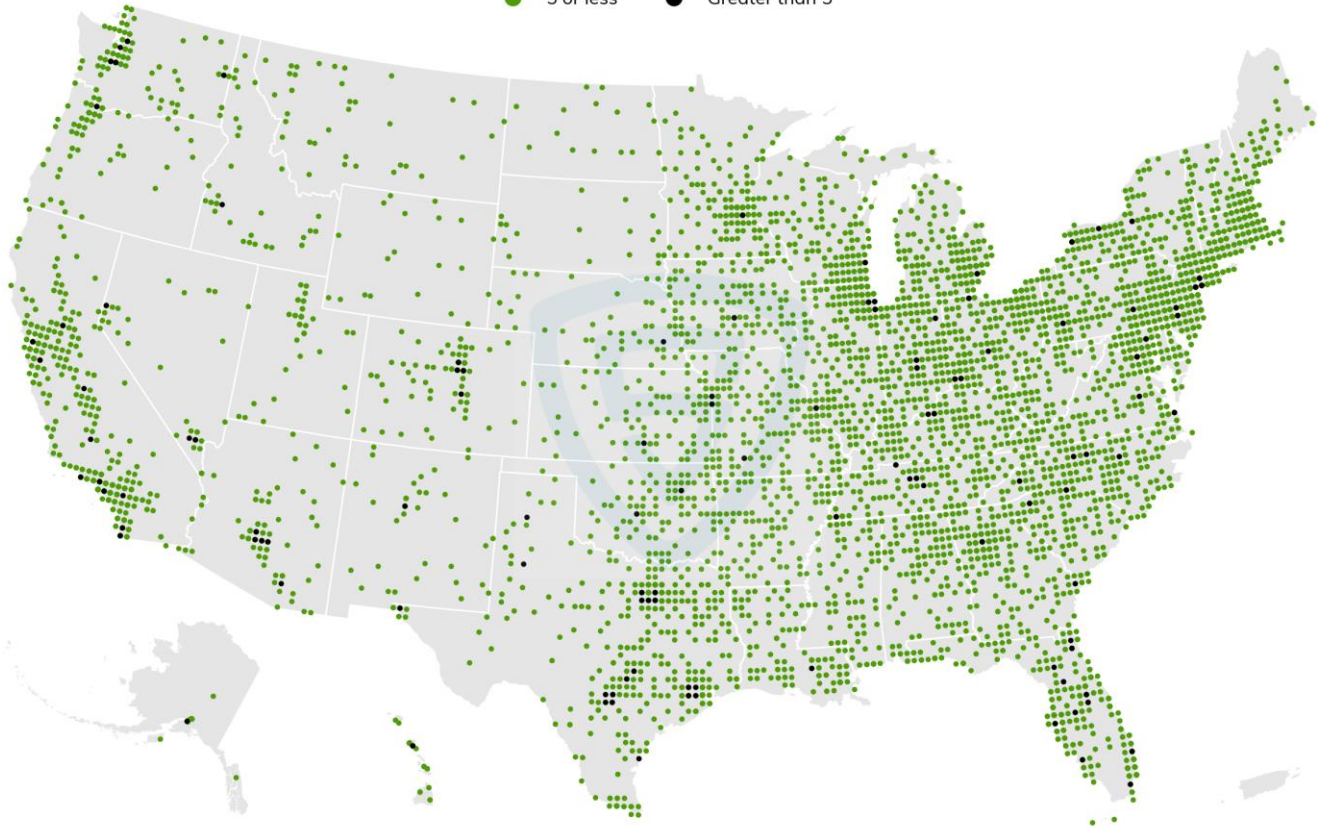
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350,000 new subscriptions x \$48 per year	\$16,800,000		
<b>Distribution to H&amp;R Block, 75 percent</b>	<b>\$12,600,000</b>		
Distribution to the partnership, 25 percent	\$4,200,000		
Credit card fees, 3 percent		0.03	\$504,000
<b>Overhead and outreach, partnership, 4 percent</b>		0.04	<b>\$672,000</b>
Overhead, program developers, 1 percent		0.01	\$168,000
<b>Investor (H&amp;R Block), 4 percent</b>		0.04	<b>\$672,000</b>
<b>Nonprofit manager (H&amp;R Block), 3 percent</b>		0.03	<b>\$504,000</b>
People of America Foundation, 3 percent		0.03	\$504,000
Program developers, 7 percent		0.07	\$1,176,000
<b>Totals</b>		<b>0.25</b>	<b>\$4,200,000</b>
<hr/>			
New subscriptions for year 2 (12 months) are based on an average of 75 from each of the 10,000 retail tax offices, with nearly 60,000 associates and tax professionals.	750,000		
The number of renewed subscriptions is based on 70 percent of the prior year's total.	245,000		
Total SLN Subscriptions	995,000		
995,000 SLN subscriptions x \$48 per year	\$47,760,000		
<b>Distribution to H&amp;R Block, 75 percent</b>	<b>\$35,820,000</b>		
Distribution to the partnership, 25 percent	\$11,940,000		
Credit card fees, 3 percent		0.03	\$1,432,800
<b>Overhead and outreach, partnership, 4 percent</b>		0.04	<b>\$1,910,400</b>
Overhead, program developers, 1 percent		0.01	\$477,600
<b>Investor (H&amp;R Block), 4 percent</b>		0.04	<b>\$1,910,400</b>
<b>Nonprofit manager (H&amp;R Block), 3 percent</b>		0.03	<b>\$1,432,800</b>
People of America Foundation, 3 percent		0.03	\$1,432,800
Program developers, 7 percent		0.07	\$3,343,200
<b>Totals</b>		<b>0.25</b>	<b>\$11,940,000</b>
<hr/>			
New subscriptions for year 3 (12 months) are based on an average of 125 from each of the 10,000 retail tax offices, with nearly 60,000 associates and tax professionals.	1,250,000		
The number of renewed subscriptions is based on 70 percent of the prior year's total.	696,500		
Total SLN Subscriptions	1,946,500		
1,946,500 SLN subscriptions x \$48 per year	\$93,432,000		
<b>Distribution to H&amp;R Block, 75 percent</b>	<b>\$70,074,000</b>		
Distribution to the venture, 25 percent	#NAME?		
Credit card fees, 3 percent		0.03	\$2,802,960
<b>Overhead and outreach to the venture, 4 percent</b>		0.04	<b>\$3,737,280</b>
Overhead, program developers, 1 percent		0.01	\$934,320
<b>Investor (H&amp;R Block), 4 percent</b>		0.04	<b>\$3,737,280</b>
<b>Nonprofit manager (H&amp;R Block), 3 percent</b>		0.03	<b>\$2,802,960</b>
People of America Foundation, 3 percent		0.03	\$2,802,960
Program developers, 7 percent		0.07	\$6,540,240
<b>Totals</b>		<b>0.25</b>	<b>\$23,358,000</b>

A map of H&R Block retail tax offices is on page 8.

# Map of H&R Block Retail Tax Offices

● 5 or less    ● Greater than 5



## H&R Block locations in the USA



Each grid point covers 10-mile radius with at least one location

Source: ScrapeHero.com



# Implementation Strategy

Americans All initially provided diversity-based, nonpartisan supplemental social studies resources and teacher training to high schools, which adopted new textbooks on a seven-year cycle. When we came to market, it was the year for social studies, and at that time, major publishers did not have social studies textbooks that contained the history of all groups that came to and moved through our nation.

As a result, Houghton Mifflin asked to help us distribute our materials. It took them about 18 months to update their texts, and they dropped us. However, we sold our materials to more than 2,000 schools and libraries nationwide during that period.

We could not compete with the major publishers, and schools began focusing on STEM and reducing the time spent teaching social studies and civics. We spent the following decades trying to find a fit for our materials and storytelling tool.

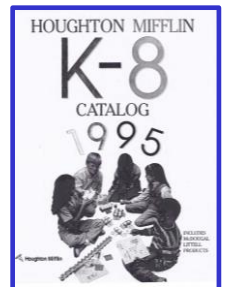
Through trial and error, we learned that implementation on a state level would not work because our nation has become politically polarized. In addition, despite our ability to generate revenue, we advocate for diversity, which would only work for some areas. We contacted organizations in [Howard County, MD](#), for about a year, but a countywide structure would have been too time-consuming for a nationwide rollout. That led us to replicate the CVS model and follow the successful implementation strategies I had previously used.

As project manager for the 10-volume [International Library of Afro-American Life and History](#), we released the set nationwide through the companies and stockholders of Publishers Company (a publicly traded company) and its subsidiary, Books, Inc. The original Americans All Social Studies resources program was released through the annual catalog and national sales force of [Houghton Mifflin](#). This is consistent with the CVS plan since it operates more than 9,000 outlets nationwide.

Our first task will be to ensure all members know about the program and develop a generic strategy for them. We will use written tutorials, YouTube videos, webinars, and Zoom meetings, and I will be available to meet with individual office managers as requested. Individual offices can also modify the provided plan for their specific audiences. We will also work with the Foundation to determine the most efficient and effective way to handle the roll-out to the public. A comprehensive social media campaign will support the program's release, and the existing website will be functional and able to handle early registrations.

Although the optional storytelling requires some computer knowledge, the registration process is straightforward. The sign-up page for Americans All and the SLN only requires a name, email address, and a Zip Code. We have detailed tutorials for all functions and will supplement them with YouTube instructional videos.

The H&R Block Foundation has size, outreach, marketing experience, name recognition and exposure, and in today's sound-bite environment, what is said is less important than who says it. We bring experience, expertise, and credibility and can support a nationwide release because the program is virtual and our existing website will serve until the new site is finished.



# Summary of the Americans All Pilot Program for Colleges



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STORY SEARCH / INDIVIDUALS / SCHOOLS / ETHNIC & CULTURAL GROUPS / LEGACY PARTNERS & ISSUES/TOPICS INDEX

## Who We Are:

Our 38-year-old nonprofit foundation was previously a supplier of diversity-based social studies resources and teacher training, but the politicization of K-12 school classrooms today has made that goal almost impossible to achieve. However, all students, regardless of age, can still use our storytelling tool to create annual virtual yearbooks as legacy keepsakes for each class, team, or club in which they participate.

## What We Do:

Americans All is a community outreach, hybrid charity that enables nonprofits to raise money by using our revenue-generating, multipurpose storytelling tool and discount program. Most charities request donations but do very little for their sponsors/members. We are different because we provide an optional storytelling tool, have only one level of giving and 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.

National businesses and professional service providers participate for free, ensuring our members access to discounts in multiple geographic areas. Local merchants pay a fee to a nonprofit of their choice to support their communities. This turns a part of their marketing outreach strategy into a charitable gift. We also enable community members to use our storytelling tool to create free membership organizations and easily accessible annual virtual yearbooks for each group, team, or club they participate in or support.

## Our Rationale:

Ancestors of all Americans came here from diverse locations, so we all have immigrant roots. These experiences can be shared through stories acknowledging that heritage and culture are rich aspects of personal and group identity. Importantly, our polarized nation needs a vehicle to help reinforce and appreciate the commonalities that unite, rather than divide, the American people, thus promoting understanding, tolerance, and acceptance.

## Our Business Model:

Our model is based on CVS's "CarePass" program, where members pay \$4 monthly without a trial period to receive a \$10 reward to pay for many in-store or online items that month. We use the same \$4/monthly fee, but to improve their model, we offer a trial period and a much larger base of businesses to get unlimited discounts that month.

## Benefits to the College or University:

- Provides significant unrestricted annual revenue requiring minimal staff time and, at the same time, helps students and faculty increase a part of their purchasing power.
- Enables students to increase their written communication skills and an opportunity to see their work published on a national website.
- Provides another way to reconnect with alumni so they can share their stories nationally and promote the school.
- Helps strengthen school and community relations and support local businesses.

## How We Distribute Revenue:

Our distribution is based on gross revenue received after the free 3-month trial period from individual subscription

### Sample of an individual legacy story

### A nonprofit Legacy Partner landing page can host stories from our Heritage Honor Roll

### Business offer discounts to program members

fees and business and professional service provider membership fees. Of that, 77 percent is donated to a nonprofit specified by donors, and 3 percent goes to the nonprofit's school, which helps ensure the school's participation and support. If the nonprofit is not registered with us, those funds go to its college or university.

## How Our Program Works:

Our first component, a free lifetime membership in Americans All (AA), enables all community members to publish two 2,000-word stories in English (half the story can be password-protected) and as many as they desire in a foreign language on our Heritage Honor Roll (HHR). Members can enhance stories with images, logos, photos, hyperlinks, and audio-visual media. Stories can be autobiographical or created to honor an admired individual or group, and they can be updated for free anytime; older versions are archived.

To enable an unfinished story to be added to our website, members only need to fill in an honoree\* or group name\*, date of birth\* or formation\* (and passing\* or disbandment,\* if appropriate) and a summary\* not to exceed 60 words in our "summary template." The story can be published by typing "To come" in the "story field." All stories pass through a profanity filter before being added to our HHR.

AA membership also includes our second component—a free, three-month trial subscription to our Social Legacy Network (SLN). This enables members to access discounts on goods and services from our business partners and professional service providers. Members do not have to create a story to subscribe to the SLN.

Nonprofits get a free, lifetime landing page on our site to briefly describe their entity and to host, if they so choose, stories that appear on our HHR. Our registration template contains a simple way for a nonprofit to remove a story that they feel is inappropriate and does not belong on their landing page. The nonprofit's point of contact can later register them as a member of Americans All so they can create and publish stories on the HHR.

Individuals can post their stories on as many business and nonprofit landing pages as they desire. For example, students can post their stories on the landing page of any team or club in which they participate or on a page that honors annual accomplishments if they are included.

Businesses and professional service providers pay a \$49 membership fee every six months to create a landing page with information on their goods and services to help to expand traffic. This page can be updated daily, and the type of discount (or benefit) they offer is solely at their discretion. They can change their sponsored nonprofit each time they pay their fee and can encourage their employees, clients, and customers to post their HHR stories on this page to help create or expand their own affinity group. Their point of contact can later register them as a member of Americans All so they can create and publish a story on the HHR.

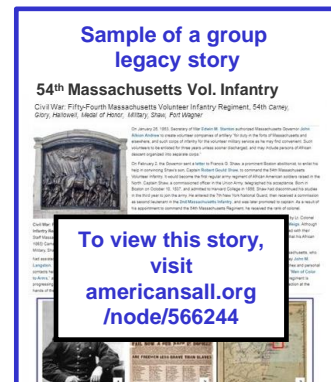
## Benefits of Storytelling:

Extensive research confirms that life stories are central to people's sense of self and social world. 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.

Businesses can benefit because stories directly impact emotions, and emotions rather than data change behavior and frequently determine buying decisions. Good storytelling builds trust and connections. It influences people to believe in the products they depend upon daily and encourages them to become customers and clients. Most 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 a fraction of that expenditure.

## Supporting Documents:

[Our Tutorials](#) or visit <https://americansall.org/page/americans-all-web-site-tutorials>



# Summary of the Americans All Program for Nonprofits



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## Who We Are:

Our 38-year-old nonprofit foundation was previously a supplier of diversity-based social studies resources and teacher training, but the politicization of K-12 school classrooms today has made that goal almost impossible to achieve. Our resources are still online. However, all students, regardless of age, can still use our storytelling tool to create annual virtual yearbooks as legacy keepsakes for each class, team, or club in which they participate.

## What We Do:

Americans All is a community outreach, hybrid charity that enables nonprofits to raise money by using our revenue-generating, multipurpose storytelling tool and discount program. Most charities request donations but do very little for their sponsors/members. We are different because we provide an optional storytelling tool, have only one level of giving and 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.

National businesses and professional service providers participate for free, ensuring our members access to discounts in multiple geographic areas. Local merchants pay a fee to a nonprofit of their choice to support their communities. This turns a part of their marketing outreach strategy into a charitable gift. We also enable community members to use our storytelling tool to create free membership organizations and easily accessible annual virtual yearbooks for each group, team, or club they participate in or support.

## Our Rationale:

Ancestors of all Americans came here from diverse locations, so we all have immigrant roots. These experiences can be shared through stories acknowledging that heritage and culture are rich aspects of personal and group identity. Importantly, our polarized nation needs a vehicle to help reinforce and appreciate the commonalities that unite, rather than divide, the American people, thus promoting understanding, tolerance, and acceptance.

## Our Business Model:

Our model is based on CVS's "CarePass" program, where members pay \$4 monthly without a trial period to receive a \$10 reward to pay for many in-store or online items that month. We use the same \$4/monthly fee, but to improve their model, we offer a trial period and a much larger base of businesses to get unlimited discounts that month.

## Benefits to the Nonprofit:

- Community members want to find discounts when they shop. If young students can shop independently, they are included in this group.
- All nonprofits need an unrestricted stream of annual revenue requiring minimal administrative staff.
- Businesses and professional service providers need to expand traffic and look for affordable, effective and appropriate ways to do so.
- All community members can benefit from having an easily accessible "virtual yearbook" to share and serve as a keepsake for each organization, team or club in which they participate.

### Sample of an individual legacy story

### A nonprofit Legacy Partner landing page can host stories from our Heritage Honor Roll

### Business offer discounts to program members



specified by donors (can be a division of the nonprofit), and 3 percent goes to the nonprofit. Those funds go to the nonprofit if the division is not registered with us.

## How Our Program Works:

Our first component, a free lifetime membership in Americans All (AA), enables all community members to publish two 2,000-word stories in English (half the story can be password-protected) and as many as they desire in a foreign language on our Heritage Honor Roll (HHR). Members can enhance stories with images, logos, photos, hyperlinks, and audio-visual media. Stories can be autobiographical or created to honor an admired individual or group, and they can be updated for free anytime; older versions are archived. To enable an unfinished story to be added to our website, members only need to fill in an honoree\* or group name\*, date of birth\* or formation\* (and passing\* or disbandment,\* if appropriate) and a summary\* not to exceed 60 words in our “summary template.” The story can be published by typing “To come” in the “story field.” All stories pass through a profanity filter before being added to our HHR.

AA membership also includes our second component—a free, three-month trial subscription to our Social Legacy Network (SLN). This enables members to access our business partner's and professional service provider's discounts on goods and services. The organizations determine the type of benefit they offer. Students keep their free SLN subscription until their K-12 class graduates. Members do not have to create a story to subscribe to the SLN.

Nonprofits get a free, lifetime landing page on our site to briefly describe their entity and to host, if they so choose, stories that appear on our HHR. Our registration template contains a simple way for a nonprofit to remove a story that they feel is inappropriate and does not belong on their landing page. The nonprofit's point of contact can later register them as a member of Americans All so they can create and publish stories on the HHR.

Individuals can post their stories on as many business and nonprofit landing pages as they desire. For example, sports team members can post their stories on the landing page of any team they have played on and/or on a page that honors annual accomplishments if they are included.

Businesses and professional service providers pay a \$49 membership fee every six months to create a landing page with information on their goods and services to help expand traffic. This page can be updated daily, and the type of discount (or benefit) they offer is solely at their discretion. They can change their sponsored nonprofit each time they pay their fee and encourage their employees, clients, and customers to post their HHR stories on this page to help create or expand their affinity group. Their point of contact can later register them as a member of Americans All so they can create and publish stories on the HHR.

## Benefits of Storytelling:

Extensive research confirms that life stories are central to people's sense of self and their social world. 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.

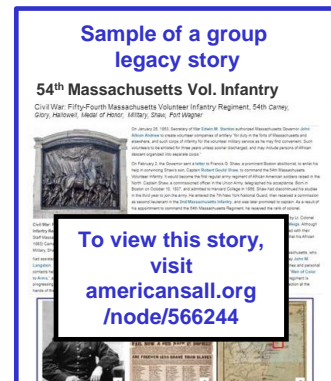
Businesses can benefit because stories directly impact emotions, and emotions rather than data change behavior and frequently determine buying decisions. Good storytelling builds trust and connections. It influences people to believe in the products they depend upon daily and encourages them to become customers and clients. Most 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 a fraction of that expenditure.

## Supporting Documents:

[Our Marketing Plan](#) (which was originally created for a K-12 project) or visit <https://americansall.org/node/566416>

[Our Tutorials](#) or visit <https://americansall.org/page/americans-all-web-site-tutorials>

To view the electronic version of this summary, [click here](#) or visit <https://americansall.org/node/566809>



## Competition

Although storytelling and discount coupon programs exist, no organization offers the same comprehensive benefits as *Americans All*. Lifetime membership is free, the general public can view stories, and a revenue-generating feature is offered.

Some organizations enable their members to post a story online, but they must pay a fee, and only their members can view these stories. None offer a revenue-generating feature.

*Ancestry* and *MyHeritage* are genealogy platforms that create family trees and DNA matches. They offer story options, but only as a Premium benefit. *Legacy Stories* has a 6-month free trial and an annual fee of \$99 for the basic plan. *Storyworth* helps individuals combine short stories into a hardcover book costing \$99 per year without exposure. None offer a revenue-generating feature.

Discount coupons are available from many sources but cannot be updated daily as businesses try to effectively target specific Zip Codes. None of these groups donates a major proportion of their revenue to schools or other nonprofits.



## Revenue Distribution to Nonprofits (and Schools)

To be eligible to receive funds, all nonprofits need to first [register](#) for AA to get their 6-digit identification code. We provide [templates](#) and [tutorials](#) to simplify the process. Nonprofits can create and publish their Heritage Honor story and Legacy Partner landing page(s) at any time. We recommend that the much shorter Legacy Partner page be created first. Schools have the option of not allowing stories to be posted on that page(s).

The easiest way for a nonprofit 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 their behalf. Nonprofits 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 nonprofit's checking account. The pathway account number will be the nonprofit'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 nonprofit's bank and its ACH account number; the nonprofit'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 nonprofit to release the funds from this master checking account. The funds will be transferred to the nonprofit's checking account using the ACH transfer.

Americans All will also create a partnership entity in each consolidated area to receive the revenue not earmarked for a specific nonprofit. For example, if a county registers to support all of its schools, it will be the consolidated entity for all participating schools. That entity will completely control 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 nonprofit to support. We will link each nonprofit's Zip Code to a county account.

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

Finally, members will never be automatically billed for the optional SLN fee after their free trial and can cancel their subscription at any time once they subscribe. No credit card is required to be put on file for the free trial. In addition, we do not store credit card data, share or sell our member's contact information, allow pop-up ads, or use any form of AI.

## How to create a legacy story for an individual for the Americans All Heritage Honor Roll

You must first register to become a free lifetime member of Americans All to access all program benefits, including the ability to create and publish a legacy story. We have created tutorials to help guide you through each step. For your convenience, links to these tutorials are included at the end of this document. In addition, your membership includes a free, 3-month trial in our Social Legacy Network, which enables you to receive discounts on goods and services from our business and professional service partners. You do not need to create a story to join the Social Legacy Network.

**Step 1:** Visit [www.americansall.org](http://www.americansall.org) and click on the “**Create New User Account**” tab at the top right of the home page to register for Americans All.



**Create New User Account** Log Into My Account FAQs  
LEGACY NETWORK / SOCIAL STUDIES RESOURCES / NEWS & EVENTSS  
/ ETHNIC & CULTURAL GROUPS / LEGACY PARTNERS / AFFILIATES

- Fill in the name, email address, and Zip Code fields on the registration page.
- For security purposes, you will be sent a message to your email address so you can set up your password. The link on that page will then take you to the password create page.
- You will then be sent go to your “Welcome Back Page” to select the type of story you want to create.
- You will then go to a “Checkout Page” which has been deactivated for the pilot. Fill in the billing information data and “continue.”
- This will take you to your “Checkout Complete” page, with a suggestion on how to organize the elements for your story.
- Once your account is set up, you can go to your will be sent to your “Welcome Back Page.” From this page, you can access all program benefits. The tabs at the top of the page provide access to the website’s content areas.
- To later access your “Welcome Back Page,” click on the “**Log Into My Account**” tab at the top right of the Americans All home page.

**Step 2:** Click on [Create a legacy story for the Heritage Honor Roll](#) on your “Welcome Back Page” to begin your story.

### Welcome Back Page

#### Name of Member

[Edit my user account](#)

[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 Legacy Partner Alliance—not applicable for this role.**

**An individual member cannot later serve as an “agent” or a “point of contact” for a Legacy Partner unless the individual uses the email address of the Legacy Partner.**

#### 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](#)

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

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



Americans All® PROGRAM OVERVIEW

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## Welcome Back

### Allan Kullen

[Edit my user account](#)

**Register an Individual for Americans All includes a free, three-month 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 Legacy Partner Alliance 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](#)

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

**[Click here](#) to create a story for an individual. It can be autobiographical or can honor an individual, a family member, or a pet that has made a difference in your life.**

**[Click here](#) to create a story for a group. It can be one that you are part of or one that you admire."**

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 post it on the landing

**An online legacy story can be created and shared in multiple languages, if desired, and updated at any time, for free. Americans All members will find it easy to start creating their stories. Our template only requires individuals to fill in their name, date of birth (and passing, if appropriate) and a summary not to exceed 60 words. Legacy story text, hyperlinks, photographs, movies and other audio and video media can be added over time, and a shortened version can be printed on an 8½" x 11" [template](#). To ensure privacy, a section of the story can be password protected.**

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 . . .

## Sample story from our Heritage Honor Roll

Allan S. Kullen *Author, Business*

Printer, Social Entrepreneur, Traveler



Allan S. Kullen Photos © 1942 - © 2016

"Her name is Ester Baumgartner. Do you know her?" Allan Kullen 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 Negev, Israel. All he knew by the time they parted ways was her name and the fact that she was staying in Tel Aviv. So, after finishing his work, he decided he would try to find her. He hitchhiked his way to Tel Aviv and, despite all odds, found her. It was to play an important role in his life.

Allan was born in Washington, DC, on February 20, 1942, to Eunice (Stotland) and Sol Kullen, both originally from Baltimore, MD. His sister, Marian, was born two years later. He grew up in the DC metropolitan area. His father had built a successful career in the printing industry so, in 1959 after a very uneventful four years culminating in his high school graduation, Allan chose to attend the School of Printing Management at [Carnegie Institute of Technology](#) (CIT) in Pittsburgh, PA.

Americans All features photographs and texts on the contributions that immigrants made to the nation's development when they came through Ellis Island. At the same time, he was printing for the [Coordinating Committee for Ellis Island](#), a nonprofit group focused on the same topic. This action rekindled the passion generated by his travels abroad, and he founded and became president of the People of America Foundation and became co-

[Read More . . .](#)

photographs, simulations and teacher's guides, all developed by a team of scholars led by Americans All co-developer [Dr. Gail C. Christopher](#).

Although Americans All was well received by the education community, its appeal was limited to classrooms devoted to teaching social studies. With the national emphasis shifting to support STEM programs, his foundation [Note: This story was excerpted and edited from an interview by Gordon Bernhardt, author of [Profiles in Success](#) (Volume 6): Inspiration from Executive Leaders in the Washington D.C. Area.]

To view the legacy story about Albert "Chew" Kullen, [click here](#).  
To view the stories in the Kullen (Kulchinsky) Family Circle, [click here](#).

**Make a Difference, Get Involved TODAY!**

Register for Americans All to create and permanently share a legacy story—[CLICK HERE](#)

Upgrade your Americans All program membership after a free 3-month trial by subscribing to our Social Legacy Network so you and your family can maintain its benefits—membership cards for discounts on goods and services from our program partners and access to new 4-12 social studies resources—[CLICK HERE](#)

Become a point of contact in your business and become a Legacy Partner—[CLICK HERE](#)

Become a point of contact at your place of worship and become a Legacy Partner for free—[CLICK HERE](#)

Become a point of contact in your school, library or historical society and become a Legacy Partner for free—[CLICK HERE](#)

To learn more about Americans All—[CLICK HERE](#)



### Stories can be:

- about individuals, groups or issues/topics
  - up to 2,000 words (1,000 can be password protected for privacy)
  - augmented with images, logos, hyperlinks, photographs, and audio-video media.
  - published in [multiple languages](#), including a second story in English.
  - updated easily and have all prior versions archived
  - started by filling in only a few required fields and then be completed over time
  - also created in a shorter version (up to 500 words) and printed in an 8½" x 11" format
- Americans All provides step-by-step tutorials and easy-to-use templates to simplify the creative process.

- Legacy stories reflect members' views and are not vetted for accuracy. However, all text is filtered through a third party, secure Profanity App to ensure that they do not contain inappropriate language. If requested, our editorial staff can override the App if they feel the identified word or phrase is acceptable by today's standards.

- We comply with the "Children's Online Privacy Protection Act" of 1998 and therefore disallow children under 13 from putting personal information on our site.
- All content and images published on our site are considered to be in the public domain, unless it is clearly noted that they are protected by copyright laws. We cannot provide permission for commercial use. However, content can be reproduced from our site for educational or personal use as long as a citation is provided.

# Sample Heritage Honor Roll Story for a Group



Americans All®

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## 54<sup>th</sup> Massachusetts Volunteer Infantry Regiment

Civil War: Fifty-Fourth Massachusetts Volunteer Infantry Regiment, 54<sup>th</sup> Carney, Glory, Hallowell, Medal of Honor, Military, Shaw, Fort Wagner

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Civil War: Fifty-Fourth Massachusetts Volunteer Infantry Regiment, 54<sup>th</sup> [Americans All Editorial Staff Massachusetts ] (March 13, 1863 - August 4, 1865) Carney, Glory, Hallowell, Medal of Honor, Military, Shaw, Fort Wagner

On January 28, 1863, Secretary of War Edwin M. Stanton authorized Massachusetts Governor John Albin Andrew to create volunteer companies of artillery "for duty in the forts of Massachusetts and elsewhere, and such corps of infantry for the volunteer military service as he may find convenient. Such volunteers to be enlisted from persons of African descent organized into companies."

On February 2, the help in convincing Shaw, Volunteer Infantry. It was North, Captain Shaw, Boston on October 10, in the third year to join as second lieutenant of his appointment to command the 54th Massachusetts Regiment, he received the rank of colonel.

Once his appointment was confirmed, Shaw began to recruit his soldiers. He was assisted by Lt. Colonel Norwood Hallowell (see his story below) and the regiment became their training at Camp Meigs. Although Shaw was not convinced about the fighting qualities of this new regiment, he was impressed with their dedication and devotion to the task. Throughout his career, he devoted himself to proving that his African American soldiers could fight just as well as any white soldiers.

Governor Andrew enlisted the support of Mayor George Luther Stearns of Medford, Massachusetts, who had assisted abolitionist John Brown in his plan for giving freedom to the slaves. Stearns organized a committee for the task, and it included attorney John M. Langston, businessman, lawyer and shoe merchant O.S.B. Wall and abolitionist and statesman Frederick Douglass. Their appearances, speeches and personal contacts help increase the enlistments of black men for the Massachusetts cause. On March 2, 1863, Douglass issued his famous announcement, "Men of Color to Arms," and urgently requested that this enlistment opportunity be accepted. On June 20, 1863, Mayor Stearns wrote to Secretary Stanton, "My regiment is progressing handsomely, and black men begin to understand they gain nothing by standing off, but if they were to gain their rights and secure protection at the hands of the government, they must rally at its call."

To view this story, visit [americansall.org/node/566244](http://americansall.org/node/566244)

Make a Difference, Get Involved TODAY!

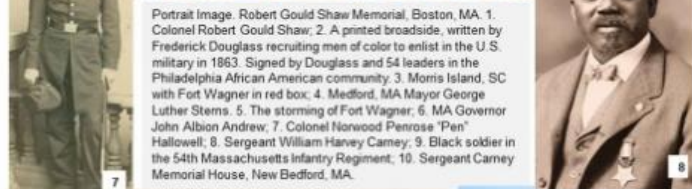
Register for Americans All to create and permanently share a legacy story—[CLICK HERE](#)

Upgrade your Americans All program membership, after a free, one-year trial, by subscribing to our Social Legacy Network so you and your family can maintain its benefits—membership cards for discounts on goods and services from our program partners and access to our K-12 background resources—[CLICK HERE](#)

Become a point of contact so your business can become a Legacy Partner—[CLICK HERE](#)

Become a point of contact so your group or nonprofit organization can become a Legacy Partner for free—[CLICK HERE](#)

Become a point of contact



Portrait Image, Robert Gould Shaw Memorial, Boston, MA. 1. Colonel Robert Gould Shaw; 2. A printed broadside, written by Frederick Douglass recruiting men of color to enlist in the U.S. military in 1863. Signed by Douglass and 54 leaders in the Philadelphia African American community. 3. Morris Island, SC with Fort Wagner in red box; 4. Medford, MA Mayor George Luther Stearns. 5. The storming of Fort Wagner; 6. MA Governor John Albin Andrew; 7. Colonel Norwood Penrose "Pen" Hallowell; 8. Sergeant William Harvey Carney; 9. Black soldier in the 54th Massachusetts Infantry Regiment; 10. Sergeant Carney Memorial House, New Bedford, MA.



Legacy stories reflect members' views. Americans All does not vet these stories. However, if you find content or language you deem to be profane, offensive or otherwise objectionable, please contact us.

Sponsored By: Americans All Editorial Staff  
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# Sample of a Nonprofit Legacy Partner Landing Page



Americans All

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## Howard County Historical Society

Education Organization

[www.americansall.org/node/564990](http://www.americansall.org/node/564990)



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

Throughout the year, the Howard County Historical Society presents a wide variety of engaging public programs, concerts, lectures, and other activities. The Society also welcomes school groups, scouts, home schoolers, adult groups, and the public to participate through field trips and outreach programs.

The Museum of Howard County (8328 Court Avenue) is housed in the former First Presbyterian Church which was generously donated to the Society in 1959 by Mrs. Alda Hopkins Clark in memory of her late husband, Judge James Clark, Sr. The Clark Family was instrumental in founding the Historical Society.

Located next to the Court House in Ellicott City, the original church was a modest building constructed in 1837 that collapsed during renovations in 1894. Rebuilt later that same year, the current Gothic-style structure with its soaring 100-foot bell tower, steeply pitched roof and stained and leaded glass windows was designed by George Archer and constructed by Frederick A. Wayland. Along with an extensive collection of fascinating artifacts, textiles, furniture and memorabilia, the Museum is home to a refurbished 1855 organ built by the A.B Felgemacher Organ Company of Erie, PA.

The Howard County Historical Society Archives and Research Library were originally kept in the Museum and then moved to the Ellicott's Mills Quaker School, now known as the Weir Building, in 1988. In the fall of 2011, the Society moved its treasure trove of historical maps, deeds and property records, marriage licenses, voter records, slave manumission records and oral histories as well as over 4,000 historical photographs, local 4-H documents, business receipts, and many rare and one-of-a-kind private documents to the Charles E. Miller Branch Library and Historical Center on Frederick Road in Ellicott City.

## Legacy Stories from the Americans All Heritage Honor Roll

We are pleased to host and share these legacy stories created by honorees' family, friends and associates. They, like us, appreciate that heritage and culture are an integral part of our nation's social fabric and want to help students participate effectively in our nation's economy, workforce and democracy.

Search by:  and   
Language State

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

### Howard County Historical Society HCHS Maryland (c.1958 - ?) Historical Society, American History

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

[Read more](#)

**Allan S. Kullen** Maryland (February 20, 1942 - ?) Author, Businessman, Golfer, Inventor, Jewish, Marketing, Mergers-Acquisitions, Poland, Printer, Social Entrepreneur, Traveler

"Her name is Ester Baumgartner. Do you know her? She's a pretty Swiss girl who sings beautifully, and I think she lives near here." Allan had posed the question in a broken mixture of Hebrew and English to whoever would listen and could understand him. Allan had met Ester while on an archaeological dig at Masada in the Negev, Israel. All he knew by the time they parted ways was her name and that she was staying in Tel Aviv.

[Read more](#)

## Sample 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 that does not 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 anytime, for free; 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.**

**For individuals are used to using website templates, a shorter version of each tutorial has been provided.**

- [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](#)  
[Short version on how to register and create a legacy story](#)
- [Step-by-step instructions on how to register for Americans All as a Point of Contact for a nonprofit Legacy Partner](#)  
[Short version on how to register and create a Nonprofit Legacy Partner landing page](#)
- [Step-by-step instructions on how to register for Americans All as a Point of Contact for a school Legacy Partner](#)  
[Short version on how to register and create a School Legacy Partner landing page](#)
- [Step-by-step instructions on how to register for Americans All to become a Point of Contact for a Business Legacy Partner](#)  
[Short version on how to register and create a Business Legacy Partner landing page](#)
- [Step-by-step instructions on how to become a Point of Contact to "Add My Location" to an Americans All Business Legacy Partner account](#)  
[Short version on how to register and create an additional Business Legacy Partner landing page](#)
- [How to register for Americans All as a homeschool family](#)--Currently in development

[Click here](#) to view all website tutorials.

## 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 critical thinking, communicating, researching, and, especially, writing—skills needed to help ensure their success in postsecondary education and/or the workforce. This is an ideal opportunity for student-athletes 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 desired. If the members of the clubs and teams update their stories after graduation, their peers are kept current on their classmate’s activities. Students can post their stories on any Americans All Legacy Partner page for additional exposure.
- Teachers in younger grades can set up a summary page for their class and include the year’s achievements and add a photograph of the class, without individual names to protect their privacy since they are minors.
- Our program also allows students 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 using today’s technology to incorporate images and recordings into their legacy stories, students can earn service-learning credits. Moreover, storytelling can also be a wonderful intergenerational bonding experience, building compassion, empathy, and understanding.
- 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 that does not exceed 60 words. Additional story text, hyperlinks, photographs, and audio-visual media can be added later. The story does not require to be completed in one session and can be updated anytime. 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. 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 a member can receive from our business partners will more than cover their monthly subscription fee.

The benefits for students in two- or four-year post-secondary colleges and universities are basically the same, except they may be able to use the resources we have created—and will continue to add to the site. According to the Conference on College Composition and Communication, writing instruction is critical for success in college and beyond. Getting national exposure for their work is a valuable plus.

## Homeschools

Homeschooling has been on the rise in recent years and from all indications, this trend will continue in 2023. 11.1 percent of U.S. K-12 students are now being independently homeschooled. Homeschooling drastically grew from 2019-2020 to 2020-2021, overshadowing its brisk growth of 8.3% in previous years.

Since the start of the pandemic, homeschooling has been on the rise with an estimated 30% increase in enrollment since the beginning of the 2019 school year. While the total number of homeschooled families remains relatively modest, its rise has impacted traditional school enrollment and the way we view education.

According to the National Home Education Research Institute (NHERI), there were 3.7 million homeschooled students in the USA during the 2020/2021 school year. The institute's data also shows that from late March to early May of 2022, 5.22% of all school-age children were homeschooled.

According to the data from the National Home Education Research Institute (NHERI), three states are in contention for the highest number of homeschoolers. These states are North Carolina, Florida, and Georgia (in that order).

As of 2021, North Carolina had 179,900 homeschooled students. Florida came a close second with about 143,431 homeschooled students. Georgia (in third place) had 85,510 students. In percentages, North Carolina has a homeschooling rate of 10.6%, while the state of Virginia has 4.8%. Florida and Georgia follow closely with 4.6%.

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" .

## 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 with stories to record and share or who desire to obtain discounts.

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 14 public and 12 non-public schools, 26 homeschools, 14,600 high school students, and 9,000 small businesses.

- **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 preventing people from accepting one another is that people are identified by their generic group affiliation rather than as individuals with names, faces and, common characteristics. An easily accessible website 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. 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 a franchise produced it.
- **Military Personnel:** The story of America is about the countless men and women who give up their comfort, the company of their loved ones, and sometimes their lives in service to our nation. From the Revolutionary War to Afghanistan, in times of both war and peace, military personnel endure hardship so Americans can enjoy peace and freedom. Yet, Because these men and women often serve anonymously, 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 emergencies. 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. Current and future generations gain insights and inspiration by creating and sharing a permanent record of their service.

- **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 schools electronic access to much-needed resources for students participating in non-curriculum school activities.
- **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 obligations.
- **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.
- **Party and Event and Planners.** There are 127,037 people employed in the Party & Event Planners industry in the US as of 2023. It is a \$5.6 billion industry and includes individual, groups, and corporate clients, and our storytelling tools with the graphics component should prove extremely valuable to their clients.
- **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 the desire to support their local communities.

## Number of Small Businesses in State Order Low to High

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>

## Number of Small Businesses in State Order High to Low

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>

## Number of Counties in Each State

Alabama	AK	67	Montana	MT	56
Alaska	AL	19	Nebraska	NC	93
Arizona	AR	15	Nevada	ND	16
Arkansas	AZ	75	New Hampshire	NE	10
California	CA	58	New Jersey	NH	21
Colorado	CO	64	New Mexico	NJ	33
Connecticut	CT	8	New York	NM	62
Delaware	DE	3	North Carolina	NV	100
Florida	FL	67	North Dakota	NY	53
Georgia	GA	159	Ohio	OH	88
Hawaii	HI	5	Oklahoma	OK	77
Idaho	IA	44	Oregon	OR	36
Illinois	ID	102	Pennsylvania	PA	67
Indiana	IL	92	Rhode Island	RI	5
Iowa	IN	99	South Carolina	SC	46
Kansas	KS	105	South Dakota	SD	66
Kentucky	KY	120	Tennessee	TN	95
Louisiana	LA	64	Texas	TX	254
Maine	MA	16	Utah	UT	29
Maryland	MD	23	Vermont	VA	14
Massachusetts	ME	14	Virginia	VT	95
Michigan	MI	83	Washington	WA	39
Minnesota	MN	87	West Virginia	WV	55
Mississippi	MO	82	Wisconsin	WY	72
Missouri	MS	114	Wyoming	WY	23

## Largest Counties in Each State

Rank	Ste	County	2022 Estimates	County seat	Rank	Ste	County	2022 Estimates	County seat
4	AZ	Maricopa	4,551,524	Phoenix	66	MI	Macomb	874,195	Mount Clemens
44	AZ	Pima	1,057,597	Tucson	34	MN	Hennepin	1,260,121	Minneapolis
1	CA	Los Angeles	9,721,138	Los Angeles	50	MO	St. Louis	990,414	Clayton
5	CA	San Diego	3,276,208	San Diego	91	MO	Jackson	716,531	Independence and Kansas City
6	CA	Orange	3,151,184	Santa Ana	38	NC	Wake	1,175,021	Raleigh
10	CA	Riverside	2,473,902	Riverside	41	NC	Mecklenburg	1,145,392	Charlotte
14	CA	San Bernardino	2,193,656	San Bernardino	56	NJ	Bergen	952,997	Hackensack
18	CA	Santa Clara	1,870,945	San Jose	70	NJ	Middlesex	861,418	New Brunswick
20	CA	Alameda	1,628,997	Oakland	71	NJ	Essex	849,477	Newark
23	CA	Sacramento	1,588,921	Sacramento	95	NJ	Hudson	703,366	Jersey City
40	CA	Contra Costa	1,156,966	Martinez	100	NM	Bernalillo	672,508	Albuquerque
47	CA	Fresno	1,015,190	Fresno	11	NV	Clark	2,322,985	Las Vegas
63	CA	Kern	916,108	Bakersfield	9	NY	Kings	2,590,516	Brooklyn, NYC
74	CA	Ventura	832,605	Ventura	12	NY	Queens	2,278,029	Queens, NYC
77	CA	San Francisco	808,437	San Francisco	22	NY	New York	1,596,273	Manhattan, NYC
81	CA	San Joaquin	793,229	Stockton	25	NY	Suffolk	1,525,465	Riverhead
89	CA	San Mateo	729,181	Redwood City	29	NY	Nassau	1,383,726	Mineola
88	CO	El Paso	740,567	Colorado Springs	30	NY	Bronx	1,379,946	Bronx, NYC
92	CO	Denver	713,252	Denver	49	NY	Westchester	990,427	White Plains
51	CT	Capitol	981,447	Hartford	57	NY	Erie	950,312	Buffalo
7	FL	Miami-Dade	2,673,837	Miami	87	NY	Monroe	752,035	Rochester
17	FL	Broward	1,947,026	Fort Lauderdale	32	OH	Franklin	1,321,820	Columbus
26	FL	Palm Beach	1,518,477	West Palm Beach	35	OH	Cuyahoga	1,236,041	Cleveland
27	FL	Hillsborough	1,513,301	Tampa	75	OH	Hamilton	825,037	Cincinnati
28	FL	Orange	1,452,726	Orlando	79	OK	Oklahoma	802,559	Oklahoma City
46	FL	Duval	1,016,536	Jacksonville	99	OK	Tulsa	677,358	Tulsa
55	FL	Pinellas	961,739	Clearwater	80	OR	Multnomah	795,083	Portland
76	FL	Lee	822,453	Fort Myers	24	PA	Philadelphia	1,567,258	Philadelphia
82	FL	Polk	787,404	Bartow	36	PA	Allegheny	1,233,253	Pittsburgh
43	GA	Fulton	1,074,634	Atlanta	68	PA	Montgomery	864,683	Norristown
53	GA	Gwinnett	975,353	Lawrenceville	62	TN	Shelby	916,371	Memphis
84	GA	Cobb	771,952	Marietta	94	TN	Davidson	708,144	Nashville
86	GA	DeKalb	762,820	Decatur	3	TX	Harris	4,780,913	Houston
48	HI	Honolulu	995,638	Honolulu	8	TX	Dallas	2,600,840	Dallas
2	IL	Cook	5,109,292	Chicago	15	TX	Tarrant	2,154,595	Fort Worth
60	IL	DuPage	920,901	Wheaton	16	TX	Bexar	2,059,530	San Antonio
93	IL	Lake	709,150	Waukegan	31	TX	Travis	1,326,436	Austin
97	IL	Will	696,757	Joliet	39	TX	Collin	1,158,696	McKinney
54	IN	Marion	969,466	Indianapolis	52	TX	Denton	977,281	Denton
83	KY	Jefferson	773,399	Louisville	64	TX	Fort Bend	889,146	Richmond
21	MA	Middlesex	1,617,105	Lowell and Cambridge	65	TX	Hidalgo	888,367	Edinburg
69	MA	Worcester	862,927	Worcester	67	TX	El Paso	868,763	El Paso
78	MA	Essex	806,765	Salem and Lawrence	98	TX	Montgomery	678,490	Conroe
85	MA	Suffolk	766,381	Boston	37	UT	Salt Lake	1,186,257	Salt Lake City
90	MA	Norfolk	725,531	Dedham	96	UT	Utah	702,434	Provo
45	MD	Montgomery	1,052,521	Rockville	42	VA	Fairfax	1,138,331	Fairfax
58	MD	Prince George's	946,971	Upper Marlboro	13	WA	King	2,266,789	Calibria
72	MD	Baltimore	846,161	Towson	59	WA	Pierce	927,380	Tacoma
19	MI	Wayne	1,757,043	Detroit	73	WA	Snohomish	840,079	Everett
33	MI	Oakland	1,269,431	Pontiac	61	WI	Milwaukee	918,661	Milwaukee

# Largest Counties By Population

Rank	Ste	County	2022 Estimates	County seat	Rank	Ste	County	2022 Estimates	County seat
1	CA	Los Angeles	9,721,138	Los Angeles	51	CT	Capitol	981,447	Hartford
2	IL	Cook	5,109,292	Chicago	52	TX	Denton	977,281	Denton
3	TX	Harris	4,780,913	Houston	53	GA	Gwinnett	975,353	Lawrenceville
4	AZ	Maricopa	4,551,524	Phoenix	54	IN	Marion	969,466	Indianapolis
5	CA	San Diego	3,276,208	San Diego	55	FL	Pinellas	961,739	Clearwater
6	CA	Orange	3,151,184	Santa Ana	56	NJ	Bergen	952,997	Hackensack
7	FL	Miami-Dade	2,673,837	Miami	57	NY	Erie	950,312	Buffalo
8	TX	Dallas	2,600,840	Dallas	58	MD	Prince George's	946,971	Upper Marlboro
9	NY	Kings	2,590,516	Brooklyn, NYC	59	WA	Pierce	927,380	Tacoma
10	CA	Riverside	2,473,902	Riverside	60	IL	DuPage	920,901	Wheaton
11	NV	Clark	2,322,985	Las Vegas	61	WI	Milwaukee	918,661	Milwaukee
12	NY	Queens	2,278,029	Queens, NYC	62	TN	Shelby	916,371	Memphis
13	WA	King	2,266,789	Calabria	63	CA	Kern	916,108	Bakersfield
14	CA	San Bernardino	2,193,656	San Bernardino	64	TX	Fort Bend	889,146	Richmond
15	TX	Tarrant	2,154,595	Fort Worth	65	TX	Hidalgo	888,367	Edinburg
16	TX	Bexar	2,059,530	San Antonio	66	MI	Macomb	874,195	Mount Clemens
17	FL	Broward	1,947,026	Fort Lauderdale	67	TX	El Paso	868,763	El Paso
18	CA	Santa Clara	1,870,945	San Jose	68	PA	Montgomery	864,683	Norristown
19	MI	Wayne	1,757,043	Detroit	69	MA	Worcester	862,927	Worcester
20	CA	Alameda	1,628,997	Oakland	70	NJ	Middlesex	861,418	New Brunswick
21	MA	Middlesex	1,617,105	Lowell and Cambridge	71	NJ	Essex	849,477	Newark
22	NY	New York	1,596,273	Manhattan, NYC	72	MD	Baltimore	846,161	Towson
23	CA	Sacramento	1,588,921	Sacramento	73	WA	Snohomish	840,079	Everett
24	PA	Philadelphia	1,567,258	Philadelphia	74	CA	Ventura	832,605	Ventura
25	NY	Suffolk	1,525,465	Riverhead	75	Ohio	Hamilton	825,037	Cincinnati
26	FL	Palm Beach	1,518,477	West Palm Beach	76	FL	Lee	822,453	Fort Myers
27	FL	Hillsborough	1,513,301	Tampa	77	CA	San Francisco	808,437	San Francisco
28	FL	Orange	1,452,726	Orlando	78	MA	Essex	806,765	Salem and Lawrence
29	NY	Nassau	1,383,726	Mineola	79	OK	Oklahoma	802,559	Oklahoma City
30	NY	Bronx	1,379,946	Bronx, NYC	80	OR	Multnomah	795,083	Portland
31	TX	Travis	1,326,436	Austin	81	CA	San Joaquin	793,229	Stockton
32	OH	Franklin	1,321,820	Columbus	82	FL	Polk	787,404	Bartow
33	MI	Oakland	1,269,431	Pontiac	83	KY	Jefferson	773,399	Louisville
34	MN	Hennepin	1,260,121	Minneapolis	84	GA	Cobb	771,952	Marietta
35	OH	Cuyahoga	1,236,041	Cleveland	85	MA	Suffolk	766,381	Boston
36	PA	Allegheny	1,233,253	Pittsburgh	86	GA	DeKalb	762,820	Decatur
37	UT	Salt Lake	1,186,257	Salt Lake City	87	NY	Monroe	752,035	Rochester
38	NC	Wake	1,175,021	Raleigh	88	CO	El Paso	740,567	Colorado Springs
39	TX	Collin	1,158,696	McKinney	89	CA	San Mateo	729,181	Redwood City
40	CA	Contra Costa	1,156,966	Martinez	90	MA	Norfolk	725,531	Dedham
41	NC	Mecklenburg	1,145,392	Charlotte	91	MO	Jackson	716,531	Independence and Kansas City
42	VA	Fairfax	1,138,331	Fairfax	92	CO	Denver	713,252	Denver
43	GA	Fulton	1,074,634	Atlanta	93	IL	Lake	709,150	Waukegan
44	AZ	Pima	1,057,597	Tucson	94	TN	Davidson	708,144	Nashville
45	MD	Montgomery	1,052,521	Rockville	95	NJ	Hudson	703,366	Jersey City
46	FL	Duval	1,016,536	Jacksonville	96	UT	Utah	702,434	Provo
47	CA	Fresno	1,015,190	Fresno	97	IL	Will	696,757	Joliet
48	HI	Honolulu	995,638	Honolulu	98	TX	Montgomery	678,490	Conroe
49	NY	Westchester	990,427	White Plains	99	OK	Tulsa	677,358	Tulsa
50	MO	St. Louis	990,414	Clayton	100	NM	Bernalillo	672,508	Albuquerque

## Alphabetical List of Largest Cities

City	State	Population
Albuquerque	NM	557,161
Anaheim	CA	341,817
Anchorage	AK	283,424
Arlington	TX	394,992
Atlanta	GA	498,386
Aurora	CO	400,325
Austin	TX	983,126
Bakersfield	CA	416,113
Baltimore	MD	556,723
Boise	ID	237,250
Boston	MA	629,842
Buffalo	NY	275,352
Cape Coral	FL	238,576
Chandler	AZ	284,095
Charlotte	NC	920,325
Chesapeake	VA	255,173
Chicago	IL	2,590,002
Chula Vista	CA	282,299
Cincinnati	OH	309,452
Cleveland	OH	351,397
Colorado Springs	CO	492,204
Columbus	OH	909,676
Corpus Christi	TX	314,431
Dallas	TX	1,295,447
Denver	CO	708,948
Detroit	MI	603,410
Durham	NC	299,494
El Paso	TX	675,872
Enterprise	NV	236,331
Fort Wayne	IN	271,493
Fort Worth	TX	989,842
Fresno	CA	548,687
Frisco	TX	236,432
Garland	TX	236,258
Gilbert	AZ	281,535
Glendale	AZ	255,368
Greensboro	NC	305,314
Henderson	NV	343,791
Houston	TX	2,305,889
Indianapolis	IN	874,089
Irvine	CA	318,396
Irving	TX	252,564
Jacksonville	FL	990,931
Jersey City	NJ	281,421
Kansas City	MO	510,411
Laredo	TX	256,895
Las Vegas	NV	665,811
Lexington	KY	318,081
Lincoln	NE	293,678

City	State	Population
Long Beach	CA	437,166
Los Angeles	CA	3,748,640
Louisville	KY	616,447
Lubbock	TX	269,886
Madison	WI	275,493
Memphis	TN	610,944
Mesa	AZ	519,133
Miami	FL	456,229
Milwaukee	WI	550,099
Minneapolis	MN	419,508
Nashville	TN	677,519
New Orleans	LA	356,280
New York	NY	7,931,147
Newark	NJ	300,075
N. Las Vegas	NV	299,895
Oakland	CA	420,233
Oklahoma City	OK	706,576
Omaha	NE	477,705
Orlando	FL	324,429
Philadelphia	PA	1,533,916
Phoenix	AZ	1,676,481
Pittsburgh	PA	303,034
Plano	TX	292,706
Port St. Lucie	FL	256,772
Portland	OR	616,840
Raleigh	NC	488,854
Reno	NV	281,931
Riverside	CA	326,059
Sacramento	CA	530,334
San Antonio	TX	1,506,593
San Diego	CA	1,375,452
San Francisco	CA	746,481
San Jose	CA	932,636
Santa Ana	CA	306,457
Scottsdale	AZ	244,234
Seattle	WA	757,992
St. Louis	MO	272,673
St. Paul	MN	295,222
St. Petersburg	FL	263,515
Stockton	CA	322,615
Tampa	FL	408,438
Toledo	OH	262,336
Tucson	AZ	550,472
Tulsa	OK	410,131
Urban Honolulu	HI	338,455
Virginia Beach	VA	451,590
Washington	DC	672,738
Wichita	KS	394,381
Winston-Salem	NC	252,907

## Large Cities by Population

Population	City	Ste	Population	City	Ste
7,931,147	New York	NY	400,325	Aurora	CO
3,748,640	Los Angeles	CA	394,992	Arlington	TX
2,590,002	Chicago	IL	394,381	Wichita	KS
2,305,889	Houston	TX	356,280	New Orleans	LA
1,676,481	Phoenix	AZ	351,397	Cleveland	OH
1,533,916	Philadelphia	PA	343,791	Henderson	NV
1,506,593	San Antonio	TX	341,817	Anaheim	CA
1,375,452	San Diego	CA	338,455	Honolulu	HI
1,295,447	Dallas	TX	326,059	Riverside	CA
990,931	Jacksonville	FL	324,429	Orlando	FL
989,842	Fort Worth	TX	322,615	Stockton	CA
983,126	Austin	TX	318,396	Irvine	CA
932,636	San Jose	CA	318,081	Lexington	KY
920,325	Charlotte	NC	314,431	Corpus Christi	TX
909,676	Columbus	OH	309,452	Cincinnati	OH
874,089	Indianapolis	IN	306,457	Santa Ana	CA
757,992	Seattle	WA	305,314	Greensboro	NC
746,481	San Francisco	CA	303,034	Pittsburgh	PA
708,948	Denver	CO	300,075	Newark	NJ
706,576	Ok.-City	OK	299,895	N. Las Vegas	NV
677,519	Nashville	TN	299,494	Durham	NC
675,872	El Paso	TX	295,222	St. Paul	MN
672,738	Washington	DC	293,678	Lincoln	NE
665,811	Las Vegas	NV	292,706	Plano	TX
629,842	Boston	MA	284,095	Chandler	AZ
616,840	Portland	OR	283,424	Anchorage	AK
616,447	Louisville	KY	282,299	Chula Vista	CA
610,944	Memphis	TN	281,931	Reno	NV
603,410	Detroit	MI	281,535	Gilbert	AZ
557,161	Albuquerque	NM	281,421	Jersey City	NJ
556,723	Baltimore	MD	275,493	Madison	WI
550,472	Tucson	AZ	275,352	Buffalo	NY
550,099	Milwaukee	WI	272,673	St. Louis	MO
548,687	Fresno	CA	271,493	Fort Wayne	IN
530,334	Sacramento	CA	269,886	Lubbock	TX
519,133	Mesa	AZ	263,515	St. Petersburg	FL
510,411	Kansas City	MO	262,336	Toledo	OH
498,386	Atlanta	GA	256,895	Laredo	TX
492,204	Co.-Springs	CO	256,772	Port St. Lucie	FL
488,854	Raleigh	NC	255,368	Glendale	AZ
477,705	Omaha	NE	255,173	Chesapeake	VA
456,229	Miami	FL	252,907	Winston-Salem	NC
451,590	Virginia Beach	VA	252,564	Irving	TX
437,166	Long Beach	CA	244,234	Scottsdale	AZ
420,233	Oakland	CA	238,576	Cape Coral	FL
419,508	Minneapolis	MN	237,250	Boise	ID
416,113	Bakersfield	CA	236,432	Frisco	TX
410,131	Tulsa	OK	236,331	Enterprise	NV
408,438	Tampa	FL	236,258	Garland	TX

## Large Cities by State

Ste	City	Pop.
AK	Anchorage	283,424
AZ	Phoenix	1,676,481
AZ	Tucson	550,472
AZ	Mesa	519,133
AZ	Chandler	284,095
AZ	Gilbert	281,535
AZ	Glendale	255,368
AZ	Scottsdale	244,234
CA	Los Angeles	3,748,640
CA	San Diego	1,375,452
CA	San Jose	932,636
CA	San Francisco	746,481
CA	Fresno	548,687
CA	Sacramento	530,334
CA	Long Beach	437,166
CA	Oakland	420,233
CA	Bakersfield	416,113
CA	Anaheim	341,817
CA	Riverside	326,059
CA	Stockton	322,615
CA	Irvine	318,396
CA	Santa Ana	306,457
CA	Chula Vista	282,299
CO	Denver	708,948
CO	Co-Springs	492,204
CO	Aurora	400,325
DC	Washington	672,738
FL	Jacksonville	990,931
FL	Miami	456,229
FL	Tampa	408,438
FL	Orlando	324,429
FL	St. Petersburg	263,515
FL	Port St. Lucie	256,772
FL	Cape Coral	238,576
GA	Atlanta	498,386
HI	Honolulu	338,455
ID	Boise	237,250
IL	Chicago	2,590,002
IN	Indianapolis	874,089
IN	Fort Wayne	271,493
KS	Wichita	394,381
KY	Louisville	616,447
KY	Lexington	318,081
LA	New Orleans	356,280
MA	Boston	629,842
MD	Baltimore	556,723
MI	Detroit	603,410
MN	Minneapolis	419,508
MN	St. Paul	295,222

Ste	City	Pop.
MO	Kansas City	510,411
MO	St. Louis	272,673
NC	Charlotte	920,325
NC	Raleigh	488,854
NC	Greensboro	305,314
NC	Durham	299,494
NC	Winston-Salem	252,907
NE	Omaha	477,705
NE	Lincoln	293,678
NJ	Newark	300,075
NJ	Jersey City	281,421
NM	Albuquerque	557,161
NV	Las Vegas	665,811
NV	Henderson	343,791
NV	N. Las Vegas	299,895
NV	Reno	281,931
NV	Enterprise	236,331
NY	New York	7,931,147
NY	Buffalo	275,352
OH	Columbus	909,676
OH	Cleveland	351,397
OH	Cincinnati	309,452
OH	Toledo	262,336
OK	Ok City	706,576
OK	Tulsa	410,131
OR	Portland	616,840
PA	Philadelphia	1,533,916
PA	Pittsburgh	303,034
TN	Nashville	677,519
TN	Memphis	610,944
TX	Houston	2,305,889
TX	San Antonio	1,506,593
TX	Dallas	1,295,447
TX	Fort Worth	989,842
TX	Austin	983,126
TX	El Paso	675,872
TX	Arlington	394,992
TX	Corpus Christi	314,431
TX	Plano	292,706
TX	Lubbock	269,886
TX	Laredo	256,895
TX	Irving	252,564
TX	Frisco	236,432
TX	Garland	236,258
VA	Virginia Beach	451,590
VA	Chesapeake	255,173
WA	Seattle	757,992
WI	Milwaukee	550,099
WI	Madison	275,493

## Colleges and Universities by State

State	Schools (Public/Private)	Student Population	State	Schools (Pub/Priv)	Student Population
Alaska	9 (5/4)	20,152	Montana	30 (20/10)	47,134
Alabama	83 (42/41)	294,110	North Carolina	172 (76/96)	554,633
Arkansas	85 (36/49)	154,781	North Dakota	27 (14/13)	51,370
Arizona	106 (32/74)	624,942	Nebraska	39 (16/23)	135,452
California	650 (171/479)	2,512,947	New Hampshire	32 (13/19)	214,571
Colorado	87 (33/54)	347,696	New Jersey	147 (38/109)	384,401
Connecticut	58 (15/43)	157,099	New Mexico	42 (28/14)	109,413
District of Col.	22 (1/21)	99,365	Nevada	37 (7/30)	113,852
Delaware	17 (6/11)	57,022	New York	406 (107/299)	1,095,913
Florida	384 (94/290)	1,020,110	Ohio	283 (108/175)	616,860
Georgia	161 (64/97)	540,715	Oklahoma	102 (62/40)	197,344
Hawaii	23 (10/13)	58,904	Oregon	73 (26/47)	196,117
Iowa	75 (19/56)	202,824	Pennsylvania	322 (93/229)	639,346
Idaho	34 (8/26)	125,621	Puerto Rico	143 (19/124)	161,549
Illinois	241 (62/179)	674,338	Rhode Island	22 (3/19)	74,496
Indiana	135 (39/96)	446,381	South Carolina	93 (34/59)	242,297
Kansas	76 (36/40)	186,188	South Dakota	26 (13/13)	50,691
Kentucky	87 (24/63)	266,017	Tennessee	144 (47/97)	324,946
Louisiana	108 (30/78)	242,117	Texas	404 (106/298)	1,568,255
Massachusetts	145 (42/103)	456,074	Utah	62 (17/45)	401,353
Maryland	77 (29/48)	330,061	Virginia	157 (44/113)	545,127
Maine	37 (15/22)	71,475	Vermont	16 (3/13)	35,746
Michigan	167 (48/119)	468,913	Washington	104 (46/58)	311,240
Minnesota	108 (53/55)	373,396	Wisconsin	89 (32/57)	315,286
Missouri	152 (42/110)	326,216	West Virginia	68 (39/29)	132,088
Mississippi	53 (26/27)	155,950	Wyoming	10 (8/2)	29,971

General Information on Americans All Pilot Programs, which were used in more than 2000 schools and libraries nationwide.

[Click here](#) to view the “Invitation letter to the May 3, 1989 National Meeting” or visit [https://americansall.org/sites/default/files/resources/pdf/news-and-events/Immigrants\\_All\\_Invitation\\_Letter.pdf](https://americansall.org/sites/default/files/resources/pdf/news-and-events/Immigrants_All_Invitation_Letter.pdf)

- [National User Survey Report, 2006](#)
- [Correlation of Americans All to the Seattle, WA, Social Studies Framework, 1997](#)
- [Schools That Participated in the Largest Pilot Programs, 1989-95](#)
- [National Intensive Teacher Training and Orientation Sessions, 1989-95](#)
- [Hitachi Foundation Grant and Evaluation, 1989, 1995](#)
- [Results of an Evaluation of Program Effects for the Washington, DC Pilot, Mark Testa, Ph.D., February 1992](#)
- [A thematic correlation of Americans All created by Houghton Mifflin for middle grades, December 1992.](#)
- [Instructional video created by Dr. Gail C. Christopher and the Houghton Mifflin Company](#)
- [Results of an Evaluation of Pilot Demonstrations in San Diego, CA and Chicago, IL,, Mark Testa, Ph.D., February 1991](#)
- [Channel 8 News Segment, San Diego Pilot, mp4 \(Video\), January 16, 1990](#)

#### The Americans All Pilot Programs:

- [ABC United School District, Cerritos \(LA\), CA\\*](#)
- [Chicago, IL\\*](#)
- [Dade County, FL\\*](#)
- [Nassau-Boces \(Long island\), NY\\*](#)
- [Pittsburgh, PA](#)
- [San Diego, CA](#)
- [Vermont \(Statewide\)](#)
- [Washington, D.C.\\*](#)
- [Wichita, KS](#)

\* NBA/WNBA cities or metropolitan areas

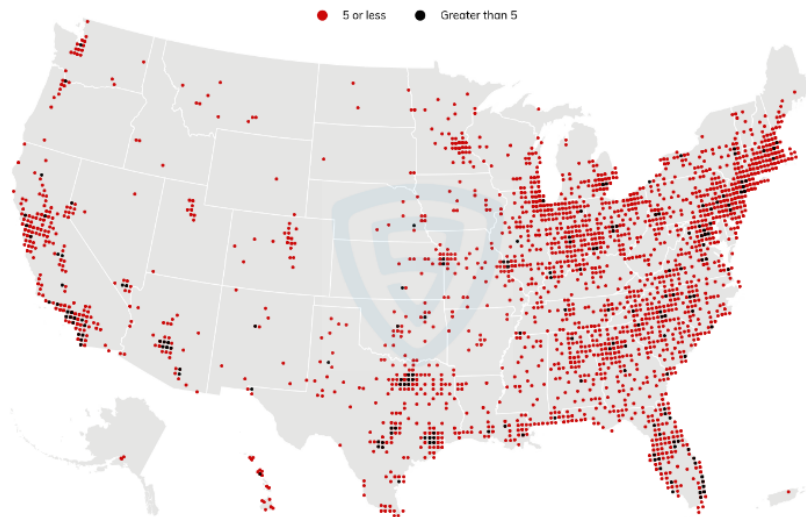
# The number of CVS Pharmacy locations in the United States

There are 9,292 CVS Pharmacy locations in the United States as of April 01, 2024. The state and territory with the most number of CVS Pharmacy locations in the US is California, with 1,088 locations, which is about 12% of all CVS Pharmacy locations in the US.

**9,292**  
Locations

**52**  
States and Territories

**3,475**  
Cities



CVS Pharmacy locations in the USA  
Each grid point covers 10-mile radius with at least one location  
Source: ScrapeHero.com



## CarePass membership now available nationwide

### What's included in a CarePass membership

CarePass members receive a multitude of benefits, as well as a variety of surprise perks and bonus offers made available at key times throughout the year.

The program includes:

- **Free one- to two-day delivery on qualifying prescriptions** and most cvs.com purchases, with no minimum purchase required.
- **Access to a 24/7 pharmacist helpline** to speak with a pharmacist who has secure access to customers' prescription history with CVS Pharmacy and can answer question about medications as well as suggest additional tools, resources or services.
- **A 20 percent discount on eligible CVS Health Brand products** in-store and online at CVS.com, including over-the-counter medications, vitamins and supplements, as well as personal care items.
- **A monthly \$10 CarePass promotional reward** that can be used on many items in-store and online and is automatically added to the customer's ExtraCare card at the beginning of each monthly cycle.

<https://www.cvshealth.com/news/pharmacy/carepass-membership-now-available-nationwide.html>

# IRS Status Letter



Department of the Treasury  
Internal Revenue Service  
Tax Exempt and Government Entities  
PO Box 2508  
Cincinnati, OH 45201

PEOPLE OF AMERICA FOUNDATION  
7723 GROTON RD  
BETHESDA, MD 20817

Date:  
November 18, 2021  
Employer ID number:  
52-1967995  
Form 990 required:  
990, YES  
Person to contact:  
Name: Ms. Wiles  
ID number: 0196728

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. The page includes the IRS logo, navigation links (Home, Security, Profile, Logout), and a progress bar with five steps: Postcard Profile, Select EIN, Organization Details, Contact Information, and Confirmation. Below the progress bar, a message 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: 2023, Tax Year Start Date: 01-01-2023, Tax Year End Date: 12-31-2023, Submission ID: 1006020240187386154, Filing Status Date: 01-10-2024, and Filing Status: Accepted. At the bottom, 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

# Good Standing Status for the People of America Foundation in MD

1/18/24, 1:25 PM

Gmail - Annual Report Filing submitted



Allan Kullen <allantapco02@gmail.com>

## Annual Report Filing submitted

1 message

**Maryland State Department/Assessment Taxation**

noreply@egov.com <noreply@egov.com>

Thu, Jan 18, 2024 at 1:20 PM

To: allantapco02@gmail.com

Dear Allan Kullen,

Thank you for contacting the Maryland State Department of Assessments and Taxation and for using Maryland Business Express, our award-winning platform for registering and establishing businesses, making annual filings, and requesting document copies. Our Department is committed to improving processes and upgrading technology to better serve you—our customer—and our Maryland Business Express online shop is just one of many ways we are making it easier to do business in Maryland!

The Annual Report for **PEOPLE OF AMERICA FOUNDATION, INC A/K/A PEOPLE OF AMERICA FOUNDATION** F20881504 for Tax Year 2024 has been submitted to the Maryland State Department of Assessments and Taxation on 1/18/2024. If, upon review of this filing, it is determined that any information or documentation is incomplete or missing, you will be contacted by the Department.

We have preliminarily determined that no Personal Property Tax Return is required for your Business Entity. If upon review of your Annual Report, our records indicate that you do need to file a Personal Property Tax Return, you will be contacted by the Department.

- Your business is in Good Standing status. Order your Certificate of Status here.

For additional information regarding Annual Reports and Personal Property Tax Returns, you may visit our website at <http://dat.maryland.gov/businesses/Pages/Business-Personal-Property.aspx>. To access Maryland Business Express you may visit <https://egov.maryland.gov/BusinessExpress>, or if you need technical support please visit <https://egov.maryland.gov/support?website=PPF>.

Regards,

Maryland State Department of Assessments and Taxation

<https://mail.google.com/mail/u/0/?ik=4dcb866c8a&view=pt&search=all&permthid=thread-f:1788453343340814437%7Cmsg-f:1788453343340814437...> 1/1

# Good Standing Status for the Americans All Benefit Corporation in MD

1/18/24, 11:39 AM

Gmail - Annual Report Filing payment success



Allan Kullen <allantapco02@gmail.com>

## Annual Report Filing payment success **Maryland State Department/Assessment Taxation**

1 message

noreply@egov.com <noreply@egov.com>  
To: allantapco02@gmail.com

Thu, Jan 18, 2024 at 11:31 AM

Dear Allan Kullen,

Thank you for contacting the Maryland State Department of Assessments and Taxation and for using Maryland Business Express, our award-winning platform for registering and establishing businesses, making annual filings, and requesting document copies. Our Department is committed to improving processes and upgrading technology to better serve you—our customer—and our Maryland Business Express online shop is just one of many ways we are making it easier to do business in Maryland!

The Annual Report for **AMERICANS ALL BENEFIT CORPORATION, D15378326** for Tax Year 2024 has been submitted to the Maryland State Department of Assessments and Taxation on 1/16/2024 and has been assigned Local Reference Number N401800284. If, upon review of this filing, it is determined that any information or documentation is incomplete or missing, you will be contacted by the Department.

We have preliminarily determined that no Personal Property Tax Return is required for your Business Entity. If upon review of your Annual Report, our records indicate that you do need to file a Personal Property Tax Return, you will be contacted by the Department.

- **Your business is in Good Standing status. Order your Certificate of Status here.**

For additional information regarding Annual Reports and Personal Property Tax Returns, you may visit our website at <http://dat.maryland.gov/businesses/Pages/Business-Personal-Property.aspx>. To access Maryland Business Express you may visit <https://egov.maryland.gov/BusinessExpress>, or if you need technical support please visit <https://egov.maryland.gov/support?website=PPF>.

Regards,

Maryland State Department of Assessments and Taxation

Please take a moment to complete the following three-question customer experience survey:  
<https://www.surveymonkey.com/r/SDATMBE>

<https://mail.google.com/mail/u/0/?ik=4dcb866c8a&view=pt&search=all&permthid=thread-f:1788446469782886278%7Cmsg-f:1788446469782886278...> 1/1