

# Email Introduction of Americans All to Walgreens



**Americans All**

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PROGRAM OVERVIEW

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Good afternoon,

I am Allan Kullen, president of the 38-year-old nonprofit Americans All. We want to create a partnership with Walgreens to implement this program nationwide. Among its many benefits, this program can help meet some of the needs of our nation's middle-class and underserved populations.

In addition to supporting your success in servicing the pharmaceutical needs of your current and future clients, this partnership, which you will own once we reach specific financial benchmarks, will provide you with significant annual income to expand your current community outreach activities and to help your clients improve their economic status (through our nationwide discounts program) and their mental health (using our free storytelling tool). This non-political program can help our nation reinforce and appreciate the commonalities that unite, rather than divide, its citizens to promote tolerance, understanding, and acceptance. In addition, the tremendous amount of annual income and exposure should excite your stockholders and shareholders.

Americans All 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 mission almost impossible. As a result, we modified our mission. We created this new initiative and became a community outreach, hybrid charity that enables nonprofits to raise money using our revenue-generating, multipurpose storytelling tool and nationwide discount program. Nonprofits receive 75 percent of our gross revenues. All elements of this revised program are successful on their own, but they have never been combined for maximum effectiveness. We bring experience, expertise, and credibility to the venture; 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.

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 to support their communities, thus turning 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.

All students, community members, and nonprofits receive a free lifetime membership in Americans All, which enables them to publish stories on our Heritage Honor Roll. That membership also includes a trial subscription to our Social Legacy Network (SLN), which allows our members to get discounts on goods and services from our program's business partners. Students keep their free SLN subscription until their class graduates, and members do not need to create a story to join the SLN.

To set up the SLN, we have expanded the "Carepass" model developed by CVS, in which its members pay a \$4/month fee (paid annually with no trial period) and receive a \$10 in-store or online credit that the member must use that month. We use the same \$4/monthly fee (paid annually) but offer a much larger base of businesses and professional service providers to get unlimited discounts for one year. Each company decides on the type of benefit they offer our members.

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, thus supporting their communities by turning 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 (landing pages) and easily accessible annual virtual yearbooks for each group, team, or club they participate in or support.

## Sample of an individual legacy story

The screenshot shows a webpage for an individual legacy story. At the top, it says "Sample of an individual legacy story". Below that, there is a header for "Americans All" with navigation links. A photo of Alan S. Kullen is featured, with his name and title "Alan S. Kullen, American and Social Entrepreneur" below it. A large text box in the center of the page contains the text: "To view this story, visit [americansall.org/node/566231](http://americansall.org/node/566231)". The page also includes a "Heritage Honor Roll" section with a grid of names and photos.

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

The screenshot shows a landing page for a nonprofit Legacy Partner. It features a large circular logo with a compass rose design. Below the logo, there is a text box that says: "To view this page, visit [americansall.org/node/566566](http://americansall.org/node/566566)". The page also includes a "Heritage Honor Roll" section with a grid of names and photos.

## Business offer discounts to program members



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.

Your role in our national program launch is crucial, and we are eager to work with you. To begin our collaboration, I would like to know who my contact will be to discuss the best way to make this happen. The following web links will take you to three informative PDFs:

A three-page introductory summary with graphics—[americansall.org/node/566829](https://americansall.org/node/566829)

Our Pitch Deck—[americansall.org/node/566828](https://americansall.org/node/566828)

Our Business Plan—[americansall.org/node/566930](https://americansall.org/node/566930)



### Projected annual revenue from Social Legacy Network (SLN) subscription fees generated by the promotional activities of Walgreens and its employees.

New subscriptions for year 1 (12 months) are based on an average of 39 from each of the 9,000 retail pharmacies and its 330,000 employees.	350,000		
350,000 new subscriptions x \$48 per year	\$16,800,000		
<b>Distribution to Walgreens (nonprofit), 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 (Walgreens), 4 percent</b>		0.04	<b>\$672,000</b>
<b>Nonprofit manager (Walgreens), 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>		0.25	\$4,200,000
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Total SLN subscriptions for year 2	995,000		
995,000 SLN Subscriptions x \$48 per year	\$47,760,000		
<b>Distribution to Walgreens (nonprofit), 75 percent</b>	<b>\$35,820,000</b>		
<b>Distribution to investor/partner, 7 percent</b>	<b>\$3,342,000</b>		
<hr/>			
Total SLN subscriptions for year 3	1,952,500		
1,952,500 SLN subscriptions x \$48 per year	\$93,720,000		
<b>Distribution to Walgreens (nonprofit), 75 percent</b>	<b>\$70,290,000</b>		
<b>Distribution to investor/partner, 7 percent</b>	<b>\$6,560,400</b>		

Thank you very much for your consideration. I look forward to hearing back from you or the appropriate corporate officer as soon as possible.

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