

## BUSINESS PLAN SUMMARY

for the state(s) PTA partnership  
to support the implementation  
of the Americans All 2.0 program.



**AMERICANS ALL®**  
*A grassroots, impact-funding tool*

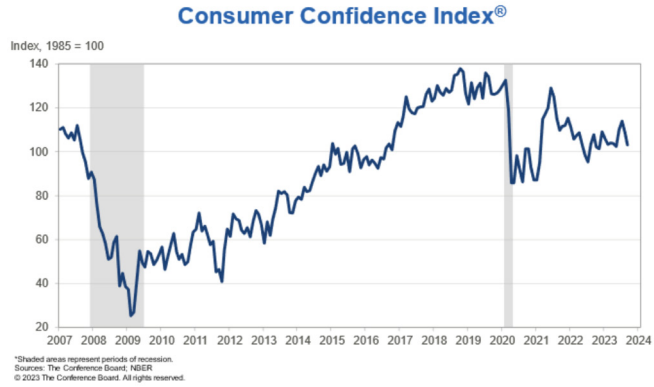


**America's strength lies in its rich immigrant heritage.**

America's strength lies in its rich immigrant heritage. Every American is either a first-generation immigrant or a descendant of someone who came here—by choice (legally), by necessity (to escape political persecution), or by force (involuntarily).

To foster unity and mutual understanding, our nation needs a financially viable, nonpartisan tool that helps everyone recognize the shared values that unite us, rather than focus on those that divide us. Preserving and celebrating the diverse stories of all individuals and groups who have shaped our nation's history is vital.

# THE PROBLEM



**Our increasingly diverse society faces rising political polarization and social fragmentation. Continued economic uncertainty—driven by tariff disputes, inflation, technological change, and government policies—has caused a decline in consumer confidence. At the local level:**

- Families and individuals in schools and the broader community are always seeking opportunities to save money when they shop.
- Schools require a reliable annual revenue stream that is unrestricted and needs only minimal administrative oversight.
- The needs of middle-class and undeserved populations remain insufficiently addressed.
- Businesses and professional service providers must increase foot traffic and are looking for affordable, effective, and appropriate ways to do so to maximize their return on advertising investment.

## THE SOLUTION

Americans All 2.0 is a 501(c)(3) non-traditional hybrid charity that uses a grass-roots, revenue-generating impact funding tool, a discount program, and a multilingual storytelling tool to support nonprofits and local businesses.



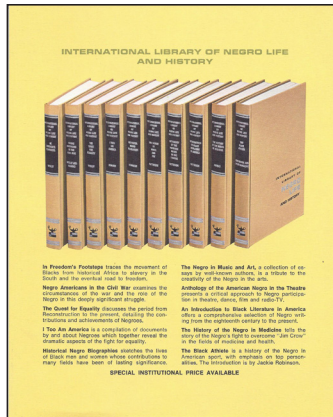
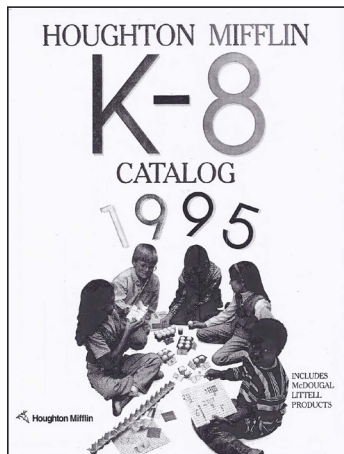
AMERICANS ALL®

**Unlike most charities, which request donations but rarely do more for their members, Americans All 2.0 offers its members significant opportunities to benefit themselves and their families through charitable gifts.**

- Our storytelling tool is free, allowing everyone to share stories on our online Heritage Honor Roll. Schools, students, and nonprofits get a free membership in our discount program; community members receive a free trial. After the trial, for a \$4/month subscription, community members can access discounts on goods and services from our business partners. Seventy-five percent of the fee goes to a chosen school or nonprofit, and 12% to our partner group.
- National businesses participate for free, giving members access to discounts in multiple areas. Local merchants pay \$49 every six months, with 75% of the fee going to a chosen school or nonprofit and 12% to our partner group. All businesses can create a free landing page to advertise their goods and services, and publish a free Heritage Honor Roll story.
- Our multilingual storytelling tool strengthens research, critical thinking, communication, and writing skills. Members can use stories to create virtual yearbooks for their clubs and teams, building stronger community relationships.
- Research confirms that life stories are central to identity. Knowing family history boosts mental health, wholeness, well-being, and a sense of belonging. Stories foster comfort, empathy, and compassion.
- For businesses, good storytelling builds trust and emotional connection, influencing decisions more than data and often driving purchases.

# THE IMPLEMENTATION STRATEGY

Although the optional storytelling tool requires some computer knowledge, registration for Americans All 2.0 is simple: only a name, email address, and Zip Code are required.



Through trial and error, we developed a strategy for nationwide success, despite today's divisiveness. While our outreach in Howard County, MD, was effective, building local structures proved inefficient. Instead, we need a high-profile partner with national reach—like Houghton Mifflin for Americans All 1.0. Because national organizations may hesitate due to cultural or political differences among affiliates, we can work effectively with supportive state groups.

Financially, we expanded on the CVS Pharmacy subscription model and will draw on my experience managing national releases for the International Library of Afro-American Life and History and the Americans All 1.0 program, which also included establishing programs in five cities, three counties, one state, as well as conducting statewide orientation and training sessions.

Our website needs a major upgrade—Drupal 7's end-of-life creates security and scalability risks. Yet our metrics remain strong: over 6,000 AI research requests daily, 132,000+ unique monthly visitors, and nearly 788,000 requests in the past 30 days. To maintain momentum, we'll rebuild on a modern platform and offer a simplified registration site for free or trial memberships until the new site is live.

By partnering with the PTA's statewide networks, we avoid adding local staff while supporting school goals and funding needs. Since affiliates are independent, we'll provide a menu of implementation options and resources for consistency. Our optional discount program leverages impact philanthropy to benefit PTAs, schools, communities, nonprofits, and local businesses.

# THE COMPETITION



WIKIPEDIA  
The Free Encyclopedia



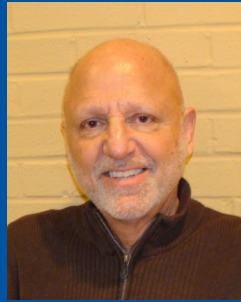
While storytelling and discount coupon programs exist separately, Americans All 2.0 uniquely combines both, offering free lifetime membership and financial benefits for members. Our website allows public story viewing and features a revenue-generating tool, reflecting our commitment to members' financial well-being.

Other organizations may let members post stories online but typically charge fees and limit viewing to registered users; none includes a revenue-generating feature.

Genealogy platforms like *Ancestry* and *MyHeritage* offer story options only with premium plans. *Legacy Stories* provides a 6-month trial, then charges \$99 annually for basic access. *Storyworth* compiles personal stories into a hardcover book for \$99 per year but offers no public exposure.

Discount coupons are widely available, but most cannot be updated daily or targeted by Zip Code, and few, if any, donate significant revenue to nonprofits.

## THE TEAM



**Allan Kullen**

Founder and President  
Americans All / Americans All Benefit Corporation  
[www.americansall.org](http://www.americansall.org)



This team can deliver! Allan Kullen produced the 10-volume ILAALH set. He later founded and co-developed Americans All 1.0 and, with help from Houghton Mifflin, sold its social studies resources to more than 2,000 schools and libraries nationwide. In addition, he founded and ran a commercial printing company that, at its peak, billed \$16 million a year and employed 121 people. The program's advisors bring decades of expertise in communications, public relations, staffing, recruiting, and mental health.



**Karen Glass**

Interim Director, Americans All  
Public Affairs and  
Editorial Coordinator



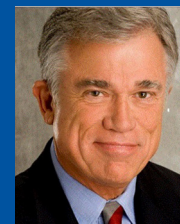
**Michael C. Chase**

President, Chase & Associates  
<https://www.chaseandassoc.com>



**Allison K. Chase, PhD**

Senior Clinical Advisor



**Bill Sherard**

President, Two Rivers Communications, Inc.  
<https://tworiverscomm.com>



## THE FINANCIALS AND MARKET SIZE

Projected annual revenue will come from individual Social Legacy Network (SLN) subscriptions and membership fees from businesses and professional service providers.

We anticipate yearly growth in new members and businesses, with a target annual renewal rate of 70% for both.

There are about 129,000 K–12 schools and nearly 30 million small businesses and professional service providers in the US.



Year 1 (12 months): Projected new SLN subscriptions (after a free trial) are based on the promotional efforts of our state partners, their divisions, local affiliates, employees, volunteers, and members.	300,000		
300,000 new SLN subscriptions x \$48 per year	\$14,400,000		
25,000 businesses x \$96 per year	\$2,400,000		
<b>Total revenue</b>	<b>\$16,800,000</b>		
<b>Distribution to local nonprofits, 75 percent</b>	<b>\$12,600,000</b>		
Balance of distributions, 25 percent, see note below:	\$4,200,000		
<b>PTA partnership group, 3 percent</b>		0.03	<b>\$504,000</b>
<b>PTA individual states, 5 percent</b>		0.05	<b>\$840,000</b>
<b>PTA state divisions, 2 percent</b>		0.02	<b>\$336,000</b>
<b>PTA overhead, 2 percent</b>		0.02	<b>\$336,000</b>
Credit card fees, 3 percent		0.03	\$504,000
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
<b>Total SLN subscriptions for year 2</b>			
	585,000		
585,000 SLN subscriptions x \$48 per year	\$28,080,000		
<b>Total businesses for year 2</b>			
	48,750		
48,750 businesses x \$96 per year	\$4,680,000		
<b>Distribution to local nonprofits, 75 percent</b>	<b>\$24,570,000</b>		
<b>Distribution to PTA, 12 percent</b>	<b>\$3,931,000</b>		
<b>Total SLN subscriptions for year 3</b>			
	878,250		
878,250 SLN subscriptions x \$48 per year	\$42,156,000		
<b>Total businesses for year 3</b>			
	95,063		
95,063 businesses x \$96 per year	\$9,126,048		
<b>Distribution to local nonprofits, 75 percent</b>	<b>\$38,461,536</b>		
<b>Distribution to PTA, 12 percent</b>	<b>\$6,153,845</b>		

## THE INVESTMENT



**\*To maximize nonprofit revenue, the developers will deduct all annual after-tax income from program distributions from their buyout. The foundation and developer will also assume responsibility for all prior obligations of the earlier program.**

Once the partnership is finalized, a \$190,000 equity investment, structured as a loan, will be needed to retire all foundation and developer obligations, cover one year of overhead, and rebuild the website with new financial modules. All remaining funds will support states and large counties by producing instructional videos on how to best use the site and comprehensive impact-fundraising tools. No funds will be allocated to salaries.

Cash flow from membership fees will first be used to repay the loan before any partner distributions are made. The lender—who may also be a partner—can choose to receive either 3 additional balloon payments of \$190,000 (4X) or 1% of the program’s annual gross revenue (14% of non-charity equity), along with a board seat. Because the program has a revenue-generating component, a finder or consultant who secures the investor is entitled to receive a 5% fee and a board seat. Upon achieving certain financial benchmarks\*, the partner group will assume ownership of the program and control of the foundation’s board.

Due diligence will be straightforward: all transactions will be via credit card, with funds automatically deposited into a national bank chosen by the partner or investor and distributed according to preset percentages. The partner or investor will also select a public accounting firm for oversight and transparency.

# THANK YOU



For additional information, contact Allan Kullen,  
President, People of America Foundation / Americans All  
Program ■ 7723 Groton Road ■ Bethesda, MD 20817  
301-520-8242 ■ [akullen@americansall.org](mailto:akullen@americansall.org)  
[www.americansall.org](http://www.americansall.org)

**We look forward to having you becoming part of Americans All 2.0.**  
If you need more information, please click on the appropriate link below.

[Benefits of partnering with Americans All 2.0](#)

[Howard County pilot test](#)

[How to create an individual \(or a group\) story for the Heritage Honor Roll](#)

[View Heritage Honor Roll stories in multiple languages](#)

[How to create a Nonprofit Legacy Partner landing page](#)

[How to create a Business Legacy Partner landing page](#)

[How to create the text for a legacy story and storytelling for younger children](#)

[Articles on the value of storytelling as a mental health tool](#)

[Background and status documents](#)

[An electronic version of this business plan summary](#)