

Summary of the Americans All Program



AMERICANS ALL®
A grassroots, impact-funding tool

PROGRAM OVERVIEW

Search

My Welcome Back Page Sign Out FAQs Contact

HOME / ABOUT / HERITAGE HONOR ROLL / SOCIAL LEGACY NETWORK / RESOURCES / NEWS & EVENTS / AFFILIATES
STORY SEARCH / INDIVIDUALS / SCHOOLS / ETHNIC & CULTURAL GROUPS / LEGACY PARTNERS & ISSUES/TOPICS INDEX

Who We Are:

The People of America Foundation, a 39-year-old nonprofit, was formerly a leading supplier of supplemental, diversity-based social studies resources and teacher training. Operating under the tradename Americans All 1.0, we conducted programs in five cities, three counties, and one state. (See americansall.org/page/pilots.) Due to her commitment to civic education, Justice Sandra Day O'Connor served as one of our honorary board chairs during this period. (See americansall.org/node/565024.) Our materials remain available on our website, and over 2,000 schools and libraries nationwide continue to utilize them. However, the increasing politicization of K-12 classrooms has made it nearly impossible to expand our original mission.

Issues We Have Identified:

The current political environment in our diverse society is highly polarized and socially segregated; the economic forecast is uncertain, and consumer confidence is low.

- Community members want to find discounts when they shop.
- Nonprofit organizations require an unrestricted annual revenue stream that demands minimal administration from staff.
- Many needs of the middle class and underserved populations remain met.
- People of all ages can easily create accessible “virtual yearbooks” to record and share their experiences with any group in which they participate.
- National and local businesses, as well as professional service providers, must continually expand customer traffic and seek affordable, effective, and creative marketing solutions.
- The nation needs a non-political way to help citizens appreciate the commonalities that unite, rather than divide, the American people.

Our Solution—What We Do:

Americans All has evolved into a community outreach, non-traditional hybrid charity that empowers all nonprofits to raise funds through our free, revenue-generating, multilingual storytelling tool and an optional nationwide discount program, managed by our Social Legacy Network (SLN). Our program leverages the concept of “impact philanthropy” (impact fundraising), allowing gifts that create positive social value to also generate personal financial gain.

Unlike most charities that simply request donations and rarely offer additional benefits to their sponsors or members, we differentiate ourselves by providing a free multilingual storytelling platform, offering a single giving level, and refraining from selling or distributing merchandise. Members can access discounts without the obligation to create or complete a story.

Participation in Americans All as a statewide partner or large nonprofit is entirely risk-free and optional for each organization and its members. There is no cost for a state or major nonprofit to join—just a willingness to explore how well the program serves their constituents. To further minimize risk, we offer a three-month free trial for both members and local businesses and professional service providers (LB&SP). However, we recognize that not everyone will participate due to political differences.

National businesses and professional service providers (NB&SP) are crucial to our program's success. By joining for free, they provide our members with immediate access to discounts across multiple geographic areas. Local businesses and professional service providers (LB&SP) can turn part of their marketing budget into a charitable contribution by paying a \$49 membership fee every six months. In return, they can create landing pages—

Sample of an individual story

Alan S. Kullien, author and social entrepreneur

To view this story, visit americansall.org/node/566231

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

Howard County Historical Society

To view this page, visit americansall.org/node/566566

Businesses offer discounts to program members



updated daily—to showcase their goods and services and help grow their customer base. Their clients and customers can post Heritage Honor Roll (HHR) stories on these landing pages to gain greater exposure and inform their networks about the quality of the products or services offered. LB&SPs may later register as free Americans All members can share their own stories, and they can change their sponsored nonprofit each time they renew their membership.

Our Business/Marketing Philosophy:

Reinventing the wheel is a waste of time. We believe a more efficient strategy is to select the best elements from existing models and repurpose them to create a program that meets our needs. Americans All is unique because it combines successful program components that have traditionally operated independently.

Our Rationale:

All Americans have immigrant roots, with ancestors arriving from diverse locations. Sharing these experiences through heritage stories is a powerful way to acknowledge and celebrate the richness of heritage and culture as integral parts of personal and group identity. In a polarized nation, we need a vehicle to reinforce and appreciate the commonalities that unite us. By sharing stories, we foster a culture of understanding, tolerance, and acceptance..

Our Business Goal:

Ultimately, the nonprofit sector will own Americans All. The first several states will form a management group to help local nonprofits raise funds and support the nationwide launch. Once the program reaches specific financial benchmarks, this group will automatically assume ownership and receive 5 percent of gross revenues to support their efforts. We provide experience, expertise, and credibility, while our partners bring scale, outreach, marketing strength, and name recognition.

Benefits to Our Partners and Their Clients and Members:

- After establishing the partner management group, we will continue national outreach. These states will be considered partners, each likely having a national office to support regional and local entities. (For electronic fund distribution, see page five.) Revenue percentages for partners will increase once the management group assumes full ownership.
- Once our revised website is online (the current site will suffice during the free trial), all program funding will come from individual member subscriptions and local business fees.
- Members can use our storytelling tool to create a free membership organization (landing page) and virtual yearbook pages for every group, team, or club they join or support.
- Local nonprofits join for free by creating a landing page to receive funds and may register for free Americans All membership to share their own stories. Because partner clients have fundraising experience, they likely have strong relationships with local businesses and service providers (LB&SP), making enrollment easier. Our multilingual storytelling tool helps build stronger community connections.
- While storytelling and discount coupons exist separately in the marketplace, Americans All uniquely combines these features. The general public can view and download stories from our website without membership; only the creator can edit their story.
- Since partner's clients have fund-raising experience, they should have already developed good relationships with LB&SP's, thus making it easier for them to enroll these entities in the program. Moreover, our multi-lingual storytelling tool will help clients and their members build stronger community relationships.
- The market for our program is vast and diverse, encompassing ethnic and cultural groups, hospitals and medical centers, professional societies, active seniors, military personnel, homeschool families, unions, and civic and social organizations. With nearly 30 million small businesses in the U.S., the reach is significant.
- Although some computer knowledge is required, registration is simple and requires only a name, email, and Zip Code. We offer detailed tutorials for all functions and will provide YouTube instructional videos.

What We Need From Our Partners:

We request a letter similar to the sample on the top of the next page, informing affiliates that we have contacted them and that their members or constituents are welcome to participate if they choose. This is an opportunity, not an obligation or mandate.

Dear Vendor:

Thank you for your interest in providing your fundraising services to our schools. I am happy to inform you that your company has been approved to participate in fundraising activities with the Howard County Public School System, as specified in the Fund-Raising Policy 4200, a copy of which is attached. To arrange for fundraising events in the schools, you must contact the school directly.

Robert Bruce, Director of Procurement and Materials Management.

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

CVS, a pharmacy chain, offers its “CarePass” program for \$4 per month (paid annually), providing members with discounts on eligible CVS brand products and a \$10 monthly credit for in-store and online purchases. Members can access these discounts online or at more than 9,000 locations nationwide.

Americans All is a nontraditional hybrid charity. As described earlier, we based our model on CVS’s “CarePass” program, adopting the same \$4/month fee (paid annually). To improve upon this model, we offer a free trial period and a much broader base of both local and national businesses and professional service providers—enabling our members to enjoy unlimited discounts for an entire year.

Our program provides unique flexibility for businesses. Each participating national or local business determines its own benefit structure and can use Americans All membership as an additional discount card. For example, hotels may offer room discounts for loyalty card holders, while restaurants and stores may provide “happy hour” pricing or “buy one, get another at half price” deals.

Additionally, our program creates a potential secondary revenue source: community members who may not typically support a charity’s cause can join simply to take advantage of partner discounts. This adds a valuable new revenue stream and further increases the financial value of our program.

How Our Program Works:

Our first component is a free, lifetime membership in Americans All. This enables all community members to publish up to two 2,000-word stories in English on our Heritage Honor Roll (HHR)—with the option to password-protect half of each story—and unlimited stories in any foreign language. Members can enhance their stories with images, logos, photos, hyperlinks, and audio-visual media. Stories may be autobiographical or created to honor admired individuals or groups and can be updated at any time for free, with older versions automatically archived.

To publish an unfinished story, members only need to provide an honoree or group name, date of birth or formation (and passing or disbandment, if applicable), and a summary of up to 60 words using our template. Members can publish by entering “To come” in the main story field. All stories are screened by a third-party profanity filter before being posted to our HHR, with an administrative override available when appropriate.

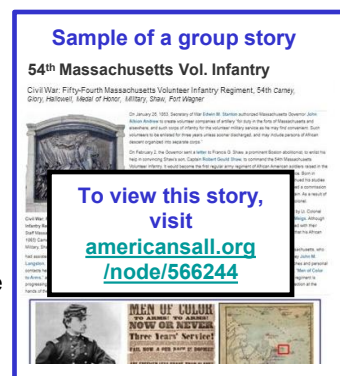
Membership also includes a free, three-month trial subscription to our Social Legacy Network (SLN), granting access to discounts from business and professional service partners. Students retain their free SLN subscription until their K-12 class graduates.

Nonprofits receive a free, lifetime landing page to describe their organization and, if desired, to host stories appearing on our HHR. The registration template allows nonprofits to easily remove any story deemed inappropriate from their landing page. A nonprofit’s point of contact may later register the organization as an Americans All member to create and publish their own stories on the HHR.

Individuals may post their stories on as many business and nonprofit landing pages as desired. For example, sports team members can share their stories on any team’s page or on landing pages celebrating annual achievements. This flexibility encourages broad engagement and deeper community connections.

Implementation Strategy:

Once the partner group is in place, we will launch the project with a national press conference—just as we did when the original program went public—supported by an aggressive media campaign. The graphic on the following page features the signatures of the sponsors from that first meeting, which helped increase our partners’ exposure to new



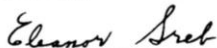
audiences. We will also reach out to trade associations representing our partners, where applicable, by placing advertisements in their publications and by attending conferences as vendors.

To ensure all partners, clients, and members are well-informed, we are developing a generic outreach strategy that includes written tutorials, YouTube videos, webinars, and Zoom meetings. With ongoing support and guidance from our team, individual entities can adapt the provided outreach plan for their specific audiences. Each partner's marketing department will determine the most efficient and effective rollout strategy within their industry. A comprehensive social media campaign will further support the program's launch, and our existing website is fully functional and ready to handle early registrations.

Immigrants All . . . Americans All National Meeting americansall.org/node/566840

Because of your commitment to our nation's children, schools and families, we are pleased to invite you to a special breakfast meeting on May 3, 1989.

Sincerely,



Eleanor Sreb, Acting Chairman
The Coordinating Committee for Ellis Island




Dr. Samuel G. Sava, Executive Director
National Association of Elementary School Principals



Albert Shanker, President
American Federation of Teachers



Dr. Scott Thomson, Executive Director
National Association of Secondary School Principals



Mary Hawwood Futrell, President
National Education Association



Dr. Harold Morse, Chairman of the Board
The Learning Channel

Benefits of Storytelling:

Research confirms that life stories are central to people's sense of self and understanding of the social world. Intergenerational knowledge of one's family history is linked to positive mental health, wholeness, well-being, and a sense of belonging. Stories are more than just narratives; they provide comfort, reassurance, and help build empathy and compassion. Creating personal or family stories also enhances research, critical thinking, communication, and writing skills—while preserving our nation's history for future generations.

Businesses also benefit from storytelling. Stories have a direct emotional impact, and emotions—rather than data—often drive behavior and purchasing decisions. Effective storytelling builds trust and connection, influencing people to believe in and remain loyal to products and services. With businesses typically spending about 5 percent of their sales on marketing, our program offers the potential for a higher return on investment for a fraction of that cost.

Full Disclosure:

We chose the "CarePass" model because it has proven successful nationwide. There is no relationship of any kind between CVS and Americans All.

[Click here](https://americansall.org/node/566834) to view or download an electronic version of this document or visit <https://americansall.org/node/566834>

General program information and the Americans All Pilot Programs, 1987-95, which were conducted in more than 2000 schools and libraries nationwide.

Because of your commitment to our nation's children, schools and families, we are pleased to invite you to a special breakfast meeting on May 3, 1989 at 8:00 a.m. at the Charles Sumner School Museum, Washington, D.C.

The meeting, sponsored by the American Federation of Teachers, the National Education Association, The Learning Channel, the National Association of Elementary School Principals, the National Association of Secondary School Principals, and the Coordinating Committee for Ellis Island, is to brief representatives in the field of education, funding and public policy and the media about an exciting national education project--Americans All.

The [Coordinating Committee](#) was the predecessor of the People of America Foundation, the nonprofit that now operates Americans All.

General Program Information:

[State and Federal Letters of Support, 1991-2014](#)

[Americans All Honor Roll Stories in Multiple Languages](#)

[Article about the Ellis Island Simulation from *The Lexington News*, Lexington, MO, 2009, 2010](#)

[Slide show](#) created by the 6th Grade Students for the Ellis Island Project

[National User Survey Report, 2006](#)

[Americans All Press Conference, Wichita, Kansas, November 6, 2003](#)

[Correlation of Americans All to the Seattle, WA, Social Studies Framework, 1997](#)

[Americans All Intensive Teacher Training Sessions, 1989-1996](#)

[Schools That Participated in the Largest Pilot Programs, 1989-95](#)

[National Intensive Teacher Training and Orientation Sessions, 1989-95](#)

[Houghton Mifflin catalog sheets, 1993-1995](#)

[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 June, 1992](#)

[Results of an Evaluation of Pilot Demonstrations in San Diego, CA and Chicago, IL., Mark Testa, Ph.D., 1991](#)

[Channel 8 News Segment, San Diego Pilot, mp4 \(Video\), January 16, 1990](#)

[Americans All Press Conference, Washington, DC, February 25, 1991](#)

The Americans All Pilot Programs:

[Maryland Counties, including Howard County](#) 1997-2014 and 2023-2024

[ABC United School District, Cerritos \(LA\), CA](#) 1990-1995

[Baltimore, MD, Pilot Program, 2012](#)

[Chicago, IL](#) 1990-1993

[Dade County, FL](#) 1990-1993

[District of Columbia Pilot Program and Evaluation, 1990-1995](#)

[Nassau-Boces \(Long island\), NY](#) 2002-2004

[Pittsburgh, PA](#) 1995-1997

[Pilot Program, San Diego CA, 1989-1995](#)

[Vermont \(Statewide\)](#) 2002-2005

[Washington, D.C.](#) 1990-1997

[Wichita, Kansas, Pilot Program and Evaluation, 1993-1996](#)

Sample story from our Heritage Honor Roll

Allan S. Kullen *Author, Business Printer, Social Entrepreneur, Traveler*



Allan S. Kullen / February 20, 1942 - ? Author

"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 (Statland) 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 come 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 K-12 social studies 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 so your school, library or historical society can become a Legacy Partner for free—[CLICK HERE](#)

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



www.americansall.org/node/566231

- **Stories can be:**
 - About individuals, groups or issues/topics
 - Up to 2,000 words (with up to 1,000 words password protected for privacy)
 - Augmented with images, logos, hyperlinks, photographs, and audio-video media.
 - Published in [multiple languages](#), including a second story in English.
 - Easily updated with all prior versions automatically archived
 - Started by filling in only a few required fields, then completed over time
 - 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 user-friendly 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 Profanity App to ensure appropriateness. If requested, our editorial staff can override the filter if a flagged word or phrase is deemed acceptable by today's standards.
- We comply with the “Children’s Online Privacy Protection Act” of 1998 and do not allow children under 13 to post personal information on our site.
- All content and images published on our site are considered public domain, unless clearly noted as protected by copyright laws. While we cannot grant permission for commercial use, content may be reproduced for educational or personal use with proper citation.

Example of a Legacy Partner Landing Page

Military Personnel and Organizations

www.americansall.org/node/566348



The story of America is about the countless men and women who give up their own comfort, the company of their loved ones, and sometimes their lives, in service to our nation. From the Revolutionary War to the worldwide fight against ISIS, military personnel endure hardship so Americans can enjoy peace and freedom. Yet, because these men and women often serve in anonymity, their stories of sacrifice and dedication to duty can be lost forever. By creating and sharing a permanent record of their service, current and future generations gain insights and inspiration.

The Army, Marine Corps, Navy, Air Force, Space Force, and Coast Guard are the armed forces of the United States. The Army National Guard and the Air National Guard are reserve components of their respective services and operate, in part, under state authority. From its inception during the American

Revolutionary War, the U.S. Armed Forces have played a decisive role in U.S. history. It helped forge a sense of national unity and identity through its victories in the First and Second Barbary Wars. It played a critical role in the American Civil War, keeping the Confederacy from seceding from the republic. The National Security Act of 1947, adopted following World War II, created the modern U.S. military framework. The Act established the National Military Establishment, headed by the Secretary of Defense, and created the U.S. Air Force and the National Security Council. It was amended in 1949, renaming the National Military Establishment the Department of Defense and merging the cabinet-level Departments of the Army, Navy, and Air Force into it.

The U.S. Space Force (USSF) is a new branch of the Armed Forces. It was established on December 20, 2019, within the Department of the Air Force, meaning the Secretary of the Air Force has overall responsibility for the USSF, under the guidance and direction of the Secretary of Defense.

Legacy Stories from the Americans All Heritage Honor Roll

We are pleased to host and share these legacy stories created by honorees' families, friends, and associates. Like us, they recognize that heritage and culture are integral to our nation's social fabric and are committed to helping 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

Civil War: Fifty-Fourth Massachusetts Volunteer Infantry Regiment, 54th Massachusetts (*March 13, 1863 - August 4, 1865*) Carney, Glory, Hallowell, Medal of Honor, Military, Shaw, Fort Wagner
On January 26, 1863, Secretary of War Edwin M. Stanton authorized Massachusetts Governor John Albion Andrew to create volunteer companies for the 54th Massachusetts . . . [Read more](#)

Lucian Adams Texas (*October 26, 1922 -*) Veteran, Hispanic
Lucian Adams, Medal of Honor recipient and son of Lucian Adams, Sr., and Rosa (Ramírez) Adams, was born in Port Arthur, Texas, on October 26, 1922. The Adams family consisted of nine . . . [Read more](#)

Stories can be published in any character set

Maxime "Max" Chalmin [Chalmin Family] (*October 7, 1909 - April 30, 1977*) Chef de Cuisine /node/434148
Mon père Maxime Chalmin, est né à Coulandon, un petit village au Centre de la France, en Octobre, 1909. Après sa scolarité et plusieurs filaments comme apprenti (comme cela se faisait à l'époque) il se dirige vers le métier de la restauration et il arrive aux États Unis en 1939 . . . [Read more](#)