

Financial Benefits of Americans All



Americans All

Sponsored by the (insert name)

PROGRAM OVERVIEW

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We are a community outreach and nontraditional hybrid charity that empowers nonprofits to raise funds through our unique revenue-generating, multipurpose, multilingual storytelling tool and nationwide discount program. Our program uses the concept of “impact philanthropy”—enabling gifts that create positive social value while generating personal financial gain.

Benefits to the state and its entity that supports nonprofits:

- The program is risk-free, requires no out-of-pocket costs, has minimal administration, and distributes income electronically based on fixed percentages.
- There are no formal agreements or a fixed time at which the program will begin in each state.
- The state’s only obligation is to notify local nonprofits of the opportunity to participate, and we will supply that information in the desired formats.
- After our national press conference, which will be at least six months from now, we will pay regional staff to guide each state’s implementation.

Income is distributed based on fixed percentages of gross revenue:

- 75 percent of our gross income goes to the local nonprofit entity generating the individual member subscription or business fee,
- 2 percent to the state,
- 3 percent to the entity supporting nonprofits,
- 2 percent to help expand the program, and
- 3 percent to the partnership group created before holding the national press conference launching the program nationwide.

Benefits to individuals and nonprofits:

- Individuals and nonprofits get a free lifetime membership, which gives them free access to our storytelling component.
- Research confirms that life stories are central to people’s sense of self and the social world. Stories are not just narratives; they provide comfort, reassurance, well-being, and help build empathy and compassion.
- Members can also join our subscription discount program, based on an improved model created by CVS. For \$4/month after a free, three-month trial, they can get benefits and discounts from local and national businesses and professional service providers for one year. No story is needed to join.

Benefits for businesses and professional service providers:

- Local businesses and professional service providers pay \$96/year (in two payments) to showcase themselves and identify the goods, services, and other benefits available to our members.
- They can update their benefits daily at no charge.
- They benefit because stories directly impact emotions rather than data change behavior and frequently determine buying decisions. Good storytelling builds trust and connections, which leads individuals to become customers and clients.
- National businesses and service providers play an essential role in our program. By participating for free, they ensure our members’ immediate access to discounts in multiple geographic areas.

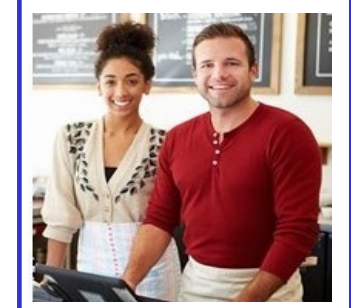
Sample of an individual legacy story

The screenshot shows a sample of an individual legacy story on the Americans All website. At the top, it says "Sample of an individual legacy story". Below that, there is a header for "Americans All" with navigation links. The main content features a photo of Allan S. Kullen, a man with a beard, and a title "Allan S. Kullen Entrepreneur and Social Entrepreneur". The text below the photo describes his life and work. At the bottom of the story, there is a call to action: "To view this story, visit americansall.org/node/566231".

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

The screenshot shows a landing page for the Howard County Historical Society. The page has a header with the society's name and navigation links. Below the header, there is a large image of a compass rose and the text "To view this page, visit americansall.org/node/566566".

Businesses offer discounts and benefits to program members



Future structure of the program:

- Notably, after reaching specific financial benchmarks, we will form a partnership group of up to the first ten nonprofit partners within different population groups that accepted our offer to participate because it helps them achieve their goals. They can update their benefits daily at no charge.
- They will ultimately own the program (at no cost), and their presence will help us launch Americans All nationwide.
- Our implementation is straightforward, and we will support it with tutorials, YouTube videos, webinars, and Zoom meetings.

For additional information, visit these links:

[Click here](#) to view or download our program summary, or visit <https://americansall.org/node/566834>

[Click here](#) to view or download a copy of this introductory email (with graphics), or visit <https://americansall.org/node/566859>.

I appreciate and respect that you need time to review our request, but I hope you can add it to your active to-do list.

Best regards and stay safe,

Allan 301-520-8242 ■ akullen@americansall.org

We have projected annual revenue from individual Social Legacy Network (SLN) subscription fees and business and professional service provider membership fees generated by our ten partner's local nonprofits. We project the number of new members and businesses to increase by 25 percent each year and to get 70 percent yearly renewals in both categories.

Delete the last digit in each line for data for an individual state partner.

New SLN subscriptions for year 1 (12 months), after a free three-month trial, based on the promotional activities of our partnership group and their 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		
TOTAL REVENUE	\$16,800,000		
Distribution to local partner entities, 75 percent	\$12,600,000		
Balance of distributions, 25 percent	\$4,200,000		
Credit card fees, 3 percent		0.03	\$504,000
Overhead, state partners, 2 percent		0.02	\$336,000
Overhead, program developers, 2 percent		0.02	\$336,000
Partnership state office, 2 percent		0.02	\$336,000
Partnership state affiliate, 3 percent		0.03	\$504,000
Partner share of ownership, 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
Totals		0.25	\$4,200,000
Total SLN subscriptions for year 2	585,000		
585,000 SLN subscriptions x 48 per year	\$28,080,000		
Total businesses for year 2	48,750		
48,750 businesses x \$96 per year	\$4,680,000		
TOTAL REVENUE	\$32,760,000		
Distribution to local entities, 75 percent	\$24,570,000		
Distribution to state partners, 10 percent	\$3,276,000		
Total SLN subscriptions for year 3	878,250		
878,250 SLN subscriptions x \$48 per year	\$42,156,000		
Total businesses for year 3	95,063		
TOTAL REVENUE	\$51,282,048		
95,063 businesses x \$96 per year	\$9,126,048		
Distribution to local entities, 75 percent	\$38,461,536		
Distribution to state partners, 10 percent	\$5,128,205		