

# Request from the Americans All Program



**Americans All**  
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PROGRAM OVERVIEW

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Because of your expertise in the field of impact investing, our 38-year-old nonprofit 501(c)(3) foundation is contacting you to help us complete our mission of generating social benefits while delivering a financial return to an investor(s) and our members.

Americans All, previously a successful supplier of diversity-based social studies resources and teacher training, had to modify its mission when the politicization of today's K-12 school classrooms made it impractical to continue. We kept our resources and two of our most compelling elements online and created a Benefit Corporation to manage our program.

We are now a community outreach and nontraditional hybrid charity that empowers nonprofits to raise funds through our unique revenue-generating, multipurpose and multilingual storytelling tool, and nationwide discount program. Our program can be helpful in these areas.

- All community members want to find discounts when they shop.
- All nonprofit organizations need an unrestricted annual revenue stream requiring minimal administration by their staff.
- Many middle-class and underserved populations' needs are not being met.
- National and local businesses and professional service providers must continue to expand traffic and look for affordable, effective, and creative ways.
- The nation needs a non-political way to help its citizens appreciate the commonalities that unite, rather than divide, the American people.

Individuals get a free lifetime membership, which gives them 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, and 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. They do not need to create a story to join.

Local businesses and professional service providers pay \$96/year fee (in two payments) to showcase themselves and identify the goods, services, and other benefits available to our members. They can update that benefit list daily at no charge. National businesses play an essential role in our program. By participating for free, they ensure our members' immediate access to discounts in multiple geographic areas.

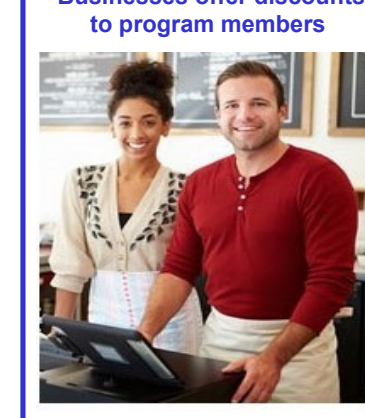
Businesses can benefit because stories directly impact emotions, and emotions rather than data change behavior and frequently determine buying decisions. Good storytelling builds trust and connections, which leads individuals to become customers and clients. ng models and repurpose them to create a wheel that fits one's needs. Our program is unique because it only combines successful program elements currently used independently.

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 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.

## Sample of an individual story

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

## Businesses offer discounts to program members



We are in the process of reaching out to statewide organizations that support their nonprofits. We will distribute income as follows: 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 or national office, 3 percent to the regional offices, 2 percent to cover the state expanding the program, and 3 percent to the partnership group whose presence will help us launch the program nationwide.

Here is where we need assistance. Funding will be in the form of a \$190,000 loan. The foundation requires \$13,400 to pay off existing obligations and cover the program's overhead for one year. Rebuilding and customizing the sophisticated website is estimated at \$80,000, and we will use the balance to hire staff in each of the partnership sites and to create marketing and instructional videos. Our site, which is 11 years old, is still functional but incapable of handling a national program.

After we pay off the loan, the investor will receive two balloon payments of \$190,000 each and 1 percent of the program's gross revenue (14 percent of the non-charity equity), naming rights to the website, and a seat on the foundation's board. If a nonprofit helps us attract an investor, they will receive \$190,000. After the developers have earned \$12 million\* in after-tax revenue from the annual distribution, and the foundation has paid its contributors and lenders by using 3 percent of the yearly gross income, the partnership groups will own the program outright.

\*The developers will deduct from the \$12 million buyout all the annual after-tax income they receive from the program's yearly distributions. The foundation will also pay for all debts incurred by the program before creating the new partnership group.

The due diligence process will be straightforward, as all transactions use credit cards. We will deposit all funds into a national bank chosen by the investor and distribute them according to preset percentages. The investor will also select the public accounting firm to provide expert guidance, professional oversight, and transparency.

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 the invitation email to states, <https://americansall.org/node/566859>

[Click here](#) to view or download a copy of this introductory email (with graphics), or visit <https://americansall.org/node/566861>

[Click here](#) to view or download our Pitch Deck, or visit <https://americansall.org/node/566833>

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](#)



**We have projected annual revenue from individual Social Legacy Network (SLN) subscription fees and business and professional service provider membership fees generated by our 10 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. For data for an individual partner, delete the last digit in each line.**

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		
<b>Distribution to local partner entities, 75 percent</b>	<b>\$12,600,000</b>		
Balance of distributions, 25 percent	\$4,200,000		
Credit card fees, 3 percent		0.03	\$504,000
<b>Overhead, state partners, 2 percent</b>		0.02	<b>\$336,000</b>
Overhead, program developers, 2 percent		0.02	\$336,000
<b>Partnership state office, 2 percent</b>		0.02	<b>\$288,000</b>
<b>Partnership state affiliate, 3 percent</b>		0.03	<b>\$504,000</b>
<b>Partner share of ownership, 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	<b>\$4,152,000</b>
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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		
<b>Distribution to local entities, 75 percent</b>	<b>\$24,570,000</b>		
<b>Distribution to state partners, 10 percent</b>	<b>\$3,276,000</b>		
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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		
95,063 businesses x \$96 per year	\$9,126,048		
<b>Distribution to local entities, 75 percent</b>	<b>\$38,461,536</b>		
<b>Distribution to state partners, 10 percent</b>	<b>\$5,128,205</b>		

**Note:** We selected data from the State of Maryland to create this graphic. In the 2020 Census, Maryland's population (ranked 18th in the nation) was 6,177,000 (rounded off for convenience). Our target population, ages 20 to 74, is 4,238,000. Using a seven percent participation rate, we have 297,000 individuals living in 24 counties. In the Maryland high schools, 88,000 students could be using this program at no cost for one or two years. Maryland has 618,000 small businesses, and a 4 percent participation rate gives us 25,000 members. The state is also home to 31,000 nonprofit organizations that employ nearly 280,000 people.