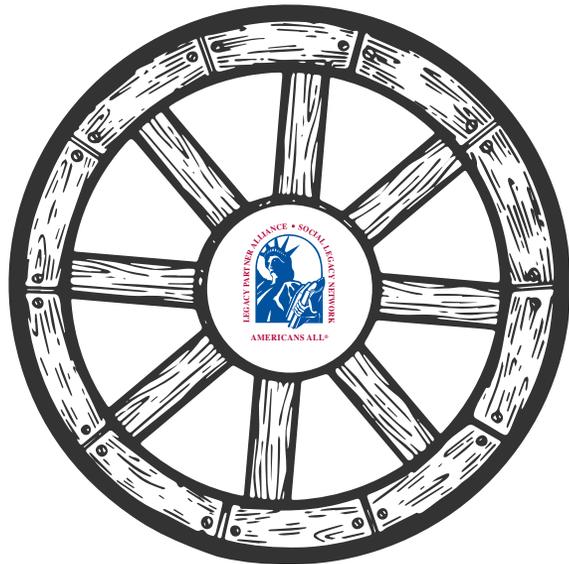


PITCH DECK

to support the Americans All program for one year.



Reinventing the wheel is a waste of time.

A more efficient strategy is to select the best spokes from existing models and repurpose them to create a wheel that fits one's needs.

THE PROBLEM



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

- All community members want to find discounts when they shop.
- Schools and nonprofit organizations need an unrestricted annual revenue stream requiring minimal administrative staff.
- Many of the needs of the middle class and under-served populations still need to be met.
- Students of all ages need an easily accessible “virtual yearbook” to share and as a keepsake for their school years.
- National and local businesses and professional service providers must expand traffic and look for affordable, effective, and appropriate ways to do so.
- The nation needs a non-political way to help its citizens appreciate the commonalities that unite, rather than divide, the American people.

THE SOLUTION

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



Most charities request donations but rarely do more for their members. We offer our members significant opportunities to benefit themselves and their families when they make their charitable gifts.

- Our storytelling tool is free; everyone can publish stories on our online Heritage Honor Roll. In our discount program, schools, students, and nonprofits are free. Community members get a three-month trial. And for a \$4/month subscription (paid annually), they can receive discounts on goods and services from our business partners; 75 percent of the gross fee goes to a nonprofit entity.
- National businesses participate for free, ensuring members access to discounts in multiple geographic areas. Local merchants pay \$49 every six months, 75 percent of which goes to a nonprofit organization they choose. They create a landing page(s) to advertise their goods and services to our members and can also create and publish a free story for our Heritage Honor Roll.
- Creating a story about themselves helps members enhance their research, critical thinking, communication, and writing skills. They can also use their stories to create virtual yearbooks (an annual keepsake) for all their clubs and teams.
- Our multilingual storytelling tool helps our partner's members build stronger relationships with their clients.
- Research confirms that life stories are central to people's sense of self and that intergenerational knowledge of one's family history is associated with positive mental health, wholeness, well-being, and a sense of belonging. Stories are not just narratives; they provide comfort and reassurance and help build empathy and compassion. Businesses benefit because good storytelling builds trust and connections. Stories directly impact emotions and rather than data, can change behavior and frequently determine buying decisions.

THE BUSINESS PLAN

We use a subscription model that CVS created.

CVS*



CVS is a pharmacy. However, by paying \$4 monthly (paid annually) to join its "CarePass" program, members get discounts off eligible CVS brand products and a \$10 credit to pay for in-store and online products that month only. The program's members can access the discounts in more than 9,000 stores nationwide.

We are a nontraditional hybrid charity. Our model utilizes parts of CVS's "CarePass" program. We use the same \$4/monthly fee (paid annually), but improve their model by offering a trial period, a storytelling tool, community outreach, and a much larger base of local and national businesses and professional service providers to get unlimited discounts for a year. Our state partner's will offer the program to its members and affiliates.

Local businesses and professional service providers pay a membership fee of \$49 each six months to join so they can gain increased exposure and provide benefits.

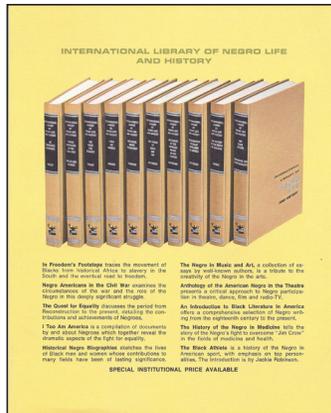
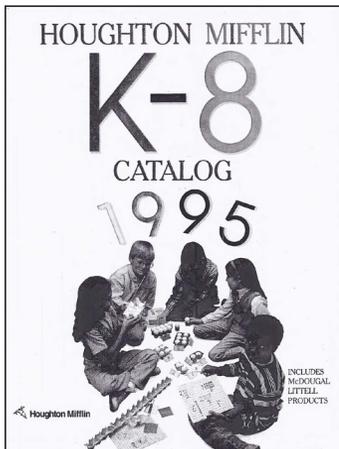
Our program will provide our partner's members and affiliates with significant annual revenue from members' subscription fees (enabling their members to get discounts from our business and professional service providers), and business membership fees. Nonprofits receive 75 percent of our gross revenue. The program also enables individuals to link stories to all groups and teams they participate in or support. Members do not need to create a story to participate in the discount program.

We will support the program with an extensive social media campaign.

*Full disclosure. As the program's developer, I selected and modified the "CarePass" business model (of which I am a member) because it was successful nationwide. There is no relationship of any type between CVS and Americans All.

THE IMPLEMENTATION STRATEGY

Although the optional storytelling tool requires a little computer knowledge, the registration process is straightforward. The sign-up page for Americans All and the SLN only requires a name, an email address, and a Zip Code.



We originally supplied diversity-based social studies resources and teacher training, conducting programs (americansall.org/page/pilots) in five cities, three counties, and one state. Through trial and error, we learned that implementation on a city level would work, even when our nation is politically polarized. In addition, despite our ability to generate revenue, we advocate for diversity, which would only work for some areas. We worked with Howard County, MD, for about a year, but using a county-wide structure would have been too time-consuming for a nationwide roll-out. That led us to replicate the CVS model's best parts and follow the successful implementation strategies I had previously used.

As the successful project manager for the 10-volume International Library of Afro-American Life and History, we achieved a nationwide release through the companies and stockholders of Publishers Company (a publicly traded company) and its subsidiary, Books, Inc. This project is a testament to our ability to execute a successful nationwide roll-out. The original Americans All Social Studies resources program was released through the Houghton Mifflin annual catalog and national sales force. This follows the CVS plan since it operates outlets nationwide.

Our solution is to establish a group comprising the first cities (or an umbrella group that represents all the cities) within different population sectors that accept our offer to participate. Their presence will help us launch the program nationwide, and their local nonprofits will begin the national roll-out. Our partners have name recognition; in today's environment, what is said is less important than who says it. The partners also have size, outreach, and an established media presence. We bring experience, expertise, and credibility. A nationwide release is possible because our program is virtual, and our current website will be sufficient until we finish the new site.

THE COMPETITION



WIKIPEDIA
The Free Encyclopedia



While storytelling and discount coupon programs are available, they have yet to be combined. Americans All stands out with its free lifetime membership and financial boon for its members. Our website allows the general public to view stories and provides access to a revenue-generating feature, demonstrating our organization's commitment to its members' financial well-being.

Some organizations enable their members to post a story online, but the members must a fee, and only their registered embers can view these stories. None offer a revenue-generating feature.

Ancestry and *MyHeritage* are genealogy platforms that create family trees and DNA matches. They offer story options, but only as a Premium benefit. *Legacy Stories* has a 6-month free trial and an annual fee of \$99 for the basic plan. *Storyworth* helps individuals combine short stories into a hardcover book costing \$99 per year without exposure.

Discount coupons are available from many sources but cannot be updated daily as businesses try to target specific Zip Codes effectively. None of these groups donates a significant proportion of their revenue to nonprofits.

THE TEAM



Allan Kullen

Founder and President
Americans All / Americans All Benefit Corporation
www.americansall.org



This team can deliver! Allan Kullen produced the 10-volume *ILAALH* set. He later founded and developed Americans All 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 billed \$16 million a year and had 121 employees at its peak. 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

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Allison K. Chase, PhD

Senior Clinical Advisor



Bill Sherard

President, Two Rivers Communications, Inc.
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THE FINANCIALS AND MARKET SIZE

Projected annual revenue from individual Social Legacy Network (SLN) subscriptions and business and professional service provider membership fees generated by our 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.

There are almost 30,000,000 small businesses and professional service providers in our nation.



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, city or state partners, 2 percent		0.02	\$336,000
Overhead, program developers, 2 percent		0.02	\$336,000
Partnership city or state office, 2 percent		0.02	\$336,000
Partnership city or 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		
Distribution to local entities, 75 percent	\$24,570,000		
Distribution to city or 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		
95,063 businesses x \$96 per year	\$9,126,048		
Distribution to local entities, 75 percent	\$38,461,536		
Distribution to city or state partners, 10 percent	\$5,128,205		

THE INVESTMENT



AMERICANS ALL®

***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.**

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 the sophisticated website is estimated at \$80,000, and we will use the balance to hire staff in each many of the partnership sites and to create marketing and instructional videos.

After we repay the loan, the investor will receive a balloon payment of \$190,000, 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 arranges for the investor, it will receive \$380,000 and the opportunity to decide how the 1 percent is allocated. 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 revenue, the partnership groups will own the program outright. The developer will use part of its income to accelerate payment of the loan if needed.

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.

THANK YOU



For additional information, contact Allan Kullen, President
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7723 Groton Road ■ Bethesda, MD 20817
301-520-8242 ■ akullen@americansall.org
www.americansall.org ■ www.homeschoolmaterials.org

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

[Business plan to fund the program](#)

[Howard County organizations that support our program](#)

[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](#)

[Status Documents](#)

[An electronic version of the Pitch Deck](#)