

June 9, 2025

Ms. Angela F. Williams, President and CEO  
United Way of America has  
701 N Fairfax St.  
Alexandria, VA 22314

**This updated proposal has  
significant financial benefits**



Dear Ms. Williams,

Our 38-year-old Foundation wants to partner with the United Way of America to implement its Americans All 2.0 program nationwide. This partnership offers minimal risks and significant social and financial benefits. Once we reach specific benchmarks, UWA will own the program and control our foundation's board of directors. Our program fully aligns with your mission and can be a catalyst to help expand your reach into areas that are currently underserved. Please visit the following link on our website, [americansall.org/node/566869](https://americansall.org/node/566869), to view school approval, our program summary, participants' benefits, information on our previous projects, and financial projections.

Years ago, we collaborated with Houghton Mifflin through its sales force and catalog (and later through conferences and direct mail) to supply diversity-based social studies resources and teacher training programs to more than 2,000 schools and libraries nationwide. We also established programs in five cities and three counties. We were prepared to bring the program to Vermont (see [americansall.org/page/vermont](https://americansall.org/page/vermont)) but were unable to secure the funding. Today, however, politicizing K-12 school classrooms has made continuing on that path almost impossible. However, one valuable takeaway from our earlier success was that we learned that what was said about our program was initially less important than who said it..

During that period, we developed several valuable components and wanted to repurpose them to benefit citizens in our socially and politically divided nation. We are now a community outreach, non-traditional hybrid charity that enables nonprofits to raise funds through our free, revenue-generating, multilingual storytelling tool and an optional nationwide discount program perfected by CVS. This program utilizes the concept of "impact philanthropy," which enables gifts that create positive social value to generate personal financial gain. **After a free membership trial, nonprofits receive 75 percent of gross revenues from individual and business membership fees, and UWA and its affiliates receive 10 percent. In addition to their support function, your affiliates can also receive funds as a nonprofit. Regardless of who else chooses to use the UWA-sponsored program (such as [PTA groups](#) or other local or regional charities) in cities or towns without affiliates, UWA will still receive 5 percent of their gross revenue and gain additional exposure.**

The program is not a silver bullet; the results may be slow, but it is an easily implemented strategy that responds positively to people's needs. It is also hosted on a content-based website, which can catalyze other outreach efforts. Our implementation is straightforward, and supported with tutorials, YouTube videos, webinars, and Zoom meetings to ensure seamless integration.



Individuals and nonprofits get a free lifetime membership in Americans All, giving them access to our storytelling component, web content, and the opportunity to participate in our fee-based discount program. They do not have to create a story to use the discount program. Local businesses and professional service providers pay a fee to join, but national companies are free, a benefit to your current partners. We have also prepared a Business Plan Summary, which can be viewed at [americansall.org/566833](https://americansall.org/566833).

A proposal of this type will require multiple levels of review, and an initial call at your convenience can help facilitate this process. I appreciate your willingness to consider our request, and we look forward to joining the United Way of America family. I have also mailed you a hard copy of this email and the attachments.

Best regards and stay safe,

**Allan**

# Contact with the Howard County Procurement Office



Office of Purchasing  
10910 Clarksville Pike  
Ellicott City, Maryland 21042-6198  
(410) 313-6644, fax (410) 313-6789

May 31, 2023

People of America Foundation  
Attn: Allan Kullen  
7723 Groton Road  
Bethesda, MD 20817

Re: Fundraising Application

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 Howard County Public School System as specified in the Fund-Raising Policy 4020 effective July 1, 2020. A copy of Policy 4020 is attached for your review.

To arrange for fundraising events in the schools, you must contact the school directly. A list of approved fundraiser vendors is accessible by the schools via our website. Your company's name has been added to the approved list of vendors.

Please note that this approval is valid until 6/30/2026 and will need to be renewed at that time.

Sincerely,

*Robert Bruce*

Robert Bruce  
Director of Procurement and Materials Management

Attachment: Policy 4020  
cc: File

# Benefits of Partnering with the Americans All 2.0 Program



Americans All

Sponsored by United Way of America

PROGRAM OVERVIEW

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HOME / ABOUT / HERITAGE HONOR ROLL / SOCIAL LEGACY NETWORK / RESOURCES / NEWS & EVENTS / DISCOUNTS / AFFILIATES

STORY SEARCH / INDIVIDUALS / SCHOOLS / ETHNIC & CULTURAL GROUPS / LEGACY PARTNERS & ISSUES/TOPICS INDEX

Our political environment is polarized and socially segregated, the economic forecast is uncertain, and consumer confidence is at an all-time low. Although this will negatively impact cities, their leadership cannot control federal policies regarding deportations (due process), trade wars, supply chain disruptions, or reductions in the "safety net." However, the United Way of America can help citizens, especially working- and middle-class families, as well as small businesses, by implementing a non-partisan national program that provides financial benefits, promotes well-being, and fosters unity, understanding, tolerance, and acceptance.

## Benefits to the United Way of America (UWA):

- The risk-free program requires minimal administration and distributes income electronically based on fixed percentages of gross revenue.
- UWA can use our current website to test how the program works, but we cannot officially launch it nationwide for approximately four months, as we need to add the financial component modules.
- After we launch, each local affiliate will determine its implementation timeframe. Because the program is voluntary, we do not require local agreements. Cities, affiliates, nonprofits, individuals, or local businesses can opt-out without penalty.
- All local nonprofits and your affiliates join for free and only need to create a landing page on our website to receive funds. They can later register for a free American All 2.0 membership and create their own stories.
- The program provides 2 percent of gross revenue to cover overhead expenses.
- The nonprofit organization's only obligation is to notify its local members of the opportunity to participate, and we will provide that information in the desired formats. Following our national press conference, which we anticipate will be in six months, we will engage regional staff to guide implementation in several areas.
- Our website is not open-source and does not contain paid advertisements. We will not store, share, or sell our members' contact information. We identify members by their email address and Zip Code. Businesses can view the number of anonymous members we have in each Zip Code, but they will not have access to email addresses.
- We will retain the website's existing content and add new content to provide background for additional stories, thereby continuing our policy of honoring the individuals and groups that have shaped our nation.
- Since the UMA organization in each locale may operate differently, we will provide a comprehensive menu of implementation options, strategies, and resources to ensure continuity.

## Benefits to individuals:

- Individuals receive a free lifetime membership in Americans All 2.0, which grants them complimentary access to our storytelling component and web content.
- Members can create two stories in English and as many as they desire in foreign languages. Stories can be about individuals or groups and can even honor their family's pets.
- 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. Our members can use our storytelling tool to create free membership organization landing pages and easily accessible annual virtual yearbooks for each group, team, or club they participate in or support.
- Members can also join our optional subscription discount program, based on an improved model developed by CVS. For \$4 per month, after a free trial, users can receive benefits and discounts on goods and services from local and national businesses, as well as professional service providers, for a period of one year. They do not need to create a story to get benefits.

## Sample of an individual legacy story

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

## Businesses offer discounts to program members



### Benefits for affiliates and local nonprofit organizations:

- Nonprofits participate at no cost because they host, on their free landing page(s), [stories](#) (in multiple languages, if desired) that their members have published on our Heritage Honor Roll to provide further exposure for them. Each landing page shares information about the organization and helps it better connect with current and future members.
- Affiliates can raise funds for themselves or support the activities of local nonprofit organizations.
- The program will provide information on how to expand fundraising activities and will act as a clearing house for best practices.
- To help individuals and groups that share a common interest but are not represented by a national organization, and to support stories on historically relevant topics, we have added landing pages for these [issues/topics](#). If an individual or group creates a story about an issue or topic we have not identified, they can notify us via our Contact page, and we can make a landing page for that issue or topic.

### Benefits for businesses and professional service providers:

- Local businesses and professional service providers pay \$96 per year (in two installments, allowing them to change beneficiaries) to showcase themselves and identify the goods, services, and other benefits available to our members.
- They can update their benefits and the available goods and services they offer daily at no charge.
- They benefit because stories directly impact emotions rather than data, which changes behavior and frequently determines buying decisions. Compelling storytelling fosters trust, enabling individuals to become loyal customers and clients.
- Their fee to join transfers marketing funds from commercial ads to their community, thus providing them with a more focused market and a better return on their investment.
- National businesses and professional service providers play a crucial role in our program. Participating for free ensures our members' immediate access to benefits and discounts in multiple geographic areas. It is a benefit for your current and future partners.

### Income distribution:

- See annual revenue projections on the last page.

### Why does Americans All 2.0 need a partner like United Way?

Through our experience and trial-and-error efforts, we have developed a strategy that will enable our nationwide nonprofit program to succeed, even in the face of political and/or social division. First, implementation at the city level is effective. Although our year-long effort to create support in [Howard County, MD](#), was successful, we learned that developing countywide structures was too time-consuming for an efficient nationwide rollout. Second, our success in earlier programs was primarily a function of having a vested local coordinator on site. However, there was no way we could ensure that the coordinator would be permanent (grants funded them), and we discovered that once they left, there was no easy way to replace them. Third, despite the value of storytelling and its ability to ensure that our nation's history is not lost, there needs to be a financial component that benefits all stakeholders.

United Way serves more than 1,400 communities, each with an affiliate organization dedicated to raising funds and bringing communities together. That eliminates the need for us to add and keep local staff. We are a tool that can help them accomplish their goals. Since each affiliate is independent, we will provide a comprehensive menu of implementation options, strategies, and resources to ensure continuity and consistency across all affiliates. By offering the optional discount option, we leverage the strengths of impact philanthropy for the city, the United Way organization, the nonprofits they support, and all its citizens and local businesses.

# Americans All 1.0 Pilot Programs

To activate the bulleted link, visit <https://americansall.org/page/pilots>

## Invitation Letter to the First National Meeting

Because of your commitment to our nation's children, schools, and families, we invite you to a special breakfast meeting on May 3, 1989, at 8:00 a.m. at the historic 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.

This project is a comprehensive public-private partnership/educational support program that addresses critical issues of our time. It provides a vehicle for enhancing skills among students, teachers, and parents and a tool for delivering resources and needed curriculum materials to our nation's 70,000 public schools. Components of the Americans All program have already been successfully implemented in several school districts nationwide. A comprehensive pilot will be initiated in the San Diego and Chicago public schools in the fall of 1989. . . .

*\*The Coordinating Committee was the predecessor of the People of America Foundation.*

## General Information on the Americans All Pilot Programs, 1987-95, which were used in more than 2000 schools and libraries nationwide.

- [National User Survey Report, 2006](#)
- [Correlation of Americans All to the Seattle, WA, Social Studies Framework, 1997](#)
- [Schools That Participated in the Largest Pilot Programs, 1989-95](#)
- [National Intensive Teacher Training and Orientation Sessions, 1989-95](#)
- [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](#)
- [Results of an Evaluation of Pilot Demonstrations in San Diego, CA and Chicago, IL, Mark Testa, Ph.D., February 1991](#)
- [Channel 8 News Segment, San Diego Pilot, mp4 \(Video\), January 16, 1990](#)

## The Americans All Pilot Program Sites:

- [ABC United School District, Cerritos \(LA\), CA](#)
- [Chicago, IL](#)
- [Dade County, FL](#)
- [Nassau-Boces \(Long Island\), NY](#)
- [Pittsburgh, PA](#)
- [San Diego, CA](#)
- [Vermont \(Statewide but not funded\)](#)
- [Washington, D.C.](#)
- [Wichita, KS](#)





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

New SLN subscriptions for year 1 (12 months), after a free trial, based on the promotional activities of UWA and its partners, 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>UWA affiliates, 3 percent</b>		0.03	<b>\$504,000</b>
<b>UWA national, 5 percent</b>		0.05	<b>\$840,000</b>
<b>Overhead for UWA operations, 2 percent</b>		0.02	<b>\$336,000</b>
UWA affiliate city, 2 percent		0.02	\$336,000
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	<b>\$4,200,000</b>
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 nonprofits, 75 percent</b>	<b>\$24,570,000</b>		
<b>Distribution to UWA, 10 percent</b>	<b>\$3,276,000</b>		
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 nonprofits, 75 percent</b>	<b>\$38,461,536</b>		
<b>Distribution to UWA, 10 percent</b>	<b>\$5,128,205</b>		

### Note:

After a free trial, nonprofits receive 75 percent of gross revenues from individual and business membership fees, and UWA and its affiliates receive 10 percent. Your affiliates can also serve as a nonprofit. Regardless of who else chooses to use the UWA-sponsored program (such as [PTA groups](#) or other local or regional charities) in cities or towns without affiliates, UWA will still receive 5 percent of their gross revenue and gain additional exposure.