

# Partnership Proposal for State PTAs



**AMERICANS ALL®**  
*A grassroots, impact-funding tool*



**America's strength lies in its rich immigrant heritage.**

Every American is either a first-generation immigrant or a descendant of someone who arrived here—whether by choice or circumstance.

To foster unity and mutual understanding, our nation needs a financially viable, nonpartisan tool that helps everyone recognize the shared values that unite us, rather than focus on those that divide us. It is vital to preserve and celebrate the diverse stories of all individuals and groups who have shaped our nation's history.



## Discover New Funding for Your Schools—Partner with Americans All 2.0 Today

For 39 years, our Foundation has supported schools and families in advancing children’s educational success and well-being. We are now seeking inaugural state or large county PTA partners to help us launch Americans All 2.0 nationwide.

All we ask is that each PTA partner maximizes outreach by notifying their schools—through existing networks—that this free, turnkey program is available on a voluntary basis. **Each state and school can set its own implementation schedule, and this is the revenue distribution:**

- **75%** of membership revenue goes directly to schools
- **15%** is shared between state PTAs and the board
- **3%** covers credit card fees
- **7%** will be allocated to support new board initiatives

This unique partnership is free, offers minimal risk, and provides strong social and financial benefits. Americans All 2.0 provides two key tools: A multilingual storytelling platform and a grassroots impact-funding program modeled after CVS Pharmacy’s discount system.

Previously, Americans All 1.0 partnered with Houghton Mifflin to deliver diversity-focused resources and teacher training to over 2,000 schools and libraries, creating impactful programs in multiple cities and counties.

In today’s polarized and fragmented society, compounded by economic uncertainty, the role of school PTAs is more vital than ever. PTAs are uniquely positioned to support schools, families, and small businesses. Our nation needs a sustainable, nonpartisan tool that promotes shared values and celebrates the diverse stories that shape our history.

Once we have support from several PTAs, we can finalize funding to: rebuild our website, add new financial modules, develop innovative fundraising strategies for schools. We anticipate a 5- to 6-month timeline to launch the new site, with the current site remaining active throughout the transition.

Our platform already attracts 132,000 monthly visitors and over 6,000 daily research requests. Once the site is updated and the new tools are launched, the program will be self-sustaining. At that point, the inaugural PTA partners will assume ownership of the program and our Foundation after we reach specific financial milestones.

Students, schools, and nonprofits receive free lifetime membership to Americans All 2.0, with access to our storytelling platform and resources. Community members can try the program for free and, if they choose, join for \$4 per month to receive discounts from local and national providers.

Your leadership could make a significant difference in bringing this program to your state’s schools and communities. I am happy to provide any additional information or arrange a call to discuss next steps at your convenience.

Thank you again for your consideration. I look forward to hearing from you and hope we can work together to advance educational success, unity, and sustainable funding opportunities for your schools and communities.

Best regards,

**Allan**

**P.S.** For more details, please see our “Summary Business Plan” (<https://americansall.org/node/566833>) and “Benefits of Partnering with the Americans All 2.0 Program” (<https://americansall.org/node/566876>).

# Benefits of Partnering with the Americans All 2.0 Program



**AMERICANS ALL®**  
A grassroots, impact-funding tool

PROGRAM OVERVIEW

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

Our increasingly diverse society faces rising political polarization and social fragmentation. Continued economic uncertainty—driven by tariff disputes, inflation, technological change, and government policies—has led to a decline in consumer confidence. Nevertheless, state PTAs can play a vital role in supporting schools, students, parents—especially those from working- and middle-class families—and small businesses. To foster tolerance, acceptance, and mutual understanding, our nation needs a financially sustainable, nonpartisan tool that helps everyone recognize the shared values that unite us, rather than focus on what divides us. It is also essential to preserve and celebrate the diverse stories of individuals and groups who have shaped our nation's history.

## Benefits for state PTA organizations:

- The program is risk-free and requires minimal administration, with Allan Kullen overseeing operations. Income is distributed electronically based on predetermined percentages of gross revenue.
- The states can access our [tutorials](#) to learn how the current program functions. However, a nationwide launch is anticipated in approximately four months, as financial component modules are still being customized, and implementation and marketing documents need to be prepared with PTA input.
- After launch, each state will set its own implementation timeline. As participation is voluntary, no written agreements are required, and participants may opt out at any time without penalty.
- All schools can participate free of charge by creating a landing page on our website to receive funds. Later, they may register for a complimentary American All 2.0 membership and share their unique stories.
- Schools are only required to inform their members about the opportunity to participate. We will provide all necessary information in the appropriate formats.
- Although results may take time, this strategy is straightforward to implement and meets the needs of both schools and communities. Once in place, it could also become a valuable recruiting tool.
- After a free trial period, schools receive 75% of gross revenues from individual and business membership fees, and state PTAs receive 12%. If local schools opt out, local nonprofits may participate at our state partner's discretion. In these cases, the state PTA still receives 12% of revenue and benefits from increased exposure as the program owner.
- Following our anticipated national press conference in six months, we will activate regional staff to support implementation across various regions.
- Our website is not open-source and contains no paid advertisements. We do not store, share, or sell members' contact information.
- Members are identified by email address and Zip Code. Businesses can identify the number of members in each Zip Code, but they will not have access to individual 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. Our current platform receives more than 6,000 AI-powered research requests daily, approximately 132,000 monthly unique visitors and more than 787,750 requests in the last 30 days.
- Recognizing that state PTA organizations may operate differently, we will offer a comprehensive menu of implementation options, strategies, and resources to ensure continuity.

## Sample of an individual legacy story

## If a school permits, its Legacy Partner landing page can host student stories from our Heritage Honor Roll

## Businesses offer discounts to program members



## Benefits for adults and students:

- Individuals receive a free lifetime membership in Americans All 2.0, providing unrestricted access to our storytelling platform and online resources.
- Members may create up to two [stories](#) in English and unlimited stories in other languages. These stories can feature individuals, groups, or even honor family pets.
- To gain additional exposure for their stories, members can post them on the landing pages of our Legacy Partners that agree to accept them.
- Research shows that life stories are fundamental to our sense of self and our understanding of the social world. Stories go beyond simple narratives—they offer comfort, reassurance, and well-being, while cultivating empathy and compassion.
- Members can use our storytelling tool to create complementary organization landing pages and easily accessible annual virtual yearbooks for each group, team, or club they join or support.
- All students and community members want to find discounts when they shop. Members can obtain this benefit by joining our optional subscription discount program, based on an improved model developed by CVS Pharmacy. After a free trial, users can receive benefits and discounts on goods and services from local and national businesses and professional service providers for one year for \$4 per month. They do not need to create a story to get benefits and discounts. With parental or guardian permission (we will supply the form), students under 18 can use the discount program at no charge until their class graduates.

## Benefits for schools:

- Schools gain an unrestricted annual revenue stream that requires minimal administrative effort.
- School participation is free, aligning with our mission to create and share legacy stories and encourage student involvement in non-curricular activities. These activities reinforce classroom learning by allowing students to apply academic skills in real-world contexts, contributing to a well-rounded education.
- If they so choose, schools can host stories published by their current and former students in multiple languages on their landing pages on our Heritage Honor Roll, to provide further exposure. Even if school chooses not to host these stories, they can share information about themselves in multiple languages to better connect with their diverse communities.
- Student teams and clubs can create Legacy Partner landing pages to showcase member stories and build virtual yearbooks. School administrators retain the ability to remove any story they deem inappropriate.
- Access resources and guidance to expand fundraising activities; the program also serves as a clearinghouse for best practices.
- Schools without a storytelling component at various grade levels can adopt and customize elements of this program to meet that need.
- As students mature, creating and publishing stories helps develop critical thinking, communication, research, and writing skills—essential for success in higher education and the workforce.
- Schools can offer service-learning credits to students who help seniors share their stories using the program, particularly those who may not be proficient with technology. Written stories are more permanent than oral histories and help preserve our collective history.
- For interdisciplinary learning, stories can serve as both writing exercises and research projects.
- To support individuals and groups with shared interests not represented by national organizations—and to highlight historically relevant topics—we provide landing pages for these issues. If a school, individual, or group creates a story about an unlisted topic, they can contact us, and we will prepare a landing page accordingly.

## Benefits for local 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 highlight the goods, services, and other benefits available to our members.
- They can update their benefits and the goods and services they offer daily at no additional charge.
- They benefit because stories directly impact emotions, which rather than data, changes behavior and frequently determines buying decisions. Compelling storytelling fosters trust, enabling individuals to become loyal customers and clients.

## Benefits for national businesses and professional service providers:

- National businesses and professional service providers play a crucial role in our program. Free participation ensures our members immediate access to benefits and discounts across multiple geographic areas.
- The program provides an additional benefit for your current and future partners.
- Their participation can help shift marketing funds from commercial advertising to local communities, providing these businesses with a more targeted audience and a better return on investment.

## The Americans All Heritage Honor Roll (HHR):

- Stories for the Heritage Honor Roll (HHR) can be about individuals or groups, and may be biographical, autobiographical, or on a topic of interest to the member.
- Each story can be up to 2,000 words, with the option to password-protect up to 1,000 words for privacy.
- Stories may include images, logos, hyperlinks, photographs, and audio and video media.
- Members can publish two stories in English and unlimited stories in other languages.
- A shorter version (up to 500 words) can be created for printing in 8.5" x 11" format.
- Members can start a story by filling in just a few required fields, then complete or update it over time. All previous versions are archived for reference.
- Americans All 2.0 provides step-by-step tutorials and easy-to-use templates to simplify the creative process.
- Students under 18 must obtain parent/guardian permission before adding a story, and a simple permission form is available.
- All content and images published become part of the public domain unless the author claims copyright protection. We do not grant commercial use permission, but content may be reproduced for educational or personal use with written permission and citation.
- The HHR can include multiple legacy stories for an individual or group, and stories may appear in multiple languages to recognize different contributions or reach diverse audiences.
- Stories are not vetted for accuracy or bias—each reflects the member's perspective—but must conform to common decency:
  - No racist, discriminatory, or inflammatory language is allowed.
  - Text is filtered through third-party apps (e.g., Web Purity Profanity, Harmful Text Detector).
  - If flagged, authors must revise their language, or the story will not be published.
  - Repeated complaints trigger a manual review and may result in the removal of the story and the author.
- Stories may address specific issues or topics and should clearly distinguish between facts and opinions. For example, the destruction of a building is a fact, but the interpretation of those involved may vary. Authors should present cases appropriately and with respectful language.

## Why a partnership between Americans All 2.0 and the National PTA makes sense:

- Unlike the previous relationship Americans All 1.0 had with Houghton Mifflin's homogenous sales force, the regional, cultural, and political differences among state groups mean we must initially collaborate with those state groups that support our philosophy.
- State organizations share our mission of empowering schools and families to enhance the educational success and well-being of all children.
- Americans All 2.0 provides two primary tools, while the state PTAs offer a regional distribution network to maximize program outreach.
- A recent one-year pilot program in Howard County helped resolve issues with the HHR and identified additional types of nonprofits that can benefit from the program.
- Once the Americans All 2.0 website is updated and new implementation and marketing tools are developed, the virtual program will be financially self-sustaining.
- Once specific financial benchmarks are met, the state PTA group will assume ownership of the program.
- Participation is voluntary at the local level:
  - PTA member schools have the right of first opportunity to use the program in their areas.
  - In regions where schools are not PTA members or choose not to participate, the state PTA can authorize other nonprofits (such as religious or civic organizations, or media outlets) to use the program annually. If that occurs, the state PTA will receive 12 percent of the revenue generated.
  - This arrangement can incentivize schools to join the state PTA to access these benefits.

## Income distribution:

We have projected annual revenue from individual Social Legacy Network (SLN) subscriptions and business/professional service provider membership fees generated by our partner and their members. We anticipate a 25 percent annual increase in new members and businesses, with a 70 percent yearly renewal rate in both categories.

Year 1 (12 months): Projected new SLN subscriptions (after a free trial) are based on the promotional efforts of our state partners, their divisions, 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>PTA partnership group, 3 percent</b>		0.03	<b>\$504,000</b>
<b>PTA individual state, 5 percent</b>		0.05	<b>\$840,000</b>
<b>PTA state divisions, 2 percent</b>		0.02	<b>\$336,000</b>
<b>PTA overhead, 2 percent</b>		0.02	<b>\$336,000</b>
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 PTA, 12 percent</b>	<b>\$3,931,000</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 PTA, 12 percent</b>	<b>\$6,153,845</b>		

# Americans All 1.0 Pilot Program

## Invitation Letter to the First National Meeting

In recognition 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 in 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](#)



# 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](http://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](http://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](#)

# About AMERICANS ALL

Americans All evolved from national and local projects. Predating Americans All was a program created by the [Coordinating Committee for Ellis Island, Inc.](#), a 501(c)(3) organization incorporated in 1981. The committee's program arranged for bronze sculptures depicting immigration and Ellis Island to be produced and donated to the National Park Service. When some of these sculptures were included in a traveling exhibit, the committee created the Images of Ellis Island education materials to place the sculptures and their subject matter in historical context.

Recognizing a greater need, the Committee expanded the project to emphasize diversity and provide teacher training. This expansion led to the development of the Americans All program, designed to highlight the contributions of immigrants to our nation's growth. Conceived by a team of scholars led by co-developers Dr. Gail C. Christopher and Allan S. Kullen, the program was funded by individuals and foundations in the late 1980s. It included printed texts, videos, recordings, period-specific posters and photographs, as well as simulations and teacher's guides.

In the 1980s, Americans All received grants from major charitable foundations, including The Hitachi Foundation, The Sears-Roebuck Foundation, The John D. and Catherine T. MacArthur Foundation, The Quaker Oats Foundation, and The Procter & Gamble Fund, as well as from individuals and businesses that supported its goals. We used these funds to implement the program's pilot tests. Due to her commitment to civic education, Justice Sandra Day O'Connor served as one of our honorary board chairs.

Our program's materials and name are protected by copyright and trademark registrations. We modified the Americans All logo in May 2007 to better reflect our activities. Between 1992 and 1995, Houghton Mifflin Company handled retail sales of the [program resources](#). The People of America Foundation, the parent organization of Americans All, was then formed as a nonstock corporation to manage and grow the program. The foundation received notification of its publicly supported nonprofit status from the Internal Revenue Service in March 1997. That status was reconfirmed in March 2001.

As national attention shifted toward STEM programs, the foundation faced challenges in securing funds to continue supporting excellence in K–12 social studies instruction and promoting civic engagement. To address this, we decided to focus on one program component for fundraising. The immigrant stories featured in the early Americans All program became the foundation for the Heritage Honor Roll, which preserves legacy stories of individuals and groups through text, photographs, home movies, and other audio-visual media. These legacy stories can be updated at any time, published in multiple languages, and now include password-protected sections for confidential information. Additionally, a unique tool allows network members to share memorial and anniversary announcements.

The People of America Foundation created the Americans All Benefit Corporation in August 2013 as its marketing and operations arm to raise the necessary funds to support excellence in K–12 social studies instruction and promote civic engagement. The benefit corporation created a membership-based Social Legacy Network to pursue these activities. In addition, it expanded Americans All's educational resources to include electronically distributed texts on additional ethnic and cultural groups.

The People of America Foundation was established in October 1995 to serve as the parent organization of Americans All, a national education program originally developed in the 1980s to recognize and honor the contributions of various immigrant groups to our nation's growth. As a nonstock corporation, we were created to manage and expand Americans All classroom resources and received notification of our public charity status from the Internal Revenue Service in March 1997, with that status reconfirmed in March 2001. Recent tax returns for the foundation are available for review.

Recognizing a broader need, we expanded our mission to support excellence in K–12 social studies instruction and to promote civic engagement in public and private schools, helping ensure that students are prepared to participate in democracy, the economy, the workforce, and the global community. As education priorities shifted toward STEM, funding for history and civics declined. Fortunately, our [Heritage Honor Roll](#)

## About AMERICANS ALL (continued)

was developed to recognize, honor, and preserve the contributions that all people have made—and continue to make—by recording their [legacy stories](#). This aligns with David McCullough’s belief that “history is the story of people.”

In August 2013, the foundation established the Americans All Benefit Corporation as a marketing and operations arm to raise funds in support of our education mission. This type of corporate entity is committed to both social good and profitability, and our foundation remains a major stakeholder. To further our mission and generate revenue, the benefit corporation launched a membership-based Social Legacy Network to support legacy preservation and upgraded Heritage Honor Roll stories with password-protected sections. It also plans to distribute additional ethnic and cultural texts, develop new grade-level-specific social studies resource databases aligned with state standards, and offer web-based [professional development opportunities](#) to share best practices for using these and other instructional resources.

Leveraging public interest in legacy preservation enables us to advance our educational mission. Our foundation’s privacy policy guarantees that contact information will not be shared or published. In 2019, we shifted our focus to support non-academic school activities, allowing us to secure additional funding for our mission. Americans All now uses an innovative storytelling tool to facilitate legacy preservation, improve student communication skills, and help small businesses thrive. Storytelling brings communities together by highlighting shared histories rather than emphasizing differences. Schools, students, and their families and friends can participate in Americans All at no cost, and community members receive a free trial to our Social Legacy Network.

Local businesses and service providers participate in our program as Business Legacy Partners, for a nominal fee. They can leverage stories about their business or practice to build closer relationships with current and future customers and clients. They can also use our program to share discounts on their goods and services with Americans All Social Legacy Network members.

Additional program information is available on our website: see our “[Summary Business Plan](https://americansall.org/node/566833)” (<https://americansall.org/node/566833>) and “[Benefits of Partnering with the Americans All 2.0 Program](https://americansall.org/node/566876)” (<https://americansall.org/node/566876>).