



AMERICANS ALL 2.0

People • Storytelling • Schools • Businesses • Community

Supporting Information & Documentation

Detailed information **about the opportunity**, the platform, the plan, and the impact.



Connecting Participation with Lasting Community Support

Americans All 2.0 is a community connection platform powered by storytelling and funded by a discount program that provides sustainable financial support for schools and nonprofit organizations.



To view or download the complete supporting documents, click here:
www.americansall.org/node/566890

An annotated list of documents that justifies and supports the rationale for creating the partnership with the MLBPA

Who and What is Americans All 2.0: History, people, website, stories

3. **Original Program Leaders:** *Highlights the national leaders, program developers, and advisors whose contributions established the foundation for Americans All.*
4. **Beginning of a National Initiative:** *Sponsors of the program's initial meeting that introduced the program to the nation.*
5. **Background Information:** *Historical development of Americans All and the experiences that led to the creation of Americans All 2.0.*
6. **Americans All—A legacy of educational innovation for more than four decades.** *Highlights important funding and operational partners.*
7. **Stories that connect and inspire—Example legacy story categories.** *Shows examples of the storytelling approach and the types of stories that can connect people across communities.*
8. **Americans All 1.0—National Support & Recognition:** *Respected organizations and institutions believed in the mission and invested in its success.*
9. **Americans All 1.0—Evaluation & Documented Results:** *Formal evaluation and documented school experience provided evidence of the program's impact.*
10. **Simple \$4 and \$8 Fees Can Make a Big Difference:** *How recurring membership participation can create value for families while generating sustainable support for schools and nonprofit organizations.*

What Americans All 2.0 Brings to the Partnership

11. **Program Leadership:** *These are the developers and advisors advancing Americans All 2.0*
12. **Two Websites. One Mission:** *The original Americans All website will remain online along with the fully developed new pilot website until all existing data is migrated to it.*
13. **Homepage of the new website:** *This page includes links to all resources, memberships that the individual has created, registration links for all roles and the membership card.*
14. **Frequently Asked Questions:** *Answers common questions about Americans All 2.0, its participants, and how the program works.*
15. **How We Would Begin—A Proposed Planning Sequence.** *Outlines the proposed sequence from partnership planning through initial implementation.*
16. **Pilot Entry Strategy and Guide:** *Provides a proposed strategy for entering a pilot market and building initial participation.*

What MLBPA Provides & Growth Plan

17. **Where We Could Begin—Five States. Many Opportunities. A Scalable National Model.** *Five potential initial markets and the types of communities and participants they could engage.*
18. **The First 120 Days:** *Outlines the joint 120-day plan to launch the partnership, activate initial markets, measure results and prepare for growth.*

Financial Data and Compliance

19. **\$190,000 Equity-Based Investment or Loan:** *Details of the allocation of funds, loan repayment structure, and long-term governance framework.*
20. **Organizational Status and Compliance:** *Documentation of the organization's current tax, corporate, and state compliance status.*
21. **Trademark Status.** *The official USPTO notice of the Americans All trademark registration.*



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Original Program Leaders

A Legacy of National Leadership and Educational Innovation

Americans All was built through decades of educational innovation, national partnerships, and community-based work. It has been guided and supported by respected national leaders from a wide range of fields who recognize the importance of its mission.

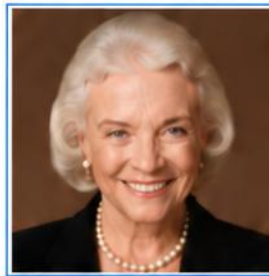
Honorary Board Chairs



Ted Danson
Honorary Board Chair



Andrew Young
Honorary Board Chair



Sandra Day O'Connor
Honorary Board Chair



Gene Kelly
Honorary Board Chair

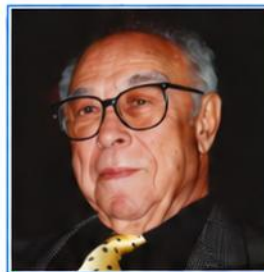
Program Development and Early Leadership



Dr. Gail C. Christopher
Co-Developer



Allan S. Kullen
Co-Developer



Art Buchwald
Founding Advisor



Mayor Bob Knight
Senior Consultant

Americans All 2.0 builds on that experience—

not from a standing start, but from a proven foundation of educational, community, and national engagement.





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The Beginning of a National Initiative

May 3, 1989 — Washington, D.C.

Americans All was introduced at a national meeting on May 3, 1989, sponsored by leading national education organizations and media partners. The invitation below reflects the broad support for the program and its mission.

districts across the nation. A comprehensive pilot will be initiated in the San Diego and Chicago public schools in the fall of 1989.

This unique program utilizes the social studies curriculum to teach critical thinking to build self-esteem, to reduce racism and prejudice and to equip teachers with new skills required for meeting the needs of today's diverse student population.

We look forward to your participation at this meeting and would appreciate your call to let us know you will attend.

Sincerely,

Eleanor Sreb, Acting Chairman
The Coordinating Committee for Ellis Island

Albert Shanker, President
American Federation of Teachers

Mary Hawwood Futrell, President
National Education Association

Dr. Samuel G. Sava, Executive Director
National Association of Elementary School Principals

Dr. Scott Thomson, Executive Director
National Association of Secondary School Principals

Dr. Harold Morse, Chairman of the Board
The Learning Channel

This national introduction marked the beginning of Americans All's impact on students, educators, and communities across the country.





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Background Information on Americans All

From Americans All to Americans All 2.0

Americans All evolved from national and local projects. Before Americans All, the Coordinating Committee for Ellis Island, Inc., a 501(c)(3) educational organization incorporated in 1981, developed a program to create bronze sculptures depicting immigration and Ellis Island and donate them to the National Park Service. When the sculptures became part of a traveling exhibit, the committee created Images of Ellis Island educational materials to place the sculptures and their subject matter in historical context.

From Education to Americans All

Recognizing a greater need, the Committee expanded the project to include diversity-based education and teacher training. This led to the development of Americans All, which sought to share immigrants' contributions to our nation's growth. Conceived by 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.

A National Educational Program

Americans All included printed texts, videos, recordings, period-specific posters and photographs, simulations, and teacher guides. Grants from major charitable foundations, along with support from individuals and businesses, helped fund pilot tests in San Diego, Chicago, and Washington, DC, beginning in 1990.

From Education to Community Engagement

Between 1992 and 1995, Houghton Mifflin Company handled retail sales of Americans All Resources. The People of America Foundation was formed as a nonstock corporation to manage and grow the program, and the Internal Revenue Service reaffirmed its publicly supported nonprofit status in 1997 and again in 2001.

The program later expanded its focus to legacy preservation. Immigrant stories became a model for the Heritage Honor Roll, which preserves the stories of people and groups important to sponsors. In 2013, the People of America Foundation created the Americans All Benefit Corporation as its marketing and operations arm, expanding professional development, electronic delivery, and the social legacy membership network.

Americans All 2.0 builds on this history by combining the organization's longstanding storytelling mission with a community-based platform designed to connect people, schools, nonprofit organizations, businesses, and professional service providers.





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A Proven Foundation → A New Opportunity *Building on Experience → Americans All 2.0*

The Beginning: CCEI and Ellis Island

Our origins trace back to the Coordinating Committee for Ellis Island, Inc. (CCEI), a 501(c)(3) nonprofit incorporated in 1981. CCEI commissioned and donated bronze sculptures depicting immigration and Ellis Island to the National Park Service. When several sculptures became part of a national traveling exhibition, CCEI developed Images of Ellis Island, an educational program that placed the immigrant experience in its historical context.

Building on this work, CCEI expanded its mission to develop Americans All, a national multicultural education program highlighting the contributions of immigrants and diverse cultures to America's growth.

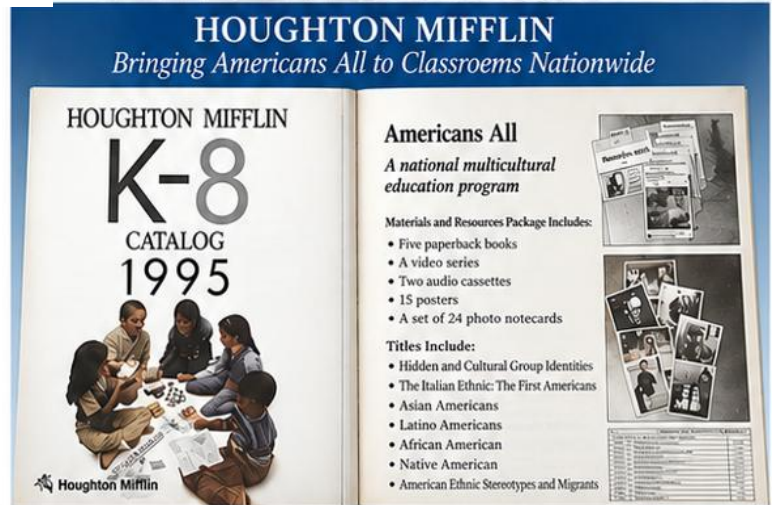


National Distribution:

Houghton Mifflin Company

Between 1992 and 1995, Houghton Mifflin Company handled the retail distribution of Americans All educational resources, making the program available to educators nationwide.

The program included printed texts, videos, recordings, period-specific posters and photographs, simulations, and teachers' guides for grade-level instruction. Major philanthropic foundations, along with individuals and businesses, supported the program and its development.



WHAT THE AA 1.0 EXPERIENCE DEMONSTRATES

**ESTABLISHED
CREDIBILITY**

**BROAD
SUPPORT**

**PROVEN
EDUCATIONAL VALUE**

**LASTING
RELEVANCE**

A SOLID FOUNDATION TO BUILD ON.

Then. Now. A Stronger Tomorrow.



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STORIES THAT CONNECT AND INSPIRE

Two formats. One mission.

Americans All 1.0 showcased the power of real stories from real people and communities. These two story formats—individual and group stories—highlight personal journeys and collective impact, building understanding, unity, and a stronger sense of community.



INDIVIDUAL STORY

One person. One journey. Many lessons.

Individual stories highlight personal experiences, values, and accomplishments that reflect our shared humanity.

Allan S. Kullen Author, Businessman, Gaffer, Inventor, Jewish, Marketing, MergersAcquisitions, Poland, Printer, Social Entrepreneur, Traveler

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There are so many ways to tell a story. The story of a person's life is a journey of discovery, growth, and change. It is a story that is unique to each individual and that reflects the values and experiences that shape who we are. This is the story of Allan S. Kullen, a man who has lived a life of adventure, discovery, and growth. He is a man who has traveled the world, met many people, and learned many lessons. He is a man who has been a part of many great stories and who has helped to create many more. This is the story of a man who has lived a life of purpose and passion, and who has helped to make the world a better place.

After years of traveling, Allan S. Kullen decided to write a book. He wanted to share his story with the world and to help others learn from his experiences. He wanted to show people that there is no limit to what you can achieve if you are willing to put in the time and effort. He wanted to show people that there is no limit to the love and compassion that you can have for others. This is the story of a man who has lived a life of purpose and passion, and who has helped to make the world a better place.

This is the story of a man who has lived a life of purpose and passion, and who has helped to make the world a better place. This is the story of a man who has lived a life of purpose and passion, and who has helped to make the world a better place. This is the story of a man who has lived a life of purpose and passion, and who has helped to make the world a better place.

To view the complete story, visit www.Americansall.org/node/566231



GROUP STORY

Many voices. One shared experience.

Group stories capture the power of community through organizations, events, cultural groups, and collective impact.

AOH Division 8 and LAOH Division 8/9 Irish Fraternism



AOH Division 8 and LAOH Division 8/9 (January 1967 -) Irish Fraternism

Suffolk County, Long Island, New York AOH Division 8 was org. on January 1967. The men and ladies of the new Division then organized the long-island featuring competitions in Irish, at dancing, music, songs; bands; Morow and their second President, John Keane, a tradition was born. This event, became the principle jewel in the cultural crown of the Suffolk County world was applauding Michael Flatley and Jean Butler in Riverdance.

The Division sponsored Bingo and odd dinners the power of community community a through organizations, events, artists; groups and cultural

Suffolk County, Long Island, New York AOH Division 8 was organized in January 1967 by AOH 1917 State Organizer Jack Reynolds, Charter Officers were President Bob McGroy, Secretary Bill Regan, Financial Secretary Ed Reynolds, Treasurer John Shevlin. By November 1967, an enthusiastic group of ladies (seen in photo) President. The men and ladies of the new Division then organized the long-island featuring competitions in Irish, at dancing, music, songs; bands; Morow and their second President, John Keane a distinguished rising.

To view the complete story, visit www.Americansall.org/node/564897



STORIES BUILD UNDERSTANDING. UNDERSTANDING BUILDS COMMUNITY.

By sharing individual journeys and collective experiences, we celebrate our differences, strengthen our connections, and create a more united future.





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AMERICANS ALL 1.0 — EVALUATION & DOCUMENTED RESULTS



Formal evaluation and documented school experience
provided evidence of the program's impact.

INDEPENDENT EVALUATION THE UNIVERSITY OF CHICAGO

An Evaluation of the Americans All Program

Mark F. Testa, Ph.D.

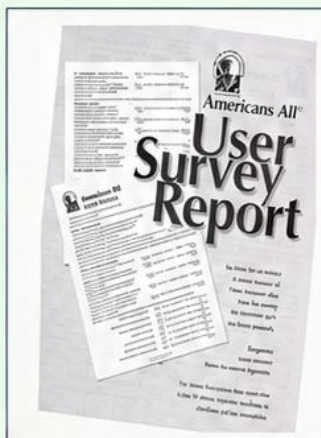
The University of Chicago
Washington, D.C.

June 1991

SIGNIFICANT GAINS

Students who
participated in
Americans All
showed significant
gains compared
to controls.

EDUCATOR FEEDBACK SURVEY RESULTS



POSITIVE EDUCATOR RESPONSE

Educators reported
that Americans All
enhanced their
curriculum and
classroom
experience.

WASHINGTON, D.C. EVALUATION

An Evaluation of AMERICANS ALL

A National Multicultural Education
Program

Results of an Evaluation of Program
Effects in Washington, D.C.

Mark F. Testa, Ph.D.

Associate Professor
School of Social Service
Administration
The University of Chicago

SIGNIFICANT PROGRAM EFFECTS

The evaluation
found strong
and statistically
significant program
effects in
Washington, D.C.

LONG-TERM IMPACT A LASTING LEGACY

Building A More Inclusive Tomorrow



A program of
Americans All

A FOUNDATION FOR THE FUTURE

The documented
results helped
establish Americans
All as a trusted,
effective program
with lasting
relevance.



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AMERICANS ALL 1.0 — NATIONAL SUPPORT & RECOGNITION

The program attracted support from leading foundations and educational publishers, school districts, and community groups. Their involvement provided funding, credibility, curriculum integration, and real-world experiences.



THE HITACHI FOUNDATION PHILANTHROPIC SUPPORT

HITACHI

October 10, 1989

Mr. Harvey L. Prokop
Director
Americans All
4600 Alvarado Canyon Road
San Diego, CA 92120

Dear Mr. Prokop:

The core ideas and content of project are honored dis-
the scope do org entit: it is grant cer promise die dipe
the popmeter tbe. This tue de fire de concentrations the
the cof perem the chore do be lie onlie ospomne time
the cof gelrite the cpepo be conseeect of court change.

Sincerely,

Walter S. Tsuchida

Walter S. Tsuchida
President
The Hitachi Foundation

\$120,000 GRANT FOR SAN DIEGO PILOT

A \$120,000 grant supported the San Diego pilot and helped demonstrate the program's potential.

THE HITACHI FOUNDATION CONTINUING RECOGNITION

THE HITACHI FOUNDATION TEN YEAR RETROSPECTIVE 1985 – 1995

Timeline - Highlights of The Hitachi Foundation

1987 – 1990	
Kenzo Museum Message	11
Hirocushu Yohko Message	12
The Children's Museum	14
Americans All	16
Corporate Partnership Progr.	16
Matching Funds Programs	16
Community Action Committees in Action	17
The Highlights Award	22



FEATURED IN 10TH ANNIVERSARY RETROSPECTIVE

The Foundation included Americans All in its 10-year retrospective, recognizing the program among supported initiatives.

HOUGHTON MIFFLIN COMPANY CURRICULUM INTEGRATION

A Thematic Correlation
for Middle Grades

EDUCATIONAL RESOURCE FOR SCHOOLS NATIONWIDE

Houghton Mifflin developed a curriculum resource connecting Americans All with classroom themes across grade levels.

 HOUGHTON MIFFLIN COMPANY
1992

WICHITA PUBLIC SCHOOLS IMPLEMENTATION EXPERIENCE



Wichita
Public Schools

I can state without hesitation that the "Americans All" Training and Resources are among the most effective tools for helping our school district achieve one of its goals of assisting students in learning to respect themselves and value all people within our diverse and pluralistic society."

Dr. Leonard H. Wesley, Jr.
Assistant Superintendent
Wichita Public Schools
September 8, 1995

TRAINED EDUCATORS ACROSS K-12

Wichita Public Schools trained approximately 450 educators and implemented Americans All across grades K-12.



A Simple \$4 Can Make a Big Difference

FUNDING MATTERS

Strong Communities Depend on Strong Nonprofits

Schools and other nonprofit organizations play a vital role in our communities — providing education, opportunities, and services that improve lives. Yet many face ongoing financial challenges, including:

- Limited budgets for programs and supplies
- Growing demand for student and community services
- Fewer resources for enrichment, arts, and extracurricular activities
- Increased costs for essential services

Reliable, recurring funding helps nonprofit organizations plan ahead and do more for the people they serve.



A Proven Model

CVS launched its ExtraCare® program in 1999 to help customers save money while building loyalty. For an annual fee of \$4 per month, members receive exclusive discounts, personalized offers, and other benefits.

100+ million members

One of the largest loyalty programs in the U.S.

Drives billions in annual revenue

Through membership fees and increased customer purchases.

Strengthens communities

Supports local health and wellness initiatives.



The CVS model shows that a simple, affordable membership can create real value for consumers while generating ongoing revenue for the company.

HOW AMERICANS ALL 2.0 IMPROVES ON THE CVS MODEL

Like CVS, we offer a \$4 monthly subscription because consumers are willing to pay a modest fee for meaningful benefits. But instead of benefits tied to one company, Americans All 2.0 provides discounts and special offers from an expanding network of local and national businesses and professional service providers.

Families can save money, receive useful benefits, and support schools and nonprofit businesses at the same time. Participation doesn't require a choice between getting value and supporting a cause they care about — it can do both.

For businesses and professional service providers, an \$8 monthly membership fee to reach a targeted audience is not a significant marketing investment.

This also shows how small amounts, when multiplied by large participation, can generate meaningful, recurring support for schools and other nonprofit organizations.



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THE PEOPLE BEHIND AMERICANS ALL 2.0

Experience to build it. Resources to execute it.



Allan Kullen

Allan Kullen is the co-developer of Americans All and Americans All 2.0. He has a long track record of creating programs, products and organizations designed to educate, build community and operate at scale. His experience includes national publishing, program development, commercial printing and multi-state implementation.

RECOGNITION FOR COMMUNITY IMPACT



Florida Secretary of State Glenda E. Hood presents the Partners for Livable Communities' Eighth Annual Bridge Builders Award to Americans All President Allan Kullen.

SELECTED ACCOMPLISHMENTS

- 1 Produced the 10-volume International Library of Afro-American Life and History (ILAALH).
- 2 Founded and co-developed Americans All 1.0, with Houghton Mifflin, reaching more than 2,000 schools and libraries nationwide.
- 3 Founded and operated a commercial printing company that, at its peak, billed \$16 million a year and employed 121 people.
- 4 Established successful programs in five cities, three counties and one state, including statewide orientation and training sessions.
- 5 Built the Americans All 2.0 pilot platform, now online, to bring individuals, families, schools, businesses and communities together.

The 10-volume International Library of Afro-American Life and History.



One of the 6-color commercial presses used by Allan Kullen's printing company.

PROFESSIONAL RESOURCES & ADVISORS

A trusted network with deep expertise in education, communications, business and community engagement.



Michael C. Chase

President, Chase & Associates
chaseandassoc.com



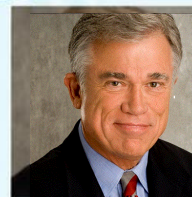
Dr. Gail C. Christopher

Americans All Co-Developer
drgailchristopher.com



Alan Levine

Founder & President
Certifiedtherapydog.com



Bill Sherard

Radio Stations Owner
& Broadcast Executive



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TWO WEBSITES. ONE MISSION.

The original Americans All website will remain online during the pilot phase, and the new Americans All 2.0 pilot website is completed and online.

ORIGINAL WEBSITE

www.americansall.org



Remains online with existing content and resources



Continues to provide access to the storytelling tools, lessons and historical information



Serves as a valuable resource during the pilot phase and beyond

PILOT WEBSITE (NEW)

www.aa-pilot.org



The pilot website is online. Data migration and financial-module setup remain to be completed.



Designed for families, businesses and schools



Supports initial market testing and feedback to help shape our national expansion



SAME PURPOSE. EXPANDED OPPORTUNITIES.

Both websites support the Americans All 2.0 mission—connecting people, stories and communities to build stronger schools and brighter futures.



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WEBSITE HOMEPAGE



AMERICANS ALL 2.0

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[Businesses](#)[Schools](#)[FAQs](#)[Contact Us](#)[My Account](#)[Log Out](#)

Welcome Back!

Hello, Allan Kullen. We're glad you're here.

How the Program Supports Schools

A simple, transparent model for generating ongoing funding

[Register Business](#)[Register Nonprofit](#)[Register School](#)[Manage Profile](#)

Member-Only Resources

[List](#)[Grid](#)

Americans All 1.0 Outreach Programs



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

Americans All 2.0 Executive Briefing Slides



Executive Briefing (11 slides) This visual presentation provides a comprehensive overview of Americans All 2.0, explaining how the platform creates ongoing community participation, sustainable financial support for schools, and shared value for individuals, families, businesses, and community organizations. It also outlines the implementation strategy, pilot roadmap, and Founding Equity Partner opportunity.

Americans All 2.0 Leadership & Outreach Structure



Letter 1 will be from the Board of Directors to the State PTA Presidents or Equivalent Entity and will be drafted by the new Board when it is formed. Letter 2 Letter 2 will be from the State PTA President or Equivalent State Organization inviting County PTA Presidents or Equivalent County Organizations to serve as the coordinating partner for the pilot within their county.

Americans All 2.0 Pilot Outreach Structure & Guide



The Americans All 2.0 Pilot Outreach Structure & Guide illustrates how information, participation, and engagement progress through the pilot program.

Americans All Media Information



The following is descriptive information on Americans All, its Legacy Partner Alliance, the Homeschool Resource Center, and program tutorials. It also includes news articles and reports on the Americans All social studies instructional resources developed beginning in the 1980s by more than 70 scholars and curriculum experts. Click on the title of each document to learn more.

Americans All Resource Texts



Americans All resources provide students and community members with comparative information about six historical population groups that helped build our nation. They also include a timeline of historic events and publications on immigration policy, major ports of entry and the music of earlier immigrants. More than 70 experts developed these materials during the past four decades.

Your Membership Card



MEMBERSHIP CARD

MEMBER NAME

Allan Kullen

MEMBER ID

E 6 2 A D C C B

Memberships

MY BUSINESSES

You have not registered any businesses yet.

MY SCHOOLS

You have not registered any schools yet.

MY NONPROFIT BUSINESSES

You have not registered any nonprofit businesses yet.



Frequently Asked Questions

Answers to common questions about Americans All 2.0.

1. ABOUT AMERICANS ALL 2.0

This section explains what Americans All 2.0 is, who can participate, how participation differs from traditional fundraising, how the platform connects communities, and why the model is designed to create value for

[More...](#)

2. MEMBERSHIP & PARTICIPATION

This section explains how individual membership works and what members receive through free registration and the future discount program. It covers access to website content and storytelling, subscription options and

[More...](#)

3. SCHOOLS & NONPROFIT ORGANIZATIONS

This section explains how schools and other nonprofit organizations are an important part of Americans All 2.0, how they can participate, how financial support is generated, who can register on their behalf, and how an

[More...](#)

4. BUSINESSES & PROFESSIONAL SERVICE PROVIDERS

Businesses and professional service providers participate by connecting with local individuals, families, and community organizations while offering discounts, benefits, or promotions through Americans All 2.0. This

[More...](#)

5. WHY IS STORYTELLING PART OF AMERICANS ALL 2.0?

Storytelling is a distinctive part of Americans All 2.0 because it gives individuals, families, students, teachers, community leaders, veterans, and organizations a way to share and preserve experiences. This section

[More...](#)

6. FOR INDIVIDUALS & FAMILIES

This section explains the practical reasons individuals and families should participate in Americans All 2.0, including the value of free membership, future access to discounts and benefits, and the potential impact of

[More...](#)

7. HOW IS AMERICANS ALL 2.0 FUNDED?

Americans All 2.0 is designed to generate recurring financial support through participation, not repeated fundraising campaigns. This section explains when the financial model begins, the membership and business

[More...](#)



HOW WE WOULD BEGIN



A focused start. Ambitious targets. Measurable results.

1

IDENTIFY THE OPPORTUNITY

Work with the MLBPA to identify the markets and communities where it is best represented.

This gives the partnership the greatest potential for an effective start.

2

BUILD THE PARTNERSHIP

Customize the Americans All 2.0 platform for the partnership and establish the implementation structure.

The MLBPA and Americans All 2.0 determine together who does what.

3

ACTIVATE THE MARKETS

Begin recruiting individuals, families, schools, businesses and professional service providers in the initial markets.

The appropriate scale will be determined by the opportunity and the implementation structure we establish.

4

MEASURE & EXPAND

Measure participation, revenue generated for schools, engagement and other agreed-upon benchmarks from the beginning.

Learn quickly → demonstrate results → determine the pace and scope of expansion.



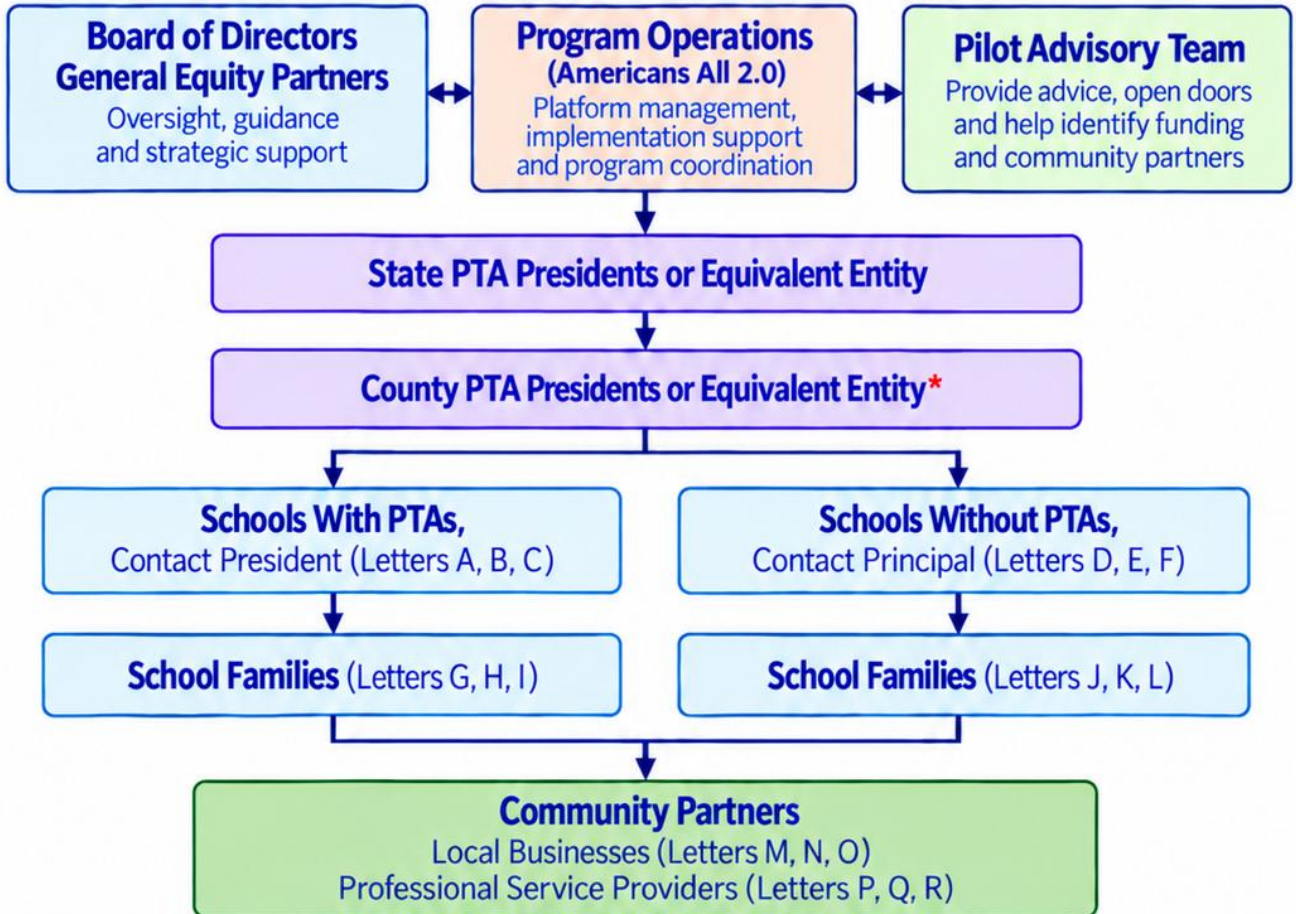
WE WILL NOT CHOOSE A NUMBER SIMPLY TO LOOK IMPRESSIVE.

We will set ambitious but achievable targets together—and let the results determine how quickly we scale.



Americans All 2.0 Pilot Entry Strategy & Guide

An example of how to build partnerships, engage schools and families, and bring community partners together through a PTA or equivalent entity.*



* The PTA structure is an example of school-based implementation and can be adapted to other nonprofit organizations. During start-up, Program Operations staff makes all initial contacts with schools or other nonprofits, beginning with an email and two follow-up communications.

Available Outreach Packages

We have prepared customized letter templates for each key audience to support the pilot launch. Examples of all the letters are linked on the website's "Member-Only Resources" page under "Americans All 2.0 Leadership & Outreach Structure".

Letters A, B, C:	Regional PTA Leader → School PTA President
Letters D, E, F:	Regional PTA Leader → School Principal
Letters G, H, I:	School PTA President → School Families
Letters J, K, L:	School Principal → School Families
Letters M, N, O:	School Families → Local Businesses
Letters P, Q, R:	School Families → Professional Service Providers



WHERE WE COULD BEGIN



Five States. Many Opportunities. A Scalable National Model.

INITIAL STATES TO CONSIDER

These five states offer diverse populations and a wide range of potential markets, providing an excellent foundation for an initial launch.



California
39,345,844

Texas
32,101,064

Florida
23,659,198

New York
20,003,435

Pennsylvania
13,073,016

POTENTIAL TARGET MARKETS

Every community is unique. These markets offer a broad range of opportunities to engage families, schools, businesses and professional service providers.

Schools

Elementary, middle and high schools (public, private and charter)

Families

Parents, students, alumni and extended family networks

Local Businesses

Retail, restaurants, services and community-focused businesses

Professional Service Providers

Healthcare, legal, financial, real estate and other professional services

Community Organizations

PTAs, school districts, nonprofits, civic groups and faith-based organizations



THE FIRST 120 DAYS

A joint 120-day plan to launch the partnership, activate initial markets, and prepare for growth.

DAYS 1–30

APPROVE MARKETING
AND OUTREACH
STRATEGY

Key Activities

- Confirm partnership structure
- Identify initial markets and communities
- Establish governance and success measures
- Finalize implementation plan

KEY OUTCOME:

Partnership
framework and
launch plan

DAYS 31–60

DEVELOP AND BUILD
THE INFRASTRUCTURE

Key Activities

- Develop core website and financial infrastructure
- Establish member and business accounts
- Build reporting and dashboard capabilities
- Begin content migration and testing

KEY OUTCOME:

Core platform
and financial
infrastructure

DAYS 61–90

BUILD OUT THE WEBSITE
FINALIZE OUTREACH
MATERIALS

Key Activities

- Complete implementation tools
- Develop training and instructional materials
- Prepare storytelling and fundraising tools
- Recruit and onboard initial participants
- Prepare initial markets for test launch

KEY OUTCOME:

Implementation
toolkit and
launch readiness

DAYS 91–120

FINALIZE AND TEST
ALL COMPONENTS

Key Activities

- Test website and financial systems
- Conduct partner and user testing
- Confirm initial schools and communities
- Finalize schedules and responsibilities
- Establish baseline measures
- Make final adjustments

KEY OUTCOME:

Ready-to-launch
implementation



\$190,000 EQUITY-BASED INVESTMENT OR LOAN

This positions Americans All 2.0 to create lasting community impact and significant recurring financial support for schools, other non-profit organizations, and the MLBPA Foundation and its members.

Allocation of Funds

RETIRE PRE-DEAL OBLIGATIONS	ONE-YEAR OPERATING OVERHEAD	REBUILD & CUSTOMIZE THE NEW PLATFORM	BRANDING & PARTNERSHIP ELEMENTS	FINANCIAL & MEMBERSHIP MODULES	INSTRUCTIONAL VIDEOS & TRAINING RESOURCES	PART-TIME STAFF AS NEEDED	TRAVEL AS NEEDED
\$29,000	\$12,000	\$65,000	\$5,000	\$10,000	\$30,000	\$30,000	\$9,000
Repay developer loans for: - pilot website creation - hosting the website - design of marketing & outreach materials - web Apps - costs to renew the trademark	General operating expenses Website hosting fees Apps needed for operations No salaries will be paid to developers.	Rebuild the website with financial models Migrate needed data from the existing website Customize the platform for program operations	Integrate Americans All 2.0 branding Integrate partnership elements	Financial and non-website tracking Membership modules Credit card and banking systems Local ACH transfer models	Instructional print and video models for website registration Onboarding support for schools, other non-profits and businesses Toolkits, guides and outreach materials	Hire part-time, freelance staff and topic-specific consultants as needed.	Travel as needed.

REPAYMENT

Cash flow from membership fees will first be used to repay the loan before any partner distributions are made.

The lender — who may also be a partner — can choose, after repayment, to receive either:

3 additional balloon payments of \$190,000

— OR —

1% of the program's annual gross revenue (14% of non-charity equity), along with a board seat.

LONG-TERM GOVERNANCE

Once the program reaches specific pre-determined financial benchmarks, the General Equity Partner will assume ownership of the program and control of the foundation's board.



AMERICANS ALL 2.0

People • Storytelling • Schools • Businesses • Community

Organizational Status and Compliance

Americans All 2.0 operates with full transparency and complies with all applicable federal and state requirements.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **MAR 21 2001**

Employer Identification Number: 52-1967959
DLE: 001815790003
Contact Person: Contact Person
Contact Telephone Number: 100 31354
00151081 1656

Our Letter Date: March 1997
Addendum Applies:

Dear Applicant:

Very respectfully we acknowledge the above and in accordance with the provisions of the Internal Revenue Code, we have determined that the organization is a private foundation under section 513(c)(3) of the Internal Revenue Code.

The organization is a private foundation under section 513(c)(3) of the Internal Revenue Code. The organization is a private foundation under section 513(c)(3) of the Internal Revenue Code. The organization is a private foundation under section 513(c)(3) of the Internal Revenue Code.

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Sincerely yours,
Sharon T. Muller
Sharon T. Muller
Director, Exempt Organizations

State of Delaware
Secretary of State
Division of Corporations
Phone: 302 739-3075
Fax: 302 739-3012
FILED: 03/19/2000 00002

**STATE OF DELAWARE
CERTIFICATE OF AMENDMENT
(A CORPORATION WITHOUT CAPITAL STOCK)**

The corporation, (People of America Foundation) organized and existing under the laws of the State of Delaware, hereby certifies as follows:

(1) That at its meeting a vote of the members of the governing body was taken for and against the amendments to the Certificate of Incorporation, and Amendment being as follows:

The name of the corporation is People of America Foundation.

(2) That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, said corporation has caused this certificate to be signed this 29 day of January A.D. 2000.

By: *[Signature]*
Authorized Officer
Name: Allan Kullen
Print or Type

People of America, Transaction Record

General Information
Merchant Account: The Incorporators Ltd.
User/Time: col60ppn 1/31/13 11 PM EST
Transaction Information
Order ID: 121204
Description: Amendment Filing
Transaction Amount: \$160.00
Transaction ID: 2516089316
Authorization ID: 56000216
Transaction Type: Card Sale
Response: 1 APPROVED
Results: Exact match, 5-character numeric ZIP
CVS Results: CYN2/CYC2 Match

**STATE OF MARYLAND
Department of Assessments and Taxation**

I, BOB YEAGER, DIRECTOR OF THE DEPARTMENT OF ASSESSMENTS AND TAXATION OF THE STATE OF MARYLAND, DO HEREBY CERTIFY THAT THE DEPARTMENT OF ASSESSMENTS AND TAXATION IN THIS CERTIFICATE OF THE DEPARTMENT OF ASSESSMENTS AND TAXATION OF THE STATE OF MARYLAND IS IN FULL COMPLIANCE WITH THE REQUIREMENTS OF THE DEPARTMENT OF ASSESSMENTS AND TAXATION OF THE STATE OF MARYLAND.

I FURTHER CERTIFY THAT THE DEPARTMENT OF ASSESSMENTS AND TAXATION OF THE STATE OF MARYLAND IS IN FULL COMPLIANCE WITH THE REQUIREMENTS OF THE DEPARTMENT OF ASSESSMENTS AND TAXATION OF THE STATE OF MARYLAND.

I FURTHER CERTIFY THAT THE DEPARTMENT OF ASSESSMENTS AND TAXATION OF THE STATE OF MARYLAND IS IN FULL COMPLIANCE WITH THE REQUIREMENTS OF THE DEPARTMENT OF ASSESSMENTS AND TAXATION OF THE STATE OF MARYLAND.

IN WITNESS WHEREOF, I HAVE HEREUNTO SET MY HAND AND AFFIXED THE SEAL OF THE DEPARTMENT OF ASSESSMENTS AND TAXATION OF THE STATE OF MARYLAND, THIS 21st DAY OF MARCH, 2001.

[Signature]
Bob Yeager
Director

301 East Pratt Street, 2nd Fl., Ste. 2700, Baltimore, Maryland 21202
Telephone Baltimore Metro (410) 767-1100 / Outside Baltimore Metro (888) 246-5941
MRS (Maryland Relay Service) (800) 735-2258 TTY/Voice

Online Certificate Authentication Code: 5gph8t8nfyfj8p8t8d22
To verify the Authentication Code, visit: <http://icorp.maryland.gov>

IRS Public Charity Determination
Federal 501(c)(3) Recognition

Delaware Corporate Records
Corporate Status Maintained

Maryland Certificate of Good Standing
State Compliance Verified



Confirmation

Your Form 990-N(e-Postcard) has been submitted to the IRS.

- **Organization Name:** PEOPLE OF AMERICA FOUNDATION
- **EIN:** 52-1967959
- **Tax Year:** 2025
- **Tax Year Start Date:** 01-01-2025
- **Tax Year End Date:** 12-31-2025
- **Submission ID:** 10215720260279414437
- **Filing Status Date:** 01-27-2026
- **Filing Status:** Accepted

MANAGE FORM 990-N SUBMISSIONS

<https://www.keepandshare.com/doc9/32877/tax-and-status-docs-32877-pdf-4-4-meg?da=y>



IRS Form 990-N Filing
2025 Annual Filing Accepted

1776-2026

United States of America

United States Patent and Trademark Office

Americans All

Reg. No. 8,466,212

Registered Sep. 29, 2026

Int. Cl.: 36

Service Mark

Principal Register

People of America Foundation (Maryland CORPORATION), Americans All
7723 Groton Rd

Bethesda, MARYLAND 20817-2036

CLASS 36: Charitable fundraising

FIRST USE 09-01-1990; IN COMMERCE 02-25-1991

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO
ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 99-025,190, FILED 01-31-2025



DIRECTOR OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE



UNITED STATES
PATENT AND TRADEMARK OFFICE

Celebrating 250 years of life, liberty, and the pursuit of innovation

