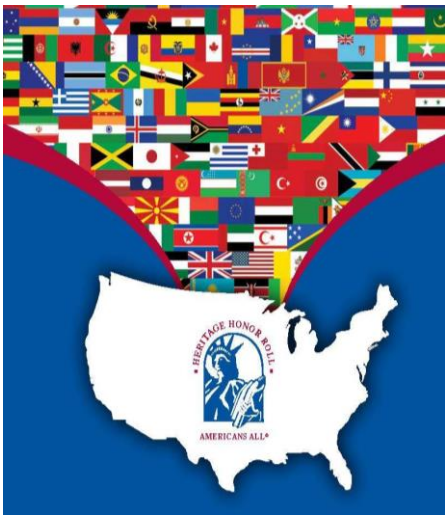
Americans All Program Summary and Highlights



Beginning in 1989, Americans All was one of the nation's first education nonprofits to provide K-12 public and private schools with diversity-based, supplemental social studies classroom resources as well as activities for English Language Arts programs. We conducted presentations and intensive teacher training workshops in nine pilot sites until 1994. To learn more about that initiative and each of the pilot sites, click here or go to https://americansall.org/page/pilots.

However, as our nation became more politically polarized, we needed to offer a program that would be accepted by as many schools and students as possible. Staying clear of curriculum and academic areas, we created a unique, community-outreach program that benefits students participating in non-academic school activities, and the businesses and professional service providers in their communities. To accomplish this, we repurposed two of the major components of Americans All—our Heritage Honor Roll and Legacy Partner landing pages. We have also included a suggested implementation strategy

We are now able to expand our website to house one of our nation's most comprehensive and non-political databases of individual and group stories, past and present, about the *Peopling of America*. Our storytelling tool is an ideal vehicle to help our nation focus on its commonalities, rather than its differences. By sharing stories, we can all recognize the contributions of every individual, while reinforcing the values of diversity and respect, and promoting tolerance, acceptance, empathy and understanding. Our program now enables students, among other opportunities and benefits, to:

- demonstrate their understanding and appreciation for the value of community service and volunteerism—which is needed for graduation—by helping others less skilled create and publish their stories, thus enriching the history of their communities,
- create annual, virtual yearbooks for every sports team, academic, social, community service, or special interest club they are part of, and
- encourage and reward writing and communication skills by enabling them to publish well-written and documented research in multiple languages and locations on our website. This can create a significant credential when applying to a postsecondary institution or a job in our increasingly global workforce.

People and groups can create and publish stories (in multiple languages and augmented with images, logos, hyperlinks, photographs, and audio-video media) that can be easily stored, updated, and permanently accessed (see page 5). What makes us unique is the inclusion of historical information to provide context for many of these stories and their experiences, observations, and accomplishments.

We are now in the process of creating new pilot programs for this version of Americans All. Logistically, because we are based in Bethesda, we are reaching out to many of the school partnership offices in counties in the DMV area. After extensive discussions with the Partnership Office in Howard County, we are now contacting their high school principals and PTAs. We have

already received a positive response from the Howard County Economic Development Authority HCEDA, and our Heritage Honor Roll and Legacy Partner landing pages contain stories about the Howard County Historical Society.

Lifetime membership in Americans All is free for individuals, schools, and other nonprofits (see page 4). Individuals also receive a free, 3-month trial subscription to our optional Social Legacy Network. Businesses and professional service providers pay a nominal fee to join our Network and, in addition to publishing their stories online, they can use their stories to reach, and offer discounts on their goods and services to, their customers, clients, and our members.

To enable our members to continue accessing discounts from our business partners after the trial period, we offer them an optional subscription upgrade to remain in our Social Legacy Network. We believe that the discounts members receive will more than cover their $4/month subscription fee (see page 6).

Schools receive a turnkey, revenue-generator and importantly, we return 80 percent of our gross revenue from Social Legacy Network membership subscriptions and business registration fees to schools and communities that participate in our program.

All organizations become Legacy Partners and receive a unique landing page when they join Americans All (see page 7). Businesses can use these landing pages to host stories that their clients and customers have published on our site, to not only provide further exposure for these stories but to create or expand an affinity club for the business or practice. Nonprofits can also use their landing pages to host stories published by their members, and there is no limit to the number of landing pages that an organization can create. Like the Heritage Honor Roll stories, these pages can be created in multiple languages to help reach wider audiences.

To help individuals and groups that share a common interest but are not represented by a national organization, such as families of natural or man-created disasters, we have added—and will continue to add—landing pages for these **issues/topics** in our Legacy Partner section. We will also continue to consolidate stories on historically relevant topics, and create landing pages to honor those First Responders whose unselfish efforts were critical in times of need.

Finally, we do not store credit card data or share or sell our members' contact information. The website does not allow pop-up ads or the use of AI.

Initial Contacts with Howard County Offices

Hi Allan,

Thanks for sending over this information and for thinking of us to participate in the Americans All program. It certainly looks like an incredible opportunity for the county.

Can you share with us what level of involvement you envision from HCEDA regarding a potential partnership? I'm cc'ing my colleagues, Chuck Bubeck (Exec Director of Maryland Innovation Center, our startup incubator as part of HCEDA) and Doug Holly (Entrepreneur in Residence for the MIC). I believe we are the best contacts for this but will be happy to connect you with others on our team as we determine more details around the potential partnership with HCEDA.

I'm also wondering if this partnership should take place between AA and Howard County Public Schools (HCPSS). Have you been in touch with anyone there? Happy to connect you.

Thanks,

Aphaia Harper
Strategic Engagement Manager
Howard County Economic Development Authority
aharper@hceda.org, 410-313-0573

Hi Allan,

I heard back from our Curriculum Office and learned that they are not interested in partnering because we already have a program in place that meets similar objectives. The existing program is called Story Strong. When we find that a potential opportunity is not possible, we try to offer other ideas that may be helpful, which is why I listed some plan B thoughts.

PTAs - If you are looking for contact information for high school PTAs, please see this link for the listing of all high school websites - Schools – HCPSS. Once you click on a school's website, scroll down to the bottom of the homepage to see a link to PTA information. For PTAs, they are separate organizations that have their own procedures. They do not typically need to contact our office; however, if they mention the need to reach out to us, you can refer them to me.

Clubs - Certain school clubs may be interested in your program. To get information about the various clubs at each high school, please see this link for the listing of all high school websites (this is the same link as the one listed above) –Schools – HCPSS. Once you click on a school's website, look under Student Life, Activities & Clubs for the listing of clubs. Each club should have a point of contact listed on the school websites. They are typically teachers who are serving as advisors. Those are the contacts you should be reaching out to.

If you find a potential match with a particular extracurricular club or PTA, please reach out to the point of contact directly.

Community News & Programs Page - Nonprofit organizations can distribute information through the school system by requesting that it be posted on the HCPSS Community News & Programs page. If you would like to share information about your programs with the public, please submit a post by clicking on the *Add your Program* link at the top of the page. For questions about this page, please contact publicinfo@hcpss.org.

HC Historical Society - I encourage you to continue working with the Howard County Historical Society.

HoCoPoLitSo - You may want to look into HoCoPoLitSo to see if they would be interested in a partnership.

Priscilla Reaver
HCPSS Partnerships Office
Priscilla_Reaver@hcpss.org, 410-313-6865

How Americans All (AA) works for Individuals, Schools, Businesses and Other Types of Nonprofit Organizations.

An individual can have several roles in our program—either a personal role or as an agent, or a point of contact (poc), for multiple entities.

An individual sets up a free "User Account" at www.americansall.org and gets a personalized "Welcome Back" page that contains links to all program benefits.

If an account is for personal use, or for a group that is important to the individual, use the individual's e-mail address to set up the account.

If an account is for a school ("Register a school for AA"), other types of nonprofits or a business ("Join the Legacy Partner Alliance") for which an individual is a poc, use links on the Welcome Back page and the entity's e-mail address to set up free accounts. This enrolls the entity as a member of our Social Legacy Network. The poc can now create and publish the entity's Legacy Partner (LP) landing page(s) on our website.

Once a story is started, the individual automatically becomes a member of AA and receives a 3-month, free trial in our Social Legacy Network. This optional upgrade provides access to discounts on goods and services from our program's business partners. No credit card information is required for the trial period and this feature is only available for individuals.

The individual then uses the link on the Welcome Back page to first register for Americans All and then create and publish a free story for the individual or his/her group on the Heritage Honor Roll (HHR).

The poc then use a link on the Welcome Back page to register the entity for AA and creates and publishes a free story for the entity on the HHR.

After the trial, an individual can continue receiving discounts on goods and services from business partners and other benefits from AA with a $4/month subscription to the Network. We do not store credit card information and members can cancel their subscription at any time.

Option: To reach a larger audience, create the HHR stories and LP landing page(s) in multiple languages.

Gain access to the Americans All background resources and create community projects.

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

Share

www.americansall.org/node/553341

- **Stories can be:**
  - about individuals, groups or issues/topics
  - up to 2,000 words (1,000 can be password protected for privacy)
  - augmented with images, logos, hyperlinks, photographs, and audio-video media.
  - published in multiple languages, including a second story in English.
  - updated easily and have all prior versions archived
  - started by filling in only a few required fields and then be completed over time
  - also 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 easy-to-use 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, secure Profanity App to ensure that they do not contain inappropriate language. If requested, our editorial staff can override the App if they feel the identified word or phrase is acceptable by today's standards.
- We comply with the "Children's Online Privacy Protection Act" of 1998 and therefore disallow children under 13 from putting personal information on our site.
- All content and images published on our site are considered to be in the public domain, unless it is clearly noted that they are protected by copyright laws. We cannot provide permission for commercial use. However, content can be reproduced from our site for educational or personal use as long as a citation is provided.

How Americans All Benefits Schools; Students and Their Families; and Local Businesses, Cottage Industries and Professional Service Providers.

SCHOOLS gain ongoing revenue and free access tools to support teams and clubs*.

Schools, students and their families, and alumni can publish stories on our Heritage Honor Roll for free.

STUDENTS improve their skills in research, writing and communication.

Our unique website contains historic information to provide context for many of the honoree's experiences and accomplishments.

Members can subscribe to the optional Social Legacy Network for discounts on goods and services from business partners for only $4 per month after a free 3-month trial. Schools receive $12 per year from each new or renewed subscription.

Stories can be 2,000 words, contain images, photographs, hyperlinks, audio-video and music links, and be published in multiple languages

Schools can create unlimited landing pages—in multiple languages, if desired—on our website to host stories about their club and team members.

Students can used stories to create virtual "Yearbooks" for all clubs and teams. This will help keep students updated on their classmate's current and future activities.

PTA/PTO and school clubs contact small businesses to join as Business Legacy Partners for an annual fee of $98. Schools receive $15 per year from each new or renewed membership.

SMALL BUSINESSES gain increased exposure and support their communities.

Families can use this tool to pass on knowledge and experiences to current and future generations. It can also help children understand their ethnic and cultural identities.

Benefits for Business Legacy Partners

Create free landing pages—in multiple languages—on our website to advertise the entity. These pages can also host the stories of the clients and customers affiliated with the business.

Create free Heritage Honor Roll stories in English and multiple languages—valued at $24.50 each—when registering or renewing their membership.

Gain free listing to post updatable daily discounts. Businesses are searchable by name, category, language and Zip Code.

Maximize the use of the Americans All program and our website to co-market with other Business Legacy Partners.

*Non-academic activities include (but are not limited to) sports and all school clubs, as well as external events. Students can apply academic skills in real-world context, which helps deliver a well-rounded education. We gift 80 percent of our gross revenues to schools and communities supporting our program.

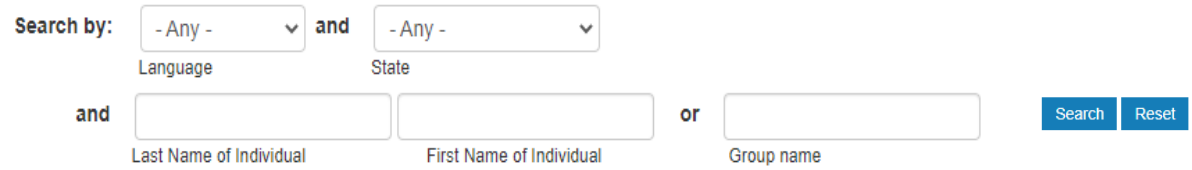
Military Personnel and Organizations [Sample Legacy Partner Page]

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 services and operate in part under state authority. From its inception during the American Revolutionary War, the U.S. Armed Forces has played a decisive role in the history of the United States. It helped forge a sense of national unity and identity through its victories in the First Barbary War and the Second Barbary War. 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 merged the cabinet-level Department of the Army, Department of the Navy, and Department of the Air Force into the Department of Defense. The U.S. Space Force (USSF) is a new branch of the Armed Forces. It was established 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' family, friends and associates. They, like us, appreciate that heritage and culture are an integral part of our nation's social fabric and want to help students participate effectively in our nation's economy, workforce and democracy.



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 of artillery "for duty in the forts of Massachusetts . . . **Read more**

Lucian Adams Texas *(October 26, 1922 - March 31, 2003)* Medal of Honor Recipient, World War II, 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**

Commodore John Barry Pennsylvania *(March 25, 1745 - September 12, 1803)* Irish, Ireland, U.S. Navy First Flag Officer, Politician, Continental Congress
September 13th is Commodore John Barry Day. It is not a new commemorative day, for it has been commemorated on the American national calendar more than once. There were even . . . **Read more**

Brendan Fitzgerald Maryland *(March 16, 1967 - ?)* Management and Program Analyst, Veteran, Service Dog, PTSD
Marine Corps veteran Brendan Fitzgerald and his dog Russell offer hope and courage to veterans, their families, and others struggling to overcome trauma. Russell became the first service dog. . . **Read more**

Go to americansall.org to create a "New User Account."

User Account

Create new account | Log in | Request new password

Click here for step-by-step instructions on how to register for Americans All and create a legacy story. You may want to print some of these tutorials for reference. By creating a "New User Account," you establish a personalized "Welcome Back" page with links to all program benefits. If privacy is an issue, insert initials, rather than your names, in the "Name*" fields. We only identify our members by their e-mail address (which they use to log in), and their Zip Code (which we use to count how many members are registered in each geographic area). Importantly, we do not share or publish contact information or store financial information.

If you are creating a membership for yourself, use your e-mail address. If you are creating a membership by acting as an agent (point of contact) for a business, school or other nonprofit, use the organization's email address. From a link on your "Welcome Back" page, first create their Legacy Partner (or school) page before registering them for Americans All and creating their story for the Heritage Honor Roll. If your role is an agent, you can always set up a personal account by logging in again and using your own email address. *An asterisk (*) indicates a required field.*

E-mail Address*

For security purposes, once this form is submitted, you will receive an e-mail asking you to create your password.

First Name*

Last Name*

Zip Code*

☐ Homeschool

We do not sell or share our member's contact information and homeschool families are not added to our published private/public school database.

- To ensure privacy, you will receive password instructions in a separate e-mail.
- If you do not receive an e-mail from us, please check your spam folder and also add e-mails from site@americansall.org to your contact list.

By clicking "Submit", I accept the Americans All Terms of Use and Privacy Policy.

CAPTCHA

This question is for testing whether or not you are a human visitor and to prevent automated spam submissions.

☐ I'm not a robot reCAPTCHA Privacy - Terms

Submit

Individuals will find it easy to start creating their stories. Our story template only requires adding a name, date of birth, and a summary not to exceed 60 words. Additional story text, hyperlinks, photographs, and audio-visual media can be added over time. The story does not have to be completed in one session and can be updated at any time.

How to Implement Americans All in High Schools

Americans All is a unique, multifaceted community-outreach program that benefits both students participating in non-academic school activities, and businesses and professional service providers in their communities. It is designed to be owned and implemented on a countywide level and can be easily modified to conform to existing school structures. Even if one of the Americans All elements is currently approved for use in the county, the program still needs a way to directly contact the school's principal to notify him/her about the new opportunities now available in Americans All.

Only the principal can determine which school administrators should be involved in implementing the program. Generally—and titles may vary—it will be the staff that handles activities/athletics, the SSL program, and the yearbook. Although not designed specifically for academic use, the program has an exceptional Ellis Island Simulation Workshop, which was initially created by the MCPS Aesthetic Education Department, Interrelated ARTS Program.

Once the principal's approval is received, the school's first step is to select a point of contact to register the school for Americans All, so he/she can first create the school's Legacy Partner landing page and then its story for the Heritage Honor Roll. It can be an experienced individual in the school's yearbook staff (or community outreach staff) because those offices should have all the information needed for the school's annual story and its photograph montage. The text for both the landing page and the legacy story can be taken directly from existing publications. Nest, a notice about the program should be put in the school's communication networks to make students, teachers, and parents aware of the program and the individuals who are running it.

The SSL coordinator can consider using students wanting an in-school project for their community service requirement or from one of the school's service clubs to gain this type of experience. Students can use the storytelling tool to demonstrate their understanding and appreciation for the value of community service and volunteerism by helping others less skilled create and publish their stories, thus enriching the history of their communities. This will reinforce that SSL is not just a "thing" they need to do to graduate, but an exercise that helps them develop as a person while reinforcing the values of diversity and respect, and promoting tolerance, acceptance, empathy, and understanding.

Because they represent a large number of students, athletic team coaches can recommend their teams create an annual, permanent record of all their players, augmented by photographs and audio-visual media. Each team will also need to create its own annual Legacy Partner landing page to host the stories. If a team does not have its own email address, it can get a free one from this list—https://www.guru99.com/best-free-email-service-providers.html, or it can add one or more alias' to the school's email address. Students applying for college or the workforce can use stories to help showcase their talents, attaching their own highlight videos or other well-written narratives to their stories.

For smaller groups, their academic advisory or club president can enable them to determine, in addition to creating a permanent annual record of their members, how the program can be used to expand their current missions and activities. Business-oriented clubs could play a role in notifying local businesses, cottage industries, and professional service providers about the advantages of becoming Americans All Business Legacy Partners and could gain experience helping businesses attract a larger audience for their goods and services (which will provide revenue to the schools).

Finally, PTAs support schools in getting both unrestricted funds and resources. Americans All can fill this dual role. Many of the school's families are in business or service providers and can use this program as an inexpensive vehicle to gain additional exposure and reach a larger audience for their entities. Families can also use this tool to pass on knowledge and experiences to current and future generations. Without this information, children will have a difficult time understanding their roots and the history behind their ethnic and cultural identities.

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