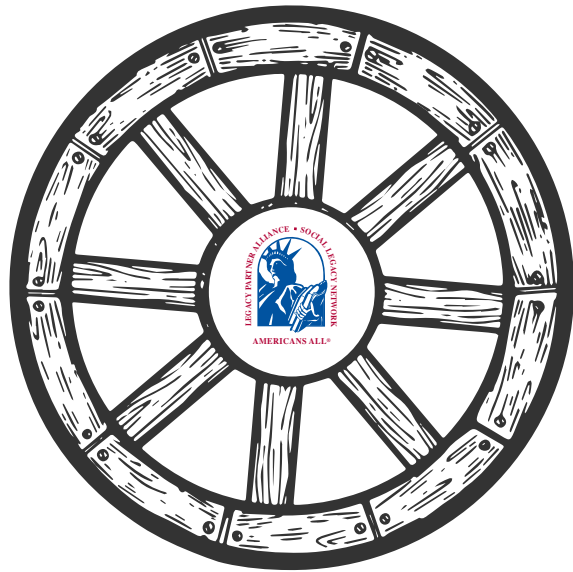


PITCH DECK

to support the Americans All program for one year.

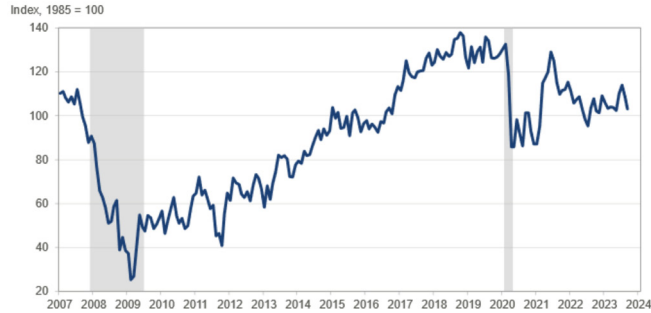


Reinventing the wheel is a waste of time.

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

THE PROBLEM

Consumer Confidence Index®



*Shaded areas represent periods of recession.
Sources: The Conference Board, NBER
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The current political environment in our increasingly diverse society is highly polarized and socially segregated, the economic forecast is uncertain, and consumer confidence is low.

- All community members want to find discounts when they shop.
- Schools and nonprofit organizations with an education or community outreach need an unrestricted annual revenue stream requiring minimal administrative staff.
- Students of all ages need to have an easily accessible “virtual yearbook” to share and serve as a keepsake for their school years.
- National and local businesses and professional service providers must expand traffic and look for affordable, effective, and appropriate ways.
- The nation needs a way to help reinforce and appreciate the commonalities that unite, rather than divide, the American people.

THE SOLUTION

Americans All is a hybrid charity that raises money for the MLBPA and nonprofits (including schools) using our multipurpose, revenue-generating storytelling tool.



Most charities request donations but must do more for their sponsors/ members. We are different because we offer our members significant opportunities to benefit themselves and their families when they make their charitable gifts.

- Schools, students, and nonprofits are free. Community members get a three-month trial and, for a \$4/month subscription (paid annually) can continue to receive discounts on goods and services from our business partners; 77 percent of the gross fee goes to the NFLPA, a school, or a nonprofit organization of their choice. They can all publish stories on our online Heritage Honor Roll for free.
- National businesses participate for free, ensuring members access to discounts in multiple geographic areas. Local merchants pay \$49 every six months (so they can change their beneficiary if desired), 77 percent of which goes to a school, or a nonprofit organization of their choice. They create a landing page(s) to advertise their goods and services to our members and can also create and publish a story for our Heritage Honor Roll for free. National business partners are free so that members can access discounts in multiple jurisdictions.
- Creating a story about themselves helps students enhance their research, critical thinking, communication, and writing skills. Students can also use their stories to create virtual yearbooks (an annual keepsake) for all their clubs and teams.
- Research confirms that life stories build empathy, compassion, and understanding and are associated with positive mental health, well-being, and a sense of belonging. Businesses benefit because good storytelling builds trust and connections. Stories directly impact emotions, and emotions, rather than data, change behavior and frequently determine decisions to buy.

THE BUSINESS PLAN

We use a subscription model that CVS created.

CVS*



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

We are a hybrid charity. Our model is based on CVS’s “CarePass” program. We use the same \$4/monthly fee (paid annually), but to improve its model, we offer a trial period and a much larger base of local and national businesses and professional service providers to get unlimited discounts for a year. We will initially operate in each of the 32 NFL markets.

Our program is designed to provide the NFLPA with significant annual revenue from member's subscription fees (which enables members to get discounts from our business and professional service providers) and to take credit for enabling nonprofits, especially schools, to improve their financial positions. The program also enables individuals (especially students) to create stories and link them to all groups and teams they participate in or support. Members do not need to create a story to participate in the discount program.

Although the NFLPA can also seek additional revenue by enrolling local business partners, it makes sense to allow the nonprofits to use that revenue resource since the exposure created by the NFLPA will simplify this task for them. Their participation will also increase the number of businesses that all individual members can use to gain discounts.

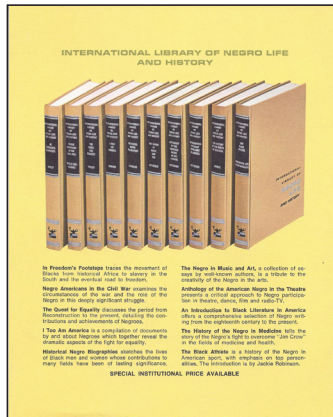
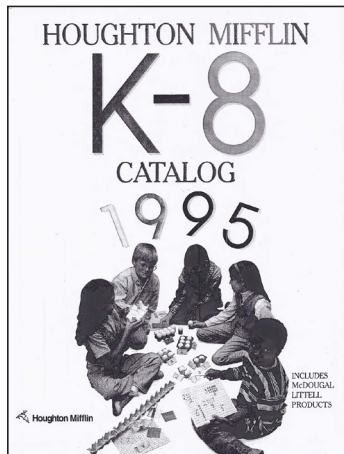
*Full disclosure. As the program's developer, I selected and modified the "CarePass" business model (of which I am a member) because it was successful nationwide. There is no relationship of any type between CVS and Americans All.

IMPLEMENTATION STRATEGY

Through trial and error, we learned that implementation on a state level would not work because our nation has become politically polarized. In addition, despite our ability to generate revenue, we advocate for diversity, which would not work for all areas. We contacted organizations in Howard County, MD, for about a year, but a countywide structure would have been too time-consuming for a nationwide roll-out. That led us to replicate the best parts of the CVS model and to follow the successful implementation strategies I had used in the past.

As project manager for the 10-volume International Library of Afro-American Life and History, we released the set nationwide through the companies and stockholders of Publishers Company (a publicly traded company) and its subsidiary, Books, Inc. The original Americans All social studies resources program was released through the annual catalog and national sales force of Houghton Mifflin. This is consistent with the CVS plan since it operates outlets nationwide.

An ideal solution is to partner with a major sports entity. NFLPA has name recognition, and in today's environment, what is said is less important than who says it. This will be supported by a comprehensive social media program. We bring experience, expertise, and credibility. In addition, each team can modify the outreach to appeal to its local audience. We will begin with cities that host NFL teams and follow up with schools and other nonprofits, which are identified as target markets in our business plan. A nationwide release is practical because our program is virtual, and our current website will be sufficient until the new site is finished. Continuity is guaranteed since the NFLPA will be the program's successor.



THE COMPETITION



WIKIPEDIA
The Free Encyclopedia



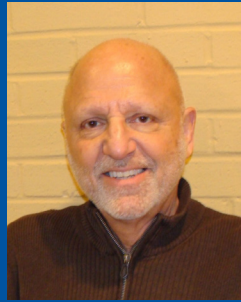
Although storytelling and discount coupon programs exist, no organization offers the same comprehensive benefits as *Americans All*. Lifetime membership is free, the general public can view stories, and a revenue-generating feature is offered.

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

Ancestry and *MyHeritage* are genealogy platforms that create family trees and DNA matches. They offer story options, but only as a Premium benefit. *Legacy Stories* has a 6-month free trial and an annual fee of \$99 for the basic plan. *Storyworth* helps individuals combine short stories into a hardcover book costing \$99 per year without exposure. None offer a revenue-generating feature.

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

THE TEAM



Allan Kullen

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



This team can deliver! Allan Kullen produced the 10-volume *ILAAH* set. He later founded and developed Americans All and, with help from Houghton Mifflin, sold its social studies resources to more than 2,000 schools and libraries nationwide. In addition, he founded and ran a commercial printing company, which at its peak billed \$16 million a year and had 121 employees. The program's advisors bring decades of expertise in communications, public relations, staffing, recruiting and mental health.



Karen Glass

Interim Director, Americans All
Public Affairs and
Editorial Coordinator



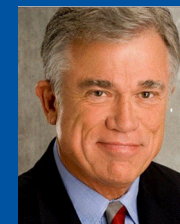
Michael C. Chase

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Allison K. Chase, PhD

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<https://tworiverscomm.com>



THE FINANCIALS AND MARKET SIZE

These projections do not include potential revenue from other markets.

In addition to the 32 cities or market areas that house NFL teams, our market includes 131,000 K-12 schools with 49,400,000 students, 6,200 colleges and universities with 16 million students, 3,143 counties and county equivalents, almost 500 urban areas, and 33,000,000 small businesses.



Projected annual revenue from Social Legacy Network (SLN) subscription fees from NFLPA cities or metropolitan areas.*

New SLN subscriptions for year 1 (12 months) are based on an average of 10,000 from each of the 32 cities or metropolitan areas.	320,000		
320,000 new subscriptions x \$48 per year	\$15,360,000		
Distribution of revenue to NFLPA, 77 percent	\$11,827,200		
Distribution of non-MLBPA revenue, 23 percent	\$3,532,800		
Credit card fees, 3 percent		0.03	\$460,800
Overhead and outreach to NFLPA, 3 percent		0.03	\$460,800
Overhead to Americans All, 2 percent		0.02	\$307,200
Investor, 2 percent (can be NFLPA)		0.02	\$307,200
Nonprofit entity, 3 percent (can be NFLPA)		0.03	\$460,800
People of America Foundation, 3 percent		0.03	\$460,800
Program developers/managers, 7 percent		0.07	\$1,075,200
Totals		0.23	\$3,532,800
Year 2			
Total SLN subscriptions for year 2	704,000		
704,000 SLN Subscriptions x \$48 per year	\$33,792,000		
Distribution of revenue to NFLPA, 77 percent	\$26,019,840		
Year 3			
Total SLN subscriptions for year 3	1,132,000		
1,132,000 SLN subscriptions x \$48 per year	\$54,336,000		
Distribution of revenue to NFLPA, 77 percent	\$41,838,720		

* The population for each metropolitan area is on page 8 in the Business Plan.

THE ASK



We seek a \$250,000 investment to support a fully developed program for one year. The funds will cover the program's overhead and marketing costs, including rebuilding the existing website. needed for a national roll-out. We will migrate all data from the original site to the new site.

The investor/partner will acquire 22 percent of the program's equity, naming rights to the website, a seat on the foundation's board, and 2 percent of the program's annual gross revenue (which matches its equity). In addition, once the developers have earned \$6 million in after-tax revenue from its distribution of 7 percent of the annual gross revenue, it will sell the investor/partner that share of the distribution for \$1 and provide the investor /partner with total control of the foundation's board.

Moreover, the developers will deduct from the \$6 million buyout all the annual after-tax revenue it receives from the program's distribution.

After the program has been established in the 32 MLB markets, the developer will set up a new venture with the investor/partner using the same website, but will divide revenue on a 50-50 basis with the same buyout formula. The new venture will focus on local nonprofits, including schools. These groups will contact local businesses not reached by the NFLPA to gain revenue for their organizations.

The due diligence will be simplified because only credit cards will be used. All funds will be deposited into a national bank chosen by the investor and distributed by preset percentages. The accountant will be a public company.

THANK YOU



For additional information, contact Allan Kullen, President
People of America Foundation / Americans All Program
7723 Groton Road ■ Bethesda, MD 20817
301-520-8242 ■ akullen@americansall.org
www.americansall.org ■ www.homeschoolmaterials.org

We are looking forward to having you becoming part of Americans All.

If you need more information, please click on the appropriate link below.

[A business plan to fund and implement the program](#)

[How to create an individual \(or a group\) story for the Heritage Honor Roll](#)

[View Heritage Honor Roll stories in multiple languages](#)

[How to create a School Nonprofit Partner landing page](#)

[How to create a Nonprofit Legacy Partner landing page](#)

[How to create a Business Legacy Partner landing page](#)

[How to create the text for a legacy story and storytelling for younger children](#)

[Articles on the value of storytelling as a mental health tool](#)

[Status Documents](#)

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