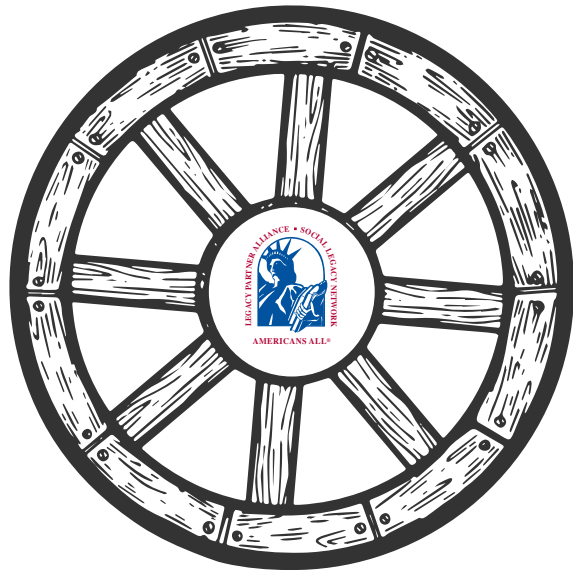


PITCH DECK

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
© 2023 The Conference Board. All rights reserved.



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 an easily accessible “virtual yearbook” to share and 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 can raise money for national, local, and H&R Block community outreach entities and nonprofits (especially schools) using our multipurpose, revenue-generating storytelling tool and discount program.



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

- Our Americans All storytelling tool is free, enabling everyone to publish stories on our online Heritage Honor Roll. In our discount program, 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; 75 percent of the gross fee goes to a nonprofit H&R Block entity.
- 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), 75 percent of which goes to a nonprofit organization they choose. 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.
- 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.
- Our multi-lingual storytelling tool (which can be part of estate planning) helps H&R Block members build stronger relationships with their clients.
- 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 buying decisions.

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, members get discounts off eligible CVS brand products and a \$10 credit to pay for in-store and online products that month only. The program's 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 areas determined by H&R Block.

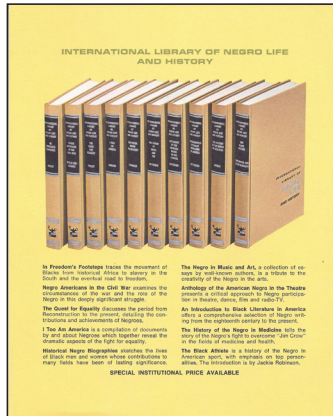
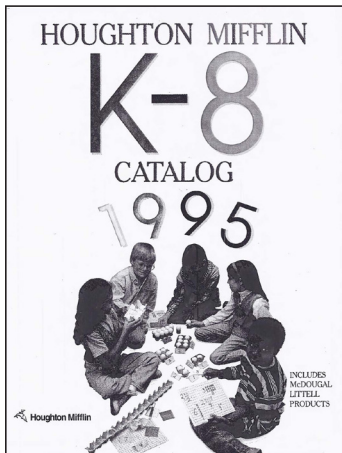
Our program will provide H&R Block with significant annual revenue from members' subscription fees (which enables members to get discounts from our business and professional service providers) and to take credit for nonprofits, especially schools, improving their financial positions. The program also 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 H&R Block can also seek additional revenue by enrolling local business partners, allowing local nonprofits to use that revenue resource since the program's exposure will simplify this task. Their participation will increase the number of businesses that provide discounts to our members.

*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.

THE IMPLEMENTATION STRATEGY

Although the optional storytelling tool requires a little computer knowledge, the registration process is straightforward. The sign-up page for Americans All and the SLN only requires a name, an email address, and a Zip Code.



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 county-wide 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 their 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 national non-political service organization. H&R Block has name recognition; in today's environment, what is said is less important than who says it. It also has more than 10,000 retail tax offices (nearly 60,000 associates and tax professionals (blockfoundation.org/associates/), an established media presence, and a client base annually receiving millions of tax returns. A comprehensive social media program will support the program. We bring experience, expertise, and credibility. The program will follow up with schools and other nonprofits 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.

THE COMPETITION



WIKIPEDIA
The Free Encyclopedia



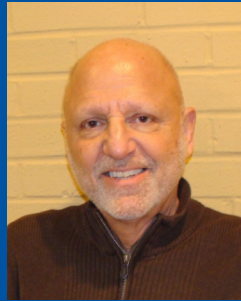
While storytelling and discount coupons are available, *Americans All* goes above and beyond with its free lifetime membership. This generous offering allows the general public to view stories and access a revenue-generating feature, demonstrating the organization's commitment to its members.

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 that billed \$16 million a year and had 121 employees at its peak. 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



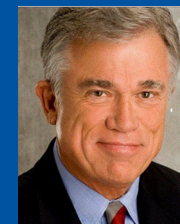
Michael C. Chase

President, Chase & Associates
<https://www.chaseandassoc.com>



Allison K. Chase, PhD

Senior Clinical Advisor



Bill Sherard

President, Two Rivers Communications, Inc.
<https://tworiverscomm.com>



THE FINANCIALS AND MARKET SIZE

These projections do not include potential revenue from other markets.

The market for our program is vast and diverse, and it includes ethnic and cultural groups, active seniors, homeschools, military personnel, franchise companies and, 131,000 K-12 schools, 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 generated by the associates and tax professionals in the H&R Block retail tax offices.*

New subscriptions for year 1 (12 months) are based on an average of 35 from each of the 10,000 retail tax offices, with nearly 60,000 associates and tax professionals.	350,000		
350,000 new subscriptions x \$48 per year	\$16,000,000		
Distribution to H&R Block, 75 percent	\$12,600,000		
Distribution to the venture, 25 percent	\$4,200,000		
Credit card fees, 3 percent		0.03	\$504,000
Overhead and outreach to the venture, 4 percent		0.04	\$672,000
Overhead to program developers, 1 percent		0.01	\$168,000
Investor, 4 percent		0.04	\$672,000
Nonprofit manager (partner), 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
Totals		0.25	\$4,200,000
<hr/>			
Total SLN subscriptions for year 2	995,000		
995,000 SLN Subscriptions x \$48 per year	\$47,760,000		
Distribution to H&R Block, 75 percent	\$35,820,000		
Distribution to investor/partner, 7 percent	\$3,342,000		
<hr/>			
Total SLN subscriptions for year 3	1,952,500		
1,952,500 SLN subscriptions x \$48 per year	\$93,720,000		
Distribution to H&R Block, 75 percent	\$70,290,000		
Distribution to investor/partner, 7 percent	\$6,560,400		

* The map of H&R Block retail tax offices is on page 8 in the Business Plan.

THE ASK



We seek a \$250,000 investment (less if the partner can provide marketing) 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 4 percent of the program's annual gross revenue. In addition, once the developers have earned \$6 million in after-tax revenue from its distribution of 7 percent of the yearly gross revenue, they will set up a new venture with the investor/partner using the same website. They will then divide revenue on a 50-50 basis with the same buyout formula. This new venture will continue to expand the program, with a strong focus on local nonprofits, including schools. Once the developers have earned an additional \$6 million from their share of the distribution, it will give the investor/partner total control of the program and its foundation.

Moreover, the developers will deduct from the \$6 million buyouts all the annual after-tax revenue they receive from the program's distribution. The developers will be responsible for any debts the program has incurred before creating the partnership.

The due diligence process will be straightforward, as only credit cards will be used for transactions. All funds will be deposited into a national bank chosen by the investor and distributed according to preset percentages. The accountant and attorney overseeing this process will be from a reputable public company.

THANK YOU



AMERICANS ALL®

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 the program](#)

[Howard County organizations that support our 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](#)