

Evolution of Americans All®

The Peopling of America, currently based in Beltsville, Maryland, is a nonprofit foundation incorporated under Section 501(c)(3) of the Internal Revenue Code. It is the national operating organization for the evolved Americans All® program. The primary national program was created by the Coordinating Committee for Ellis Island, Inc., a 501(c)(3) education organization incorporated in 1981 that arranged for bronze sculptures depicting immigration and Ellis Island to be produced and donated to the National Park Service. When some of these sculptures became part of a traveling exhibit, the Committee created the Images of Ellis Island education materials to place the sculptures and their subject matter in historical context.

Sensing a much greater need, the Committee expanded the project to include a diversity-based emphasis and teacher training. This led to the development of the existing Americans All® program. The program focuses on factors that unite, rather than divide, the American people. It seeks to improve substantially students' understanding of how immigration and migration, both forced and voluntary, have contributed to the peopling and development of our nation. Organizers believe the program will help change the way young people think about the United States and one another.

Americans All® received grants from major charitable foundations, including The Hitachi Foundation, The Sears-Roebuck Foundation, The John D. and Catherine T. MacArthur Foundation, The Quaker Oats Foundation and The Procter&Gamble Fund, as well as from individuals and businesses that supported its goals. These funds were used to implement the program's pilot tests and develop its demonstration Web site. The program's materials and logo are protected by copyright and trademark registrations.

In January 1992, an exclusive retail marketing agreement was created with the Houghton Mifflin Company. At that time the program's resources were expanded and the materials were professionally repackaged. That agreement was terminated in 1995, and retail sales continue to be generated on a nonexclusive basis through several sources.

In October 1995, the foundation was formed as a nonstock corporation. It received notification of its publicly supported nonprofit status from the Internal Revenue Service in March 1997. That status was reconfirmed in March 2001. In May 2007, the Americans All® logo was modified to better reflect the activities of the program and to take advantage of the popularity of its signature publication—*The Peopling of America: A Timeline of Events That Helped Shape Our Nation*.

