

Sponsorship of **Americans All**[®]:

Investing in Your Community's Future





The Mission of Americans All®

Americans All® aims to help keep students in school until graduation so they can become:

- responsible citizens;
- productive employees; and
- educated consumers.

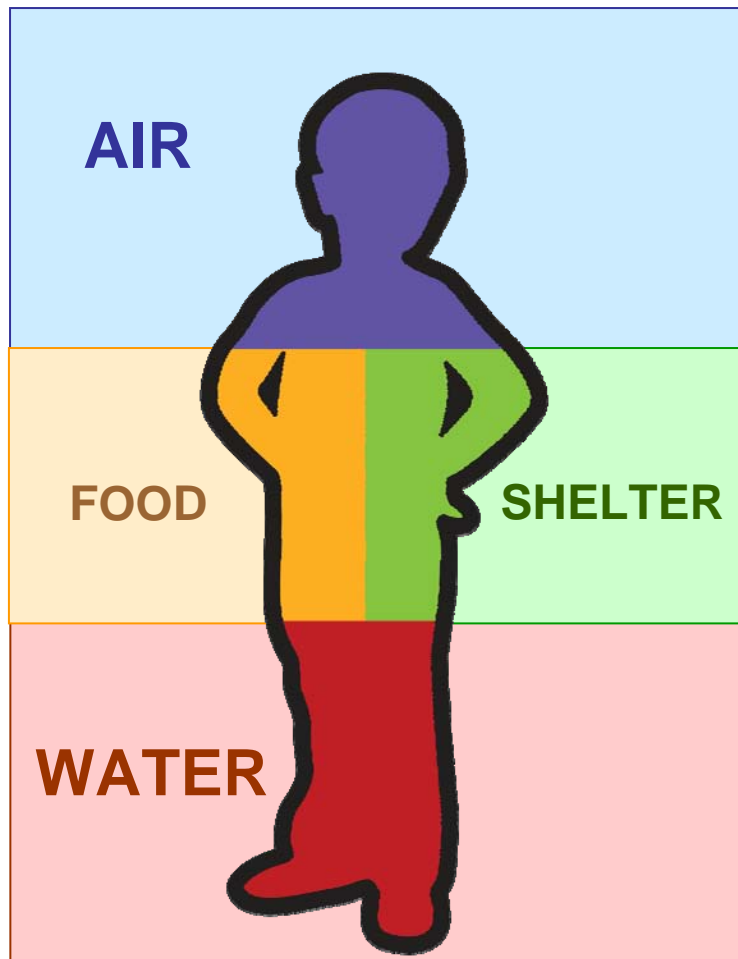


This can best be done by reinstating history and civics as core subjects in our K–12 public and private schools and by providing teachers with staff development and the state-specific, grade-level resources they need—in print and electronic formats—to make classroom instruction relevant for our increasingly ethnically and culturally diverse student population.

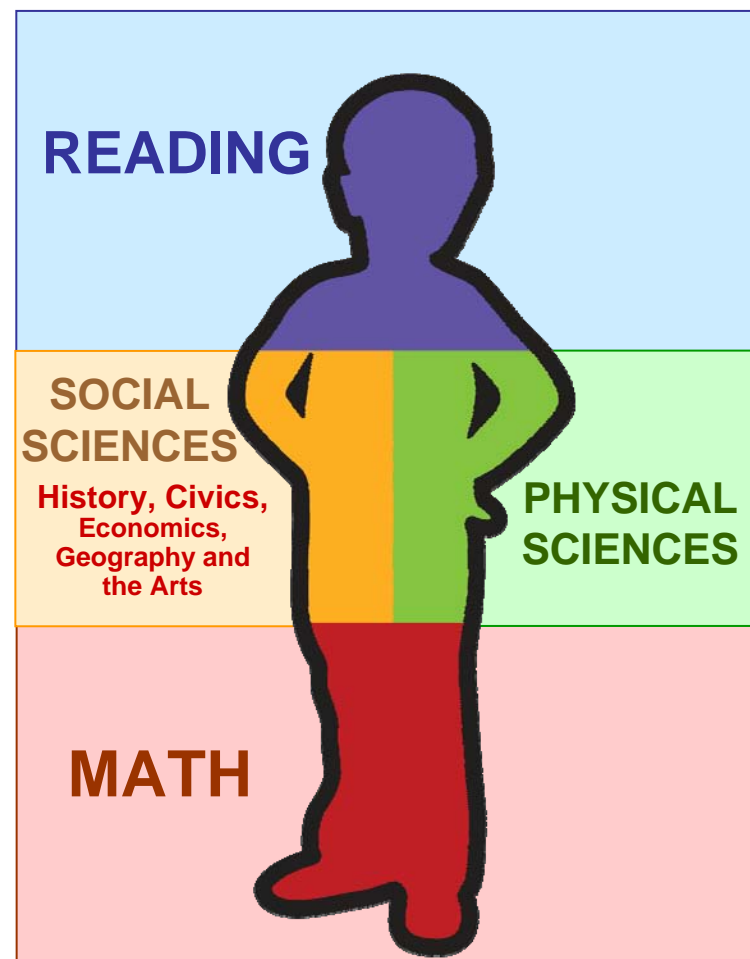


Four Critical Education Elements

Just as all children must receive four critical physical elements to SURVIVE . . .



. . . they must have four critical education elements to THRIVE.





Why History and Civics Instruction Matters

A lack of history and civics knowledge and poor multidisciplinary and critical-thinking skills . . .

Recent test and survey results

- More than half of high school seniors in one study could not say who the United States fought in World War II.
- In a survey of 18- to 24-year-olds, 87 percent could not locate Iraq and 30 percent could not locate the Pacific Ocean on a map.
- In a survey at 55 top-ranked colleges, more than one third of the students did not know the Constitution set up our government's division of powers. Only 29 percent knew the meaning of "Reconstruction," and 40 percent did not know in which half-century the Civil War was fought.

produces citizens who are ill-equipped to make informed decisions on complex subjects . . .

Major Election Day topics

- Tax reform
- Health care
- Budget deficit
- Immigration reform
- War on terrorism
- Gun control and the Second Amendment
- Global warming, energy and the environment
- Social Security, Medicare and Medicaid funding
- Globalization's effects on the U.S. economy

and has significant social and economic consequences.

2003: A report issued by the National Council on Economic Education states that **few young people understand the simplest personal finance issues**. That void can have serious repercussions later in life as they try to manage their money and credit, open a retirement account or buy a house.

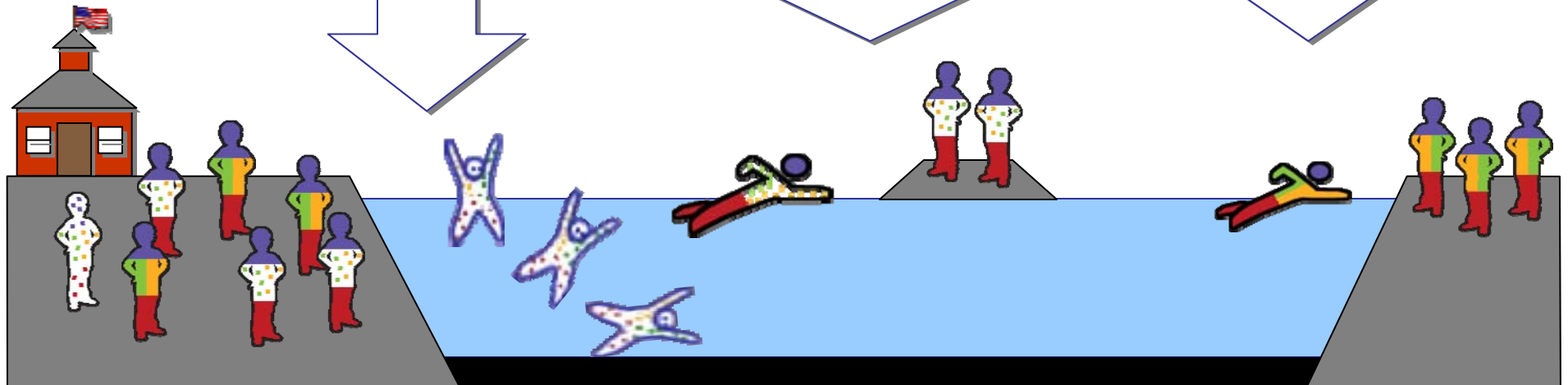
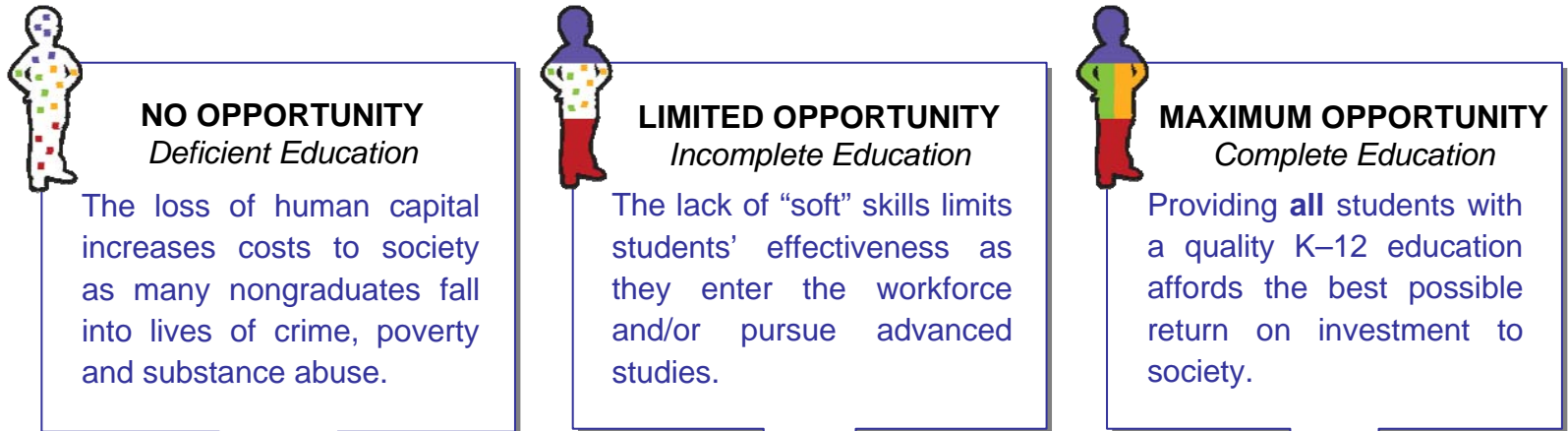
2007: "With mortgage delinquencies and foreclosures soaring, federal researchers have identified a key contributing factor: **Many borrowers do not understand their mortgages**—especially subprime loans that come with complex features and costly penalties," according to *The Washington Post*.





After School It's Sink or Swim

Competing stakeholder agendas are hurting students' future prospects





Americans All® Offers a Consensus-based Approach

Education issues lack simple solutions and require painstaking examination and difficult decisions. No silver bullet exists for the problems confronting the system. A logical way to proceed to improve the quality of education and the potential of our students includes these steps.

- First, acknowledge the interests of all stakeholders and craft a targeted initiative acceptable to all of them. The initiative must be fully tested, reflect a strong team of strategic partners and have a realistic short- and long-term delivery timetable and operating plan.
- Second, devise a unique financing strategy that will take the initiative directly to the public for support, bypassing traditional institutional funding sources whose support could compromise program objectivity and credibility. Funding would be predicated on the initiative's ability to immediately satisfy sponsors' goals. Satisfying funders' wishes immediately will afford the education system time to incorporate the new classroom resources and staff development programs into existing frameworks.
- Third, use the outreach and implementation strategies developed by Americans All® as a blueprint for the nation's education stakeholders to use in developing consensus on other programs that can benefit our K–12 students.



Providing all students with a quality education affords the best possible return on investment to society.



Sponsorship Has Always Been a Good Decision

Individuals, businesses and service providers have always supported charitable causes within their community. Yet most sponsorship or co-branding opportunities have lacked a way for sponsors to realize revenue-generating or other bottom-line benefits. Americans All[®] enables sponsors to simultaneously support schools, invest in their community's future and enhance their social and economic standing.



Image-Enhancing Sponsorships
(are bottom-line neutral)



Image-Enhancing Co-Branding
(is bottom-line neutral)



Local Sources Will Generate Americans All® Funding

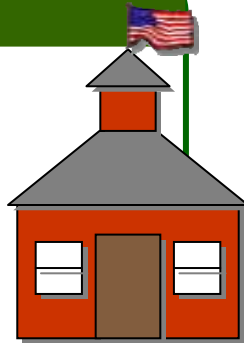
Local individuals, businesses and/or service providers

Sponsorship of \$300 is needed to afford an education institution annual access to Americans All®. If more than \$300 is collected annually, these funds will be applied to future years' access. After 10 \$300 payments have been received, additional funds pledged will be turned over to the institution.



Local education institutions

The \$300 annual participation fee enables education institutions to access resources available from Americans All®.

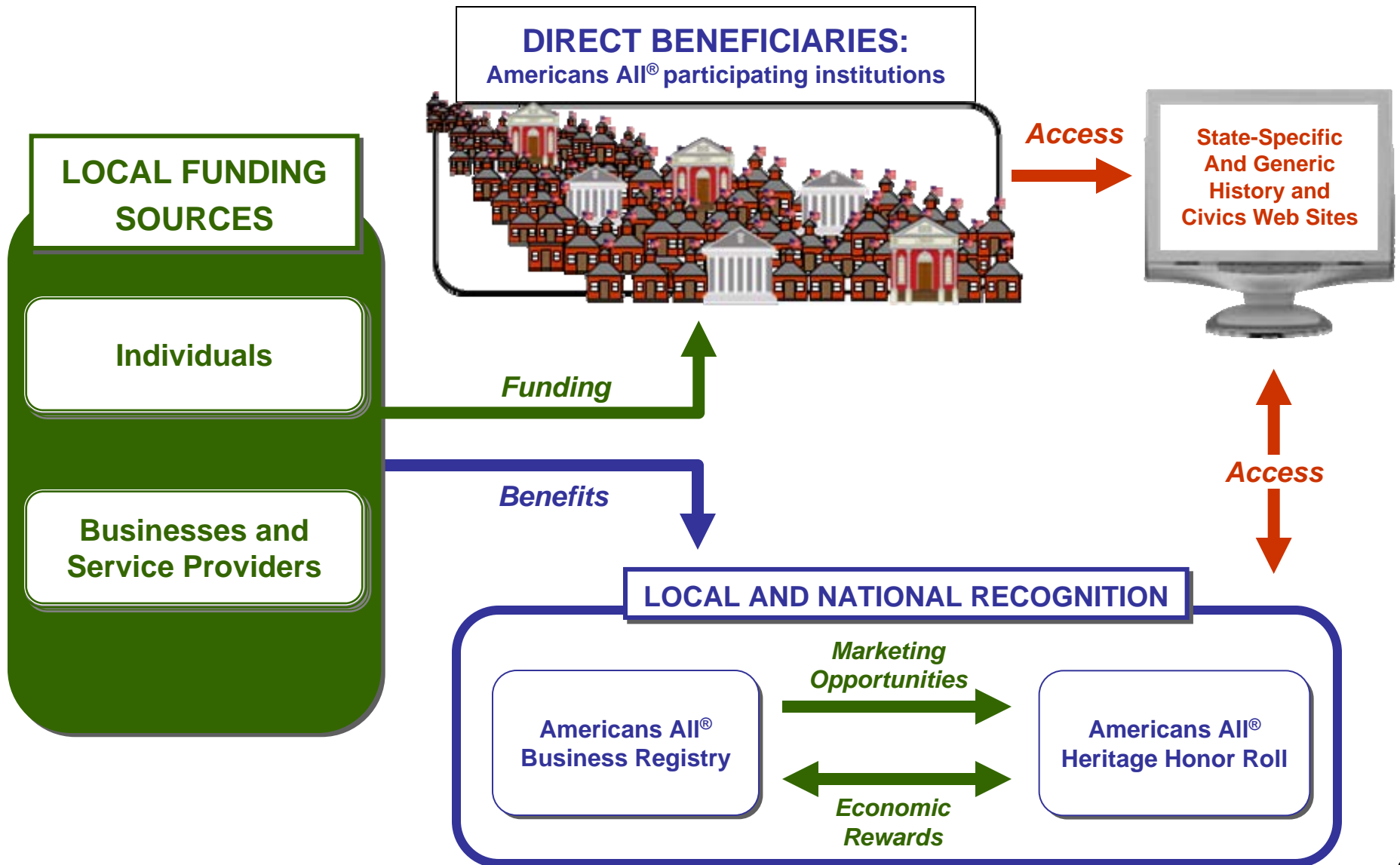



These \$300 contributions from—or on behalf of—the nation's education institutions (K–12 public and private schools, colleges and universities, libraries, preschools, home schooling centers and adult education centers) will help ensure that the funding needed to maintain and expand Americans All® resources will be available for the next 10 years.





Americans All[®] Is a Unique Social Responsibility Program





Americans All® Heritage Honor Roll

Individual sponsors can honor or recognize a parent, a grandparent, an athlete, a military hero or a family celebration, incorporating these individuals and events into the fabric of America's local history.

Albert "Chew" Kofka
Businessman
December 27, 1886 - July 24, 1954

Albert "Chew" Kofka was born in Baltimore, Maryland, the third of six children. His parents, Sam and Helen Kofka, were Jewish immigrants from Russia who established a well-known grocery and hardware store in Baltimore. His education consisted of a public education, a high school education, and a business degree from the University of Maryland. He worked for the Baltimore & Annapolis Railroad, the Baltimore & Washington Railroad, and the Baltimore & North Carolina Railroad. He was a member of the Baltimore Chamber of Commerce, the Baltimore Board of Trade, and the Baltimore Board of Education. He was also a member of the Baltimore Hebrew Congregation and the Baltimore Jewish Community Center. He was a successful businessman and a community leader. He died in Baltimore on July 24, 1954.

Mia Helene Sutphin
Registered Nurse
August 18, 1916 - August 18, 2002

On August 18, 2002, I'll join with the entire Jewish community in celebrating the birthday of a remarkable woman. Mia Helene Sutphin was born in Baltimore, Maryland, on August 18, 1916. She was the daughter of a Jewish family and grew up in Baltimore. She was a registered nurse and worked for the Baltimore Jewish Community Center. She was a member of the Baltimore Hebrew Congregation and the Baltimore Jewish Community Center. She was a successful nurse and a community leader. She died in Baltimore on August 18, 2002.

Augustus F. Sherman
Regulatory Clerk, Air Force
1904-1978

Augustus Sherman worked in various capacities with the Army and the Air Force. He was a member of the Air Force Reserve and served in the Air Force during World War II. He was a successful businessman and a community leader. He died in Baltimore on August 18, 1978.

Rihel Onishi
Journalist and Film Maker
1904-1978

Rihel Onishi was a journalist and film maker. He was a member of the Japanese American community and worked for the Japanese American community center. He was a successful journalist and a community leader. He died in Baltimore on August 18, 1978.

Chief Phony Coope (Dah) Chua, Monthly
Chief of House Rules
1914-1982

Chief Phony Coope was a member of the House of Representatives. He was a successful politician and a community leader. He died in Baltimore on August 18, 1982.

Jovita Idar
Journalist and Political Activist
1904-1978

Jovita Idar was a journalist and political activist. She was a member of the Mexican American community and worked for the Mexican American community center. She was a successful journalist and a community leader. She died in Baltimore on August 18, 1978.

Matthew Alexander Dismore
Engineer
August 18, 1916 - August 18, 2002

Matthew Alexander Dismore was an engineer. He was a member of the Jewish community and worked for the Jewish community center. He was a successful engineer and a community leader. He died in Baltimore on August 18, 2002.

Americans All[®] Business Registry

Business sponsors can market their products or services via a link to Americans All[®].

THANKS!
to the people at
Americans All
From your biggest fans
101.7 BAY FM 104.9 WIGO

LIMO-DIA & More
Welcome to LIMO-DIA and More
We are all about service

Welcome to
Haggerty & Associates

HALSTEAD PROPERTY
Nanci Kaye
"The broker to see in NYC."
Experience, Integrity and Service—Nanci Kaye has it all.

Associated Exoskeleton Associates
Welcome to our office!

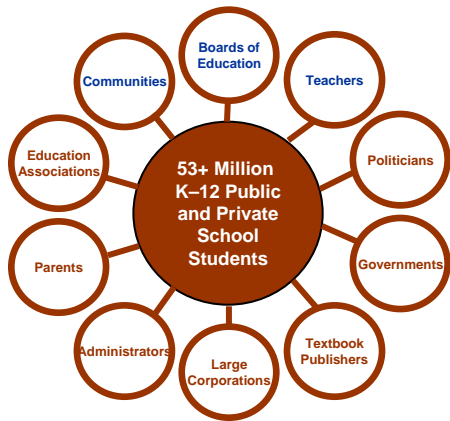
Consignment Furniture Gallery
Over 10,000 square feet of value
www.antiques2new.com

Charlie Seek
Tree Removal Services
Custom Tree Removal is our Specialty



Benefits to Stakeholders as Sponsorship Funds Are Received

K-12 Education Stakeholders



- Immediate Benefits
- Short-term Benefits
- Long-term Benefits

Benefits to Individual and Business Sponsors

- Post the Americans All® Heritage Honor Roll and the Business Registry on the Web.
 - Recognize all sponsors at the local level.
 - Plan discount programs for all local sponsors (i.e., affinity programs).
-
- Ensure local and Web recognition.
 - Implement affinity program opportunities and benefits.
-
- Ensure ongoing local and Web recognition.
 - Expand affinity program opportunities and benefits.

Benefits to K-12 Public and Private Schools

- Deliver the existing Americans All® program printed and electronic resources.
-
- Create professional development programs.
 - Examine social studies and civics-related sites on the Web.
 - Create enhanced Web search capabilities.
 - Begin accumulating funds to turn over to schools.
 - Create school-based community outreach strategies.
-
- Deliver sponsor funds to individual schools.
 - Deliver newly created resources in economics, geography and other social science subjects.

Benefits to All K-12 Education Stakeholders

- Secure funding to complete the goals of the 10-year initiative.
-
- Fully staff the national Americans All® organization.
 - Begin constructing national and state-based Web sites.
 - Convene national conferences.
 - Publish the national newspaper.
 - Establish state Americans All® organizations.
 - Establish grant-writing assistance programs.
-
- Create Americans All® state-specific, grade-level Web sites for history and civics.
 - Develop state-specific and generic lesson plans and test questions for history and civics.
 - Develop state-specific, grade-level Web sites for economics, geography and other social science subjects.

All types of schools can use the Americans All® resources at no cost to improve student graduation and retention rates.



Americans All® Strategic Partners

The **Strategic Partners Council** is composed of organizations whose missions support the goals of Americans All®. Each Strategic Partner holds a seat on the Board of Directors and will provide technical assistance to ensure the program’s smooth implementation nationwide.

- Council of Chief State School Officers
- Council of State Social Studies Specialists
- National Association of Elementary School Principals
- National Association of Secondary School Principals
- National Association of Secretaries of State
- National Association of State Boards of Education
- National Association of State Directors of Career Technical Education Consortium
- National League of Cities
- National Middle School Association
- NRTA: *AARP’s Educator Community*
- National School Boards Association
- The National Conference for Community and Justice
- Todd Allan Printing Co., Inc.





Americans All® Is Scalable at Minimal Cost

	2008	2009	2010	2011	2012	2013+
Phase One	History & Civics	History & Civics	History & Civics	History & Civics	History & Civics	History & Civics
Phase Two			Economics & Geography	Economics & Geography	Economics & Geography	Economics & Geography
Phase Three						Other Social Sciences

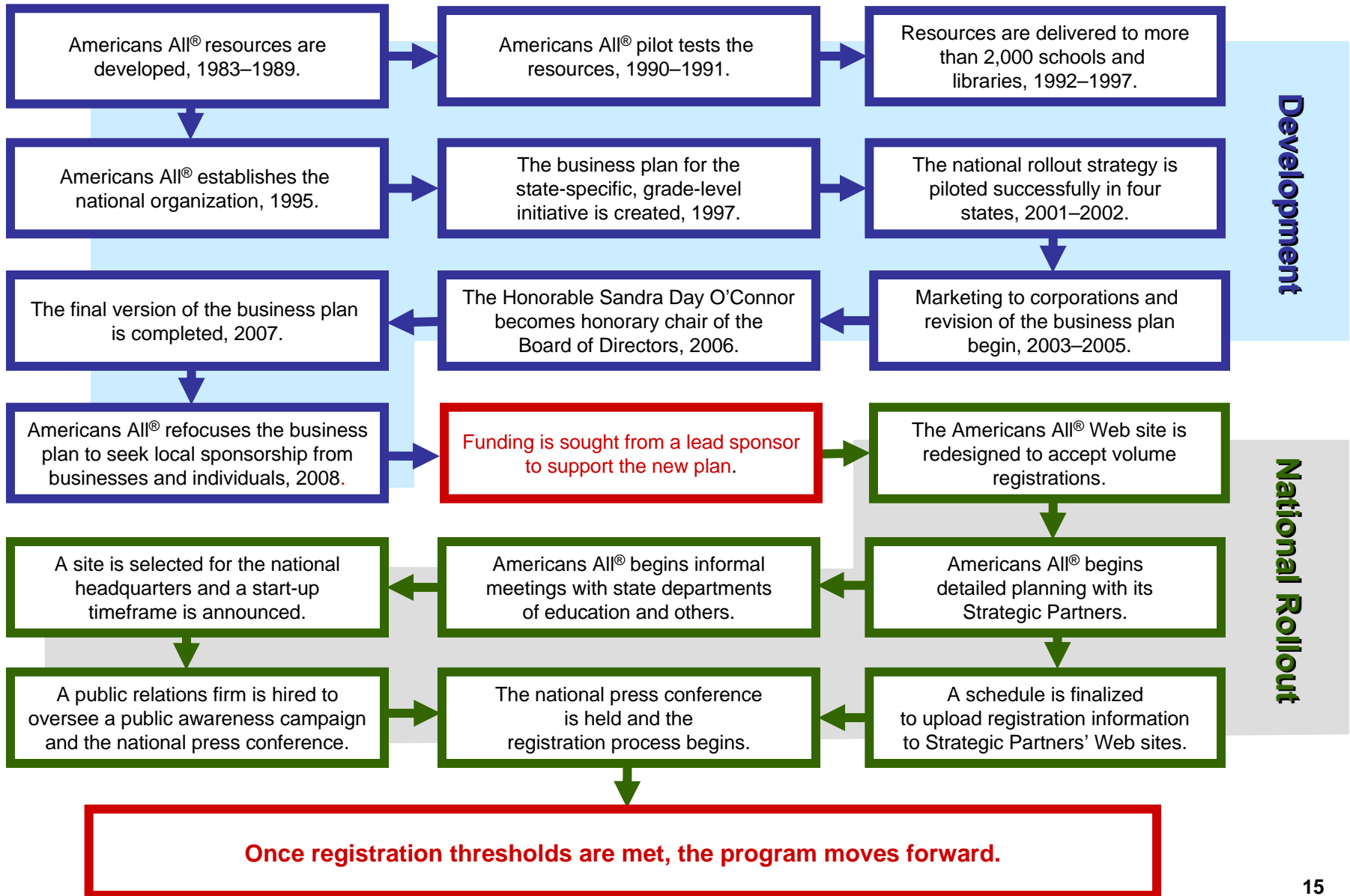
Active Development

Ongoing Maintenance





Americans All® Development And National Rollout Timeline



Thank You . . .

**For the Opportunity to Show How Sponsorship of
Americans All® Makes Sense for a Community**



***A Win-Win Partnership to
Ensure America's Future***

Allan Kullen, President, Americans All®
5760 Sunnyside Avenue, Beltsville, MD 20705 • Phone: 301-982-5622 • Fax: 301-220-3730
allan.kullen@americansall.com • www.americansall.com

Information Note:

- The slide below (18) is extra and can be used if booklet expands beyond 16 pages and the address line needs to go onto page 1. Delete slide if creating new PDF.