

For celebrities to reach their true potential and remain relevant, social impact initiatives must be considered, evaluated and executed at the same level as general business, media and partnerships. By partnering with PLUS ONE society, celebrities experience a redefined approach to sustainable social impact.



As a result of our partnership and influence, celebrities have had significant impact on their respective and collective communities:

- **ANDRE DRUMMOND** – Influenced Policy Reform ([SB 13](#)) in OH via [Play for Justice](#)
- **COMMON** – Headlined (10) [Prison Concerts](#); impacted over 25,000 Incarcerated Individuals
- **CYNTHIA BAILEY & MIKE HILL** – Raised Over \$20K for COVID-19 Relief to Supply PPE to (5) State Prisons in the U.S. via [Influential Justice](#)
- **DeVON FRANKLIN** – Assisted in Passing [Prop 17](#), and Blocking [Prop 20](#) in CA via [Elect Justice CA](#)
- **GIANNIS ANTETOKOUNMPO** – Advanced Aggressive [Criminal Justice Reform Plans in WI](#) via [Play for Justice](#)
- **GEORGE HILL** – Led the [2020 NBA strike](#) spurred by the police killing of Jacob Blake.
- **J. COLE** – Rallied over 30,000 people at the CA State Capitol; petitioned an [end to the cash bail system](#) via [Imagine Justice](#)
- **JESSE WILLIAMS** – Rallied over 30,000 youth from Greater Los Angeles to fight to make mental health a civil right via [WE RISE](#)
- **LONI LOVE** – Assisted in Passing [AB 376](#) via NextGen Policy Student Loan Debt Summit
- **STEVE KERR & W. KAMAU BELL** – Raised \$625K to support the end of gun violence and mass incarceration