



No One Can Do Everything...
Everyone Can Do Something

What Is Your Something

Submitted by Karan Kendrick

WHAT IS IT?

What Is Your Something is a Self-Contained Hybrid unscripted series that highlights individuals and groups around the world contributing acts of service that change the world for good.



Each week the audience will take a deeper look into the lives and communities of "finders" (people who have found and are sharing their something).

Examples include:

STEPHEN, KENYA

Kenyan boy makes wooden hand washing machines to help curb the spread of Coronavirus

INGENUITY





MARY, INDIA

Woman volunteers to foster children whose parents have tested positive for Covid-19



PICTURE DAY, ISRAEL

Student in quarantine gets visit from his entire class so that he doesn't miss picture day

SHETARA, MISSOURI

Struggling single Mom donates lottery winnings to police, receives even greater reward



COMMUNITY

ART THAT HEALS

SHEMARR, NEW ORLEANS

Jazz trumpeter offers instruments in exchange for guns to help curb violence in the city





THREE MEN, GEORGIA

Three Gwinnett County
incarcerated men save the life of a
Deputy



LIFTING EVERY VOICE, WORLDWIDE

People across the world stand in
solidarity against racial injustice in
America

HUMANITY

HISTORY



JOHN LEWIS, CONGRESSMAN

"If you see something that is not right, not fair, not just, you have a moral obligation to do something about it..."

Together, you can redeem the soul of our nation"

LEADING THE WAY

BRYAN
STEVENSON

Attorney/Founder, EJI



Widely acclaimed public interest lawyer and bestselling author of Just Mercy, Stevenson founded EJI—a private, 501(c)(3) nonprofit organization that provides legal representation to people who have been illegally convicted, unfairly sentenced, or abused in state jails and prisons. EJI challenges the death penalty and excessive punishment and provides re-entry assistance to formerly incarcerated people.

BRAND STATEMENT

Everyone has a part to play in helping to shape the new normal of our changing world. No one can do everything; but everyone can do something to make it a better place. We highlight people from all walks of life who have found their something, creating a ripple effect to inspire others to do the same.

TARGET AUDIENCE

Men and Women 25-49

OBJECTIVES

- Provide content that furthers the knowledge and understanding of our world
- Allow people to see themselves as agents of change regardless of their background, socio-economic status
- Change the world for good

PRIMARY MESSAGING

What Is Your Something?
Change The World for Good



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