

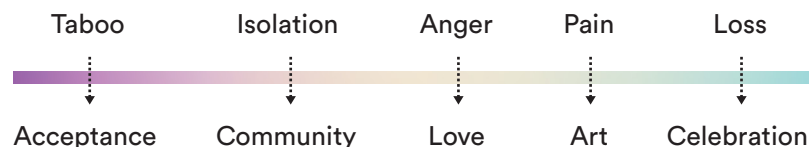


re imagine

End of Life

OUR PURPOSE

Reimagine is a nonprofit organization that aims to transform people's individual and collective experience around death, dying, and *living*.



WHAT WE DO

We host revolutionary, community-driven festivals that bring creativity, connection, and essential conversation to cities around the world. Festivals encompass:

- Arts & Entertainment
- Healthcare & Social Services
- Spirituality & Religion
- Innovation & Design

HOW WE DO IT

Anyone can host an event exploring big questions about life & death. Last year's festivals featured more than **500 events**, **18,500 attendees**, and **300 collaborators** including:



Frances McDormand
Oscar-Winning Actress



Pixar & Coco
Oscar-Winning Animated Film



Dispatch
Indie Band



Tracy K. Smith
US Poet Laureate

Event types: concerts • workshops • rituals • talks • games • conversations • food • meditations • end of life plans • performances • visual arts • dance • film • comedy • storytelling • plays

Where: theaters • parks • galleries • cemeteries • offices • temples • churches • tattoo parlors • hospitals • homes • community centers • senior centers • restaurants • city halls • monuments

REIMAGINE SF

Oct 24 - Nov 3

To host an event or join us visit:
letsreimagine.org/joinsf

- Facebook: @ReimagineEndofLife
- Instagram: @letsreimagine
- Twitter: @lets_reimagine

FEATURED IN

THE NEW YORKER

The New York Times

InStyle

Vox

FT FINANCIAL TIMES

FAST COMPANY

San Francisco Chronicle






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525 Events
18,850 Attendees
300 Collaborators

175 performances
164 visual art events
138 talks & panels
115 workshops
70 rituals
45 ACP sessions
43 musical concerts
39 film screenings
27 comedy shows
20 culinary explorations

**1 UNIVERSAL
EXPERIENCE**

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Reimagine Impact 2018

CHANGING ATTITUDES TOWARD DEATH

90%

felt Reimagine broke down
their taboos around death

90%

of respondents **identified a
surrogate** to help carry out their
end of life wishes

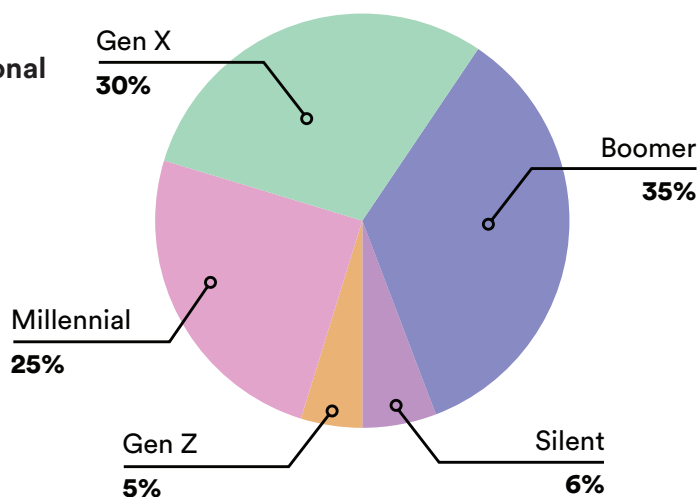
95%

of respondents were inspired to take positive
new actions, including:

- **filling out
an advance
directive**
- **talking to their
doctors or spiritual
leaders** about their
wishes
- **engaging friends
and family in a
conversation** about
death

CREATING AN INCLUSIVE CONVERSATION

Reimagine is
intergenerational



Reimagine is **diverse**

Partners include: African American Art & Culture Complex | VA Health Care System | Openhouse LGBT Community Services | The Women's Building | Mission Cultural Center | Mano a Mano | Mexican Culture Without Borders, Island Kids | The Institute on Aging | & dozens more

Events and materials in

**English, Spanish,
Chinese**

60%

of the **events were free**



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CHANGING ATTITUDES TOWARD LIFE

90%

felt more **connected to their community**

80%

became more **grateful for their lives and the people in it**

SPARKING A GRASSROOTS MOVEMENT

300+

local partners joined the Reimagine community to host events

40%

were **brand new to the end-of-life space** as an event host

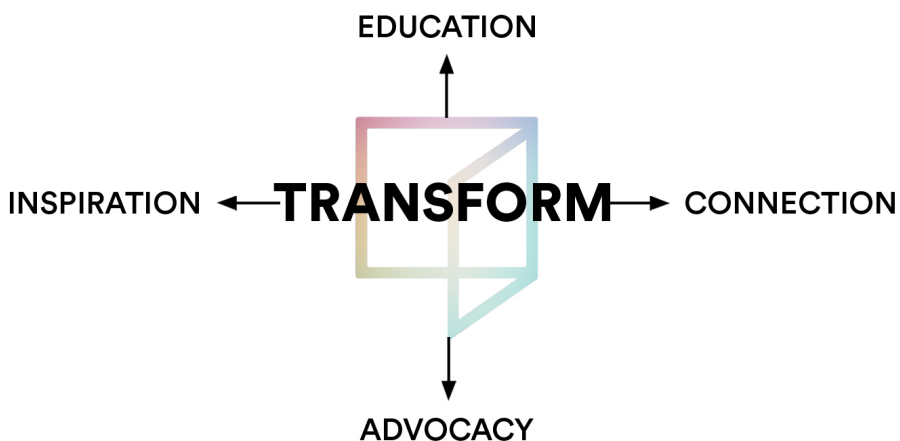
85%

said it was **more valuable to do this work as part of Reimagine** than in isolation

86%

reported **participation in Reimagine** led to **new opportunities and collaborations**


**Reimagine sparks transformative experiences;
These drive a culture shift around end of life.**



**All collaborators and participants welcome.
Curiosity and creativity requested.**

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 @letsreimagine

 @lets_reimagine