






re  
imagine

End of Life

**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

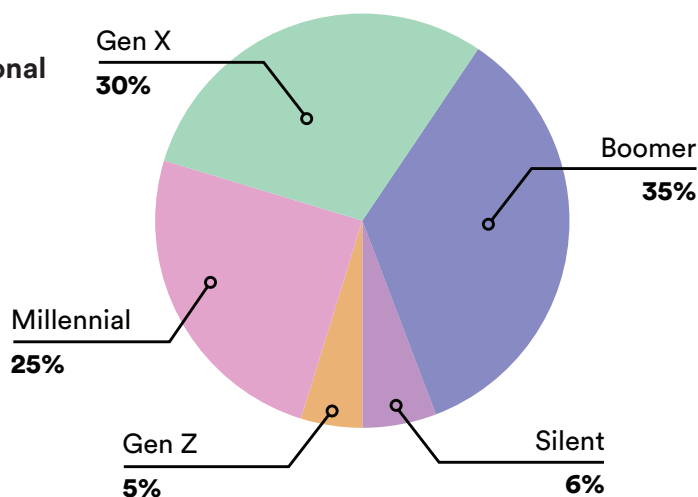
**95%**

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

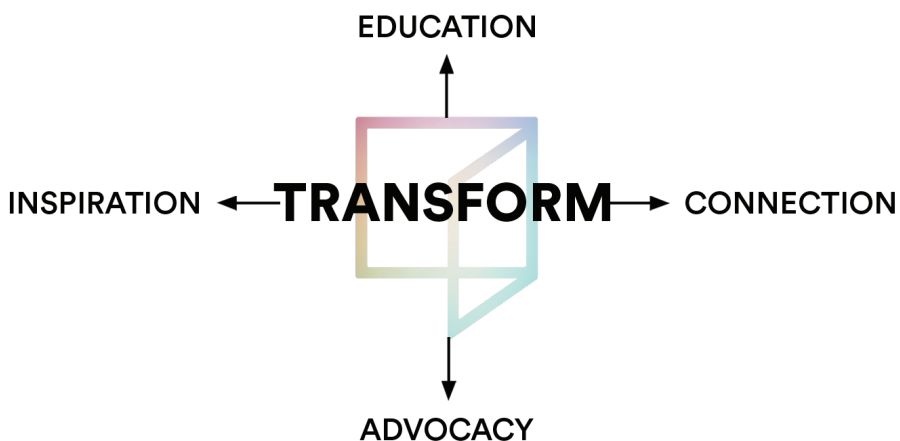
**85%**




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.**



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