



# 2021 Impact Report

A YEAR OF DIALOGUE, ACTION, AND GROWTH



# Dear Reimagineers,

Thanks to your support and participation in this community, Reimagine has made incredible impact and progress in 2021. I'm so excited to share this report with you which showcases details behind the movement we're building—creating a world where people of all backgrounds can embrace life fully, from this moment through the end.

In addition to sparking 600 events for more than 25,000 registrants, a notable accomplishment this past year was the creation of a refurbished Reimagine brand charter. We wanted to clearly re-articulate a mission, vision, and set of values that spoke to the heart of our work and what we believe is possible when we pursue healthy, more conscious ways of integrating mortality, loss, and adversity into our day-to-day lives.

There is so much shame and suffering surrounding these issues that's just begging to be brought into the light, whether we are facing losses born from serious illness, aging, mental health challenges, grief, or racism. With optimism as a core value, we are now focusing more explicitly on emotional health and well-being through deeper personal, cultural and spiritual transformation.

With this lens, we came to view Reimagine's in-person and virtual events as "Gateway Experiences," serving as entry points for community members to mourn, process, grieve, heal, and connect. Through these Gateways, we are meeting people of diverse backgrounds where they are at and normalizing what has been so often left in the shadows.

Once through a gateway, when taboos are dispelled, the heart is open, and we find acceptance...then what? The answer is our "Post Traumatic Growth Initiative," undergirded by the modern science and ancient wisdom of "post-traumatic growth"—the phenomenon that some people report a deeper sense of well-being after experiencing something hard. We believe we can democratize access to the techniques that lead to this type of redemptive growth.

With this clarity, we developed a vision and prototype of a new online tool and program, which we can't wait to share with you. Our forthcoming "Platform for Action & Growth" was conceived to provide the framework and scaffolding to guide people on their journey as they explore post-traumatic growth through tangible and meaningful actions. Today, I am so inspired and proud of this direction and all that we achieved together this last year.

We know we couldn't have done this without our lean-but-mighty staff, or without the leadership and guidance from our Board of Directors. It is therefore, with a heavy yet hopeful heart, that I also share that Jeannie Blaustein—my Reimagine co-founder and our Founding Board Chair—is transitioning out of her chairship prematurely to focus on her wellbeing after a recent health challenge. I am so incredibly awed by the unrivaled contributions Jeannie has made across the entire Reimagine community over the last 5 years, and I am grateful for the opportunity to honor her service by continuing to move us toward the lofty vision we collectively share for a more compassionate world. For more details around this transition, please see page 16.

I am also grateful for you, our Reimagine community, for walking on this path with us as we grieve, heal, and grow together.

With Love,



Brad Wolfe  
Executive Director

# Reimagine's Newly Defined Mission & Vision

Reimagine is an inclusive community and a platform for experiences that transform the way we approach life, loss, love...and each other.

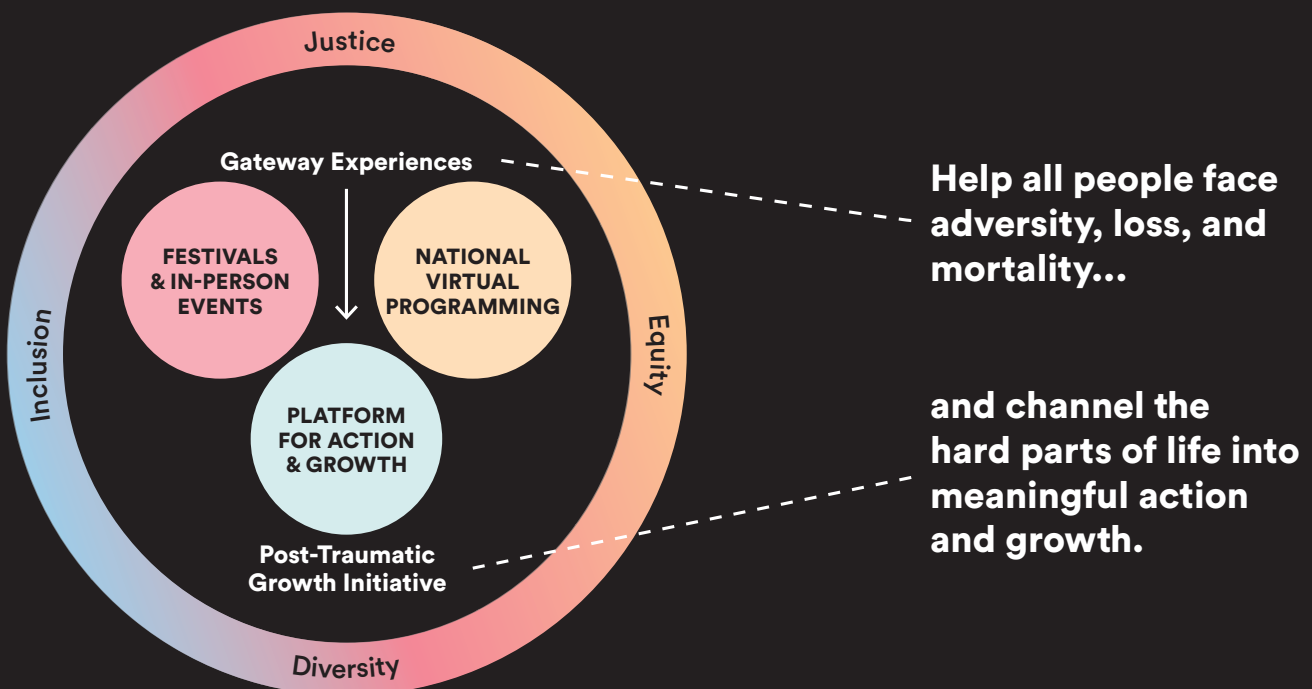
## MISSION

Reimagine exists to help people of all backgrounds face adversity, loss, and mortality and channel the hard parts of life into meaningful growth and action.

## VISION

Reimagine envisions a world where people can embrace life fully—from this moment through the end—and collectively contribute to a more just and compassionate society.

## HOW WE LIVE OUT OUR MISSION



## OUR VALUES



### J.E.D.I.

*(Justice/Equity/Diversity/Inclusion)*  
to champion a compassionate  
space for all people



### Community

to support personal and collective  
transformation through life's challenges



### Creativity

to explore our biggest questions  
with curiosity



### Authenticity

to stay true to our hearts and minds



### Courage

to turn towards what is hard



### Optimism

to believe in, strive for, and  
manifest new possibilities



### Celebration

to savor this “one wild and precious life”\*

\*From Mary Oliver's *The Summer Day*



Reimagine opens up conversations  
often kept in the shadows.



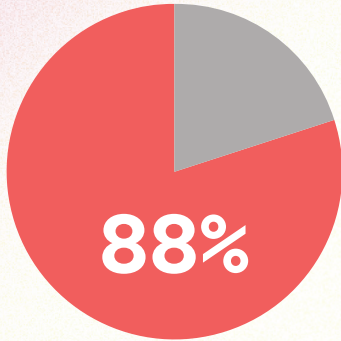
We call these events  
Gateway Experiences.





# IN 2021, REIMAGINE'S PLATFORM HOSTED **597** EVENTS AND REACHED **26,796** PEOPLE.

Here is some survey data about the impact these experiences are having on our community:



## FELT MORE GRATITUDE

for their life and the people in it after attending a Reimagine event



## 76% IMPROVED THEIR EMOTIONAL WELL-BEING

in the face of COVID-19 by attending a Reimagine event.



# 100%

said that in facing suffering, loss, or grief, it is important to

## FIND SOME **POSITIVE MEANING**

in a way that enriches their life.

# 99%

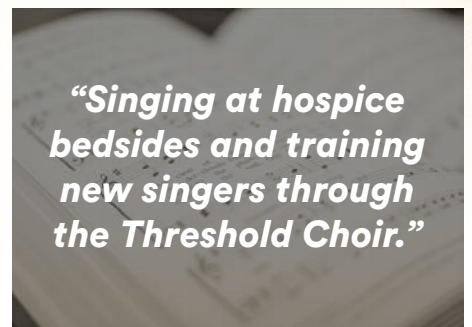
of our "Grief, Growth & Action" series survey respondents

## WERE WILLING TO **TAKE AN ACTION**

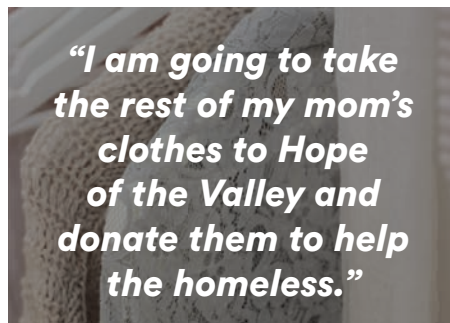
for themselves or for the benefit of their community. Here are some examples of those actions:



*"My life partner who passed was an arborist, so I am planting trees."*



*"Singing at hospice bed-sides and training new singers through the Threshold Choir."*



*"I am going to take the rest of my mom's clothes to Hope of the Valley and donate them to help the homeless."*



*"I will write a memoir for other LGBTQ+ caregivers."*





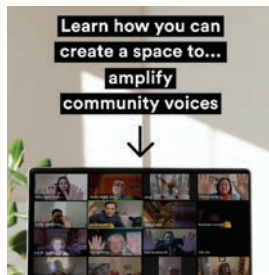
# National Virtual Programs

To support people throughout the year and since the pandemic began, Reimagine has been producing virtual events around serious illness, death, grief, aging, and more, while also fostering inclusive spaces by and for underrepresented communities.



## PRODUCED AND HOSTED 72 CORE REIMAGINE EVENTS

74% of Reimagine virtual events were free or offered on a sliding scale and reached 20,721 registrants. 78% of Reimagine Events were hosted by or feature members of underrepresented communities.



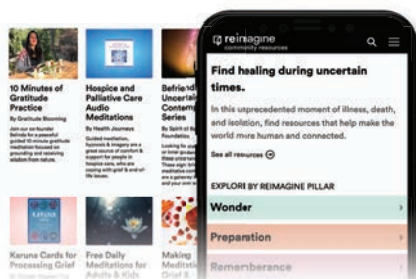
## DEVELOPED NEW DIY EVENT TOOLS SPARKING 517 COLLABORATOR EVENTS

These events reached 5,898 registrants. 100% of Reimagine's Collaborators signed our J.E.D.I. pledge to foster more inclusive events, and many attended additional trainings provided by Reimagine and Holistic Underground—a nonprofit with whom we partnered to develop and execute our J.E.D.I. initiative.



## LAUNCHED J.E.D.I. TRAININGS FOR END-OF-LIFE ORGANIZATIONS

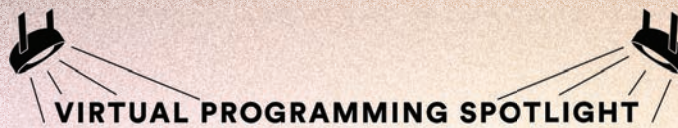
Last year we supported advanced illness care leaders to live out J.E.D.I. principles through our partnership with Holistic Underground and the Coalition to Transform Advanced Care (C-TAC). Over the course of 2021, we held three training sessions for C-TAC members, reaching 150+ people from organizations across the country.



## EXPANDED COMMUNITY RESOURCE HUB

In 2021, we began to expand Reimagine's Community Resource Hub—our vast resource library—on our website and are currently showcasing 193 unique resources, plus 260 videos on our Vimeo page, with recordings from Reimagine produced events, and from our partners and collaborators. As of the end of 2021, these videos have been viewed over 23.6k times.





VIRTUAL PROGRAMMING SPOTLIGHT

# Table Talks



**“It wasn’t just, ‘ok we’re going to include some BIPOC voices,’  
...I actually felt centered. And that was refreshing.  
Wow, that was refreshing.”** – Oceana Sawyer, Table Talk Event Attendee



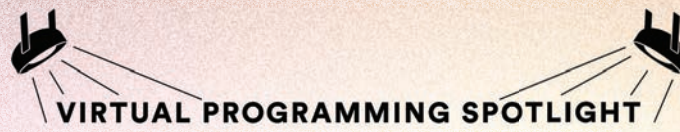
In the fall of 2020, Reimagine piloted and produced three Table Talk programs—a new conversation series by and for specific underrepresented communities to openly explore what it means to live and die well in their community. In 2021, Reimagine produced 20 Table Talk & Forum programs for 2,750 registrants, and began to archive certain recordings, with 7,500 total recent views of the content. Our Table Talk offerings included: three African American Tables Talks; four Asian American Table Talks; four supplemental Asian American “Tea Chats” for discussion; three multiracial LGBTQ+ Table Talks; one Latinx Table Talk and one Indigenous Table Talk.

Reimagine’s four Forums—town hall-like events facilitated by leaders of each community—provided space for broader discussion, identified additional Table Talk community leaders and themes, and informed the direction of overall Reimagine programming. Planning continues in 2022 to develop Table Talks for people with disabilities. On average, 70% of the 2021 Table Talk audience has reflected underrepresented communities.

**“ From the beginning, the facilitators set the tone that this was a space to find community. They didn’t just jump into conversations about grief, they started by telling us ways we can process the heavy feelings that may come up during the event. I appreciated that because I never attended an event about grief/loss so I didn’t expect to experience the range of emotions that surfaced while I was there. I cried on Zoom, I’ve never in my life been so moved in a virtual environment to cry in front of strangers. It’s been a week and I’m still reflecting on it. ”**

—Table Talk Event Attendee





# Candlelight Vigils



Our Monthly Candlelight Vigils are our largest virtual events and reach a national audience. This is a space for people of all backgrounds and experiences to mourn losses, honor loved ones, and uplift one another. Vigils incorporate the power of ritual and ceremony to create a rhythm and cadence that's comforting and dependable. These events invite attendees to embark on journeys of transformation, provide the scaffolding for deeper work, and introduce concepts of Post-Traumatic Growth and the importance of community, action, and justice.

Over the course of 2021, Reimagine Candlelight Vigils reached an average of 900 registrants and integrated issues found across all faiths while also appealing to a secular audience. Topics have included death or illness, which often don't have any communal spaces for this type of healing, personal and collective traumas, relationship and family challenges, and mental health challenges. Some notable guests and speakers included award-winning poets Maggie Smith and Pádraig Ó Tuama, journalist and founder of Futuro Media Group Maria Hinojosa, award-winning fiction author Joyce Carol Oates, and Obie award-winning playwright David Henry Hwang, to name a few.

**“ I just wanted to send a special word of admiration and gratitude for the work you do, and the way you do it. It is not unusual to see organizations with beautiful mission statements; but it is very rare to see organizations with the integrity and authenticity I feel from you and Reimagine. What a vibrant (and needed) vigil on Saturday — the alchemy between the different co-creators, the balance between the different ingredients, were just so potent, deep, and touching. Looking forward to being touched by more of your creations. ”**

—Candlelight Vigil Attendee





# Festivals and In-Person Experiences

## *A COVID-19 Update*

**“ I made a long-overdue career pivot and took a new job, which I attribute to Reimagine. I am enjoying life and living in gratitude. Contemplating death in the brave space of this community has helped with this.”**

—Reimagine Event Attendee

Prior to the pandemic, Reimagine hosted three in-person festivals that took place throughout an entire city, transforming hundreds of everyday places into vibrant spaces where thousands of people came together to tackle adversity, loss, and death as one community. With this in our rearview mirror, we entered 2021 at an inflection point—with year two of the COVID-19 pandemic continuing to limit in-person activities, we took another step back to re-evaluate our festival model and began investigating a more sustainable and neighborhood-centric approach that focuses on centering voices from underrepresented communities. We’ve conducted research, hosted learning sessions with local community leaders, and developed detailed plans and budget scenarios for what the next in-person event model might look like once it’s safe to convene in person again.

As we narrow in on a date, a community to co-create alongside, and potential partners to amplify our impact, we hope you’ll stay tuned for an announcement for our first in-person experience of 2022!





What happens after a Gateway  
Experience, as stigmas break down  
and our hearts open up?



# Reimagine's Post Traumatic Growth Initiative







# What is Post-Traumatic Growth?

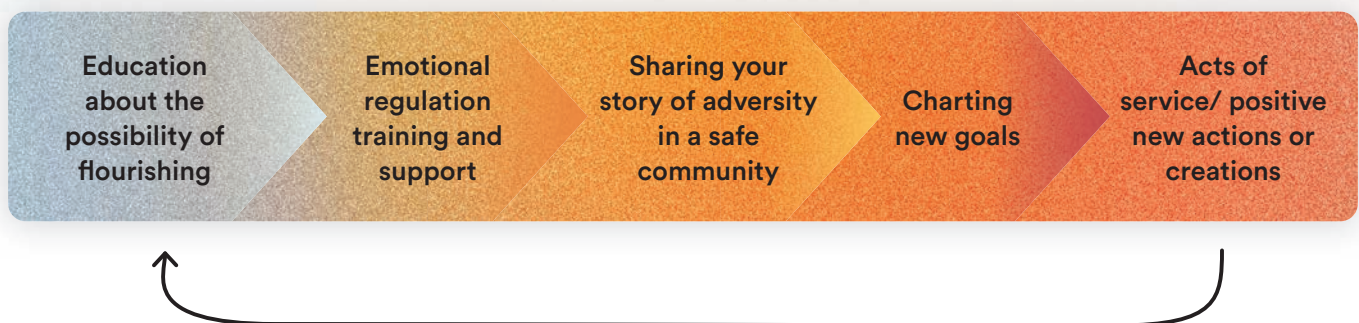
Post-Traumatic Growth is a scientifically validated phenomenon whereby—after a traumatic experience—some people actually report a greater sense of flourishing in life.

Unfortunately, most people don't experience this positive transformation naturally; they either feel stuck, experience depression or move toward "survival," hoping to return back to their original baseline. But there is a growing scientific understanding of how to help people achieve PTG and actually thrive through facing something hard. Reimagine has been working to translate this science into practice, making it accessible to people of all backgrounds. The process can be broadly divided into five steps or stages—aka a virtuous cycle to becoming the hero of your own journey.

**“Reimagine is showing us how to raise hope from the ruins of what was... that loss is not something to be suffered silently, but that it is to be shared. The experience of loss is no single shade of emotion. There is soul-rending pain and oceans of sadness. But there is also beauty, as bittersweet as it may be. When we are able to appreciate the full spectrum of our experience, we begin to understand what is meant by post-traumatic growth.”**

—Reimagine Event Attendee

## A VIRTUOUS CYCLE: 5 STEPS TO BECOMING THE HERO OF YOUR OWN STORY

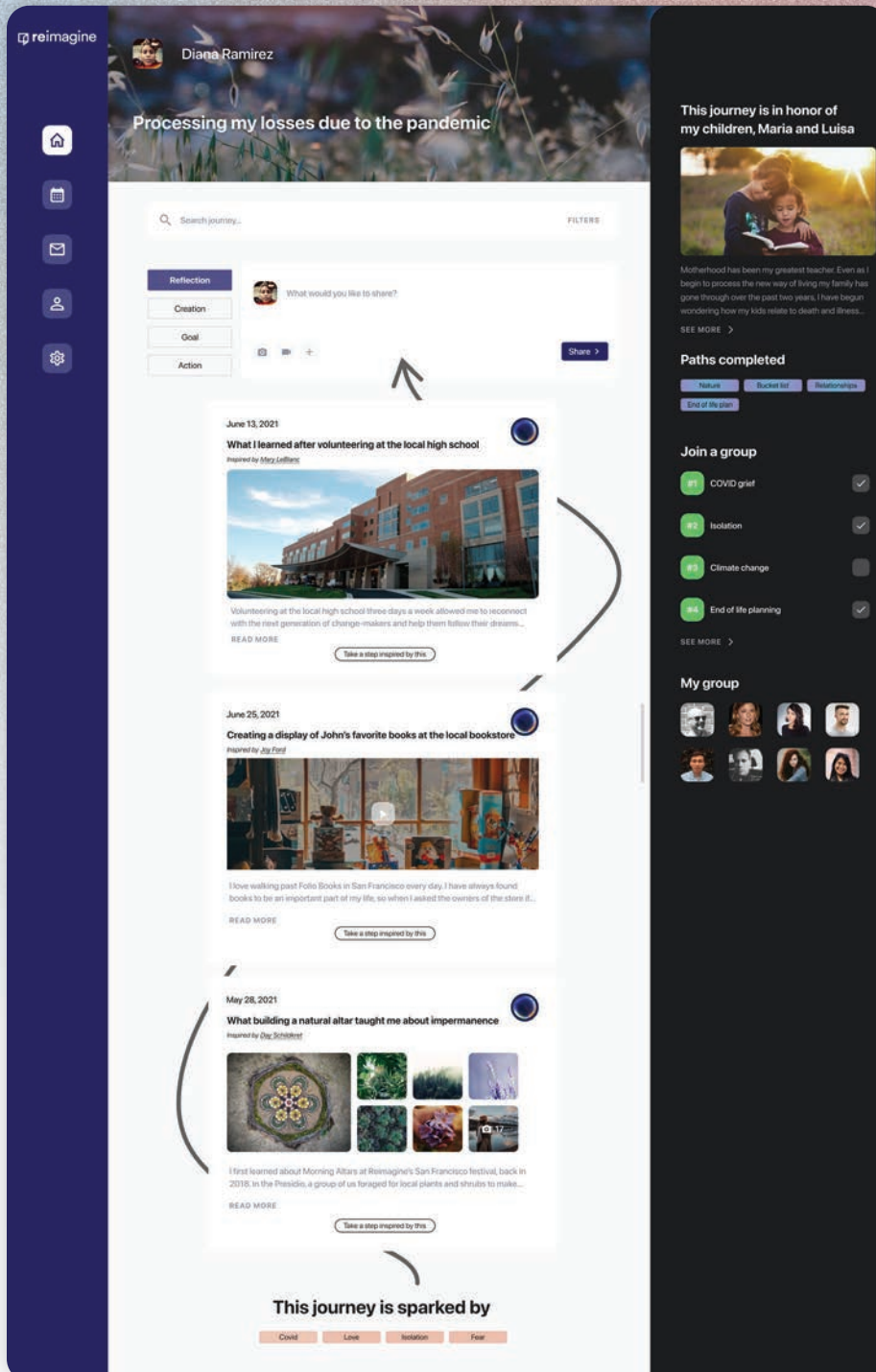






# Reimagine's Platform for Action & Growth

To build out this new initiative and platform, Reimagine accomplished the following activities in 2021:



- Hired external software development team to create mock-ups of the entire user experience for our new digital platform for action and growth
- Launched a broad and on-going co-creation process with members of our community, including surveys, interviews, and focus groups, and began incorporating feedback into the program
- Partnered with a renowned game designer to “reimagine” the often emotionally damaging paradigms of social media, infusing our concept with both meaning and playfulness to help us connect with a multi-generational audience
- Designed the user experience for reading and writing collections of reflections, creations, goals, and actions, which together form a person’s “journey” on the platform
- Designed a “Groups” feature that will bring people together in smaller intentional communities to support each other through their growth journeys
- Began the visual design phase, bringing a sense of lightness, creativity, and inspiration to people using the platform



# Partnering with the COVID Grief Network



The COVID Grief Network (CGN) is a fiscally-sponsored project of Reimagine whose mission is to provide short term grief support and build long term community for young adults who are grieving in the midst of this pandemic. CGN's Program Director Noah Cochran, LCSW, is working with Reimagine's Sr. Program Director Dara Kosberg to facilitate group sessions during Phase 1 of prototyping Reimagine's Platform for Action & Growth. With a background in queer, trauma-informed, attachment-based coaching and grief support, Noah is helping Reimagine develop a supportive small-group cohort model and curriculum for people of all backgrounds. Noah offers queer, trauma-informed, attachment-based coaching and grief support to individuals and couples—to develop a supportive small-group cohort model and curriculum for people of all backgrounds.

**“ Partnering with Reimagine will open up new avenues for programmatic collaboration and expand and deepen our community. We could not be more excited and humbled, and we are grateful for Reimagine’s support in actualizing a long-term vision for the COVID Grief Network. ”**

—The CGN Leadership Team



# Voices from Our Community



We all have personal and communal narratives of grieving, healing, and growth. And for many of us, there's a chapter in these stories about taking small, sweet steps to transform loss into love and adversity into action. Sometimes that small step is sharing your story in a safe community—one of the 5 stages of PTG. We know a story has the power to inspire other people's journeys, so in 2021, Reimagine set out to share the profound stories of our community members who have channeled the hard things in life into something beautiful.

In the first few months of the campaign, we received over 30 community stories, some reaching as many as ~50,000 viewers. Above is a small selection of those inspiring stories.



# Honoring Dr. Jeannie Blaustein

Reimagine's incredible co-founder and Founding Board Chair, Dr. Jeannie Blaustein, announced internally to the team in December 2021 that she'd be stepping down prematurely from her role as Board Chair to focus on her recovery from ovarian cancer. We are deeply grateful and lucky to have grown this organization with Jeannie and through her vision and heart-centered leadership: she has shown us what is possible when we are bold enough to harness our compassion to collectively transform taboos around death and serious illness. Throughout her tenure and with her leadership in this role, Reimagine has hosted more than 2,400 events and reached more than 105,000 people since its inception as a nonprofit organization in 2018.

Jeannie will support Reimagine's current board member Meesha Brown, President of PCI Media, as she becomes Reimagine's new Interim Board Chair. Jeannie will also continue to serve Reimagine as an esteemed member of the Board of Directors. Stay tuned for an invitation from us later this year to join a special Reimagine event to honor Jeannie's service and impact in transforming our relationship to life, loss, and love.



"Chairing Reimagine's Board has been one of the most gratifying and fulfilling experiences of my life. It is through this work that I have heard your honest stories of courage, accompanied you through moments of anguish, discovered with you the power and beauty of facing adversity together, in community. And today, as I face my own uncertain future, I am being held in a circle of love and support because now I, too, have openly shared my fears, reached out to my community, and eschewed my typical "go it alone" approach. I have learned from every one of you that only through facing the hardest parts of life can we experience the truest connections and the deepest intimacy. In a crazy, crazy way, I have never been happier in my life. Reimagine has taught me how to walk through the darkness straight into light and love. Bless you all."

A handwritten signature in white ink that reads "Jeannie Blaustein".



# Who We Are

## REIMAGINE STAFF



**Brad Wolfe**  
Founder & Executive  
Director



**Dara Kosberg**  
Senior Program  
Director



**Sharla Pidd**  
Director of  
Development



**Andy Ingall**  
Senior Programmer



**Margaret Beim**  
Marketing Manager



**Zubin Desai**  
Head of Product &  
Design



**Mica Jane**  
Operations Manager

## REIMAGINE BOARD OF DIRECTORS



**Jeannie Blaustein**  
Founding Board Chair &  
Adjunct Faculty, Pace  
University



**Meesha Brown**  
President,  
PCI Media Impact



**Tim Chang**  
Managing Partner,  
Mayfield Fund



**Mo Clancy**  
Co-Founder, Black  
Acorn Ventures & Five  
Suns Food



**Nick Jennings**  
Founding Reimagine  
Board Member & Vice  
President, Citi



**Corey L. Kennard**  
Lead Pastor,  
Amplify Christian  
Church



**Jonathan Lipps**  
Director of Learning  
& Education Programs,  
HeadSpin

We are honored to welcome the following new Board Members in 2022:



**Lois  
Perelson-Gross**  
Founding Reimagine  
Board Member &  
Pastoral Care Counsel/  
Author/Lecturer



**Jeremy  
Sutherland**  
Founding Reimagine  
Board Member &  
Founder/Creative  
Director, Parka



**Eric Toda**  
Global Head of Social  
Marketing, Facebook



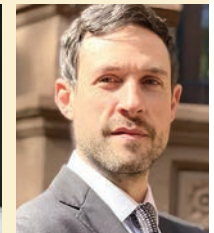
**Brad Wolfe**  
Founder & Executive  
Director, Reimagine



**Leon Ford**  
CEO, Leon Ford Speaks



**Eric Solomon, PhD**  
CEO, The Human OS



**Rhett Millsaps II**  
Founder, Lex Lumina