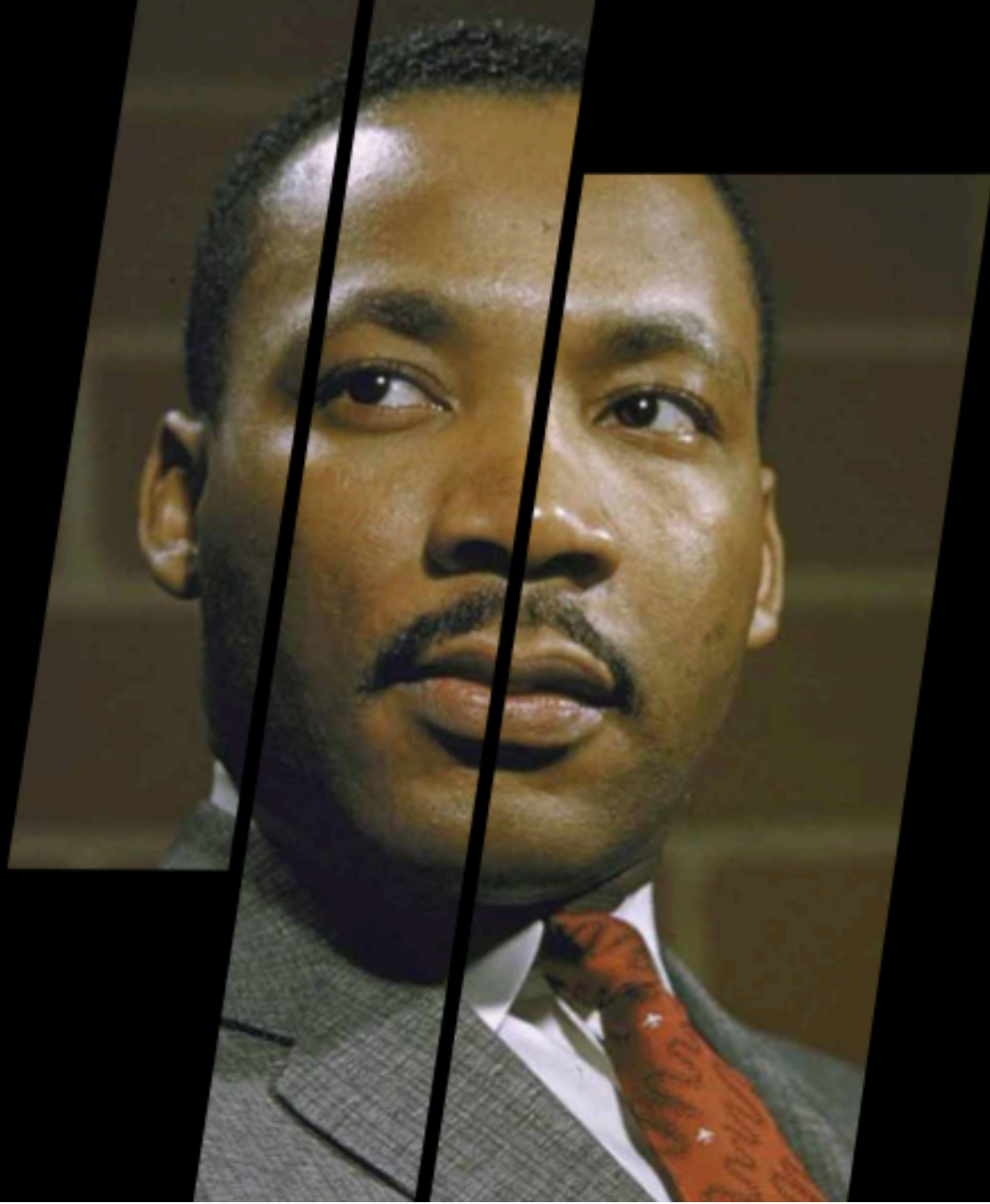


THE COMPANY THAT CHANGED THE WORLD



I WAS RESERVING IT FOR SOME
HERO, SPEAKER OR GENERAL...

ONE WHO SHOULD SERVE THE GREAT IDEA,
THE GOOD OLD CAUSE, THE PROGRESS
AND FREEDOM OF THE RACE...





SOME BRAVE CONFRONTER OF DESPOTS,
SOME DARING REBEL...

BUT I SEE THAT WHAT I WAS RESERVING

BELONGS TO YOU JUST AS MUCH AS TO ANY.

— walt whitman



NAYSAYERS SAID IT COULDN'T BE DONE

that there are things in this world that will never be possible. We thought that was a cop-out and decided instead to harness the energy of optimism and human resourcefulness to show just how much of impossible isn't.



THIS BOOK IS A TESTAMENT

to the power of people—brought together by common purpose and
passion—to right wrongs, undo harms and kindle a brighter vision
of the future through making impossible dreams real.



I AM ALWAYS DOING THINGS I CAN'T DO.
THAT'S HOW I GET TO DO THEM.

— pablo picasso

ARTS EDUCATION FOR ALL

It's a truism that in difficult economic times, arts programs are the first "non-essential" victims of budget cuts. We believe in the power of arts education and the way it opens up the world for children as they grow.

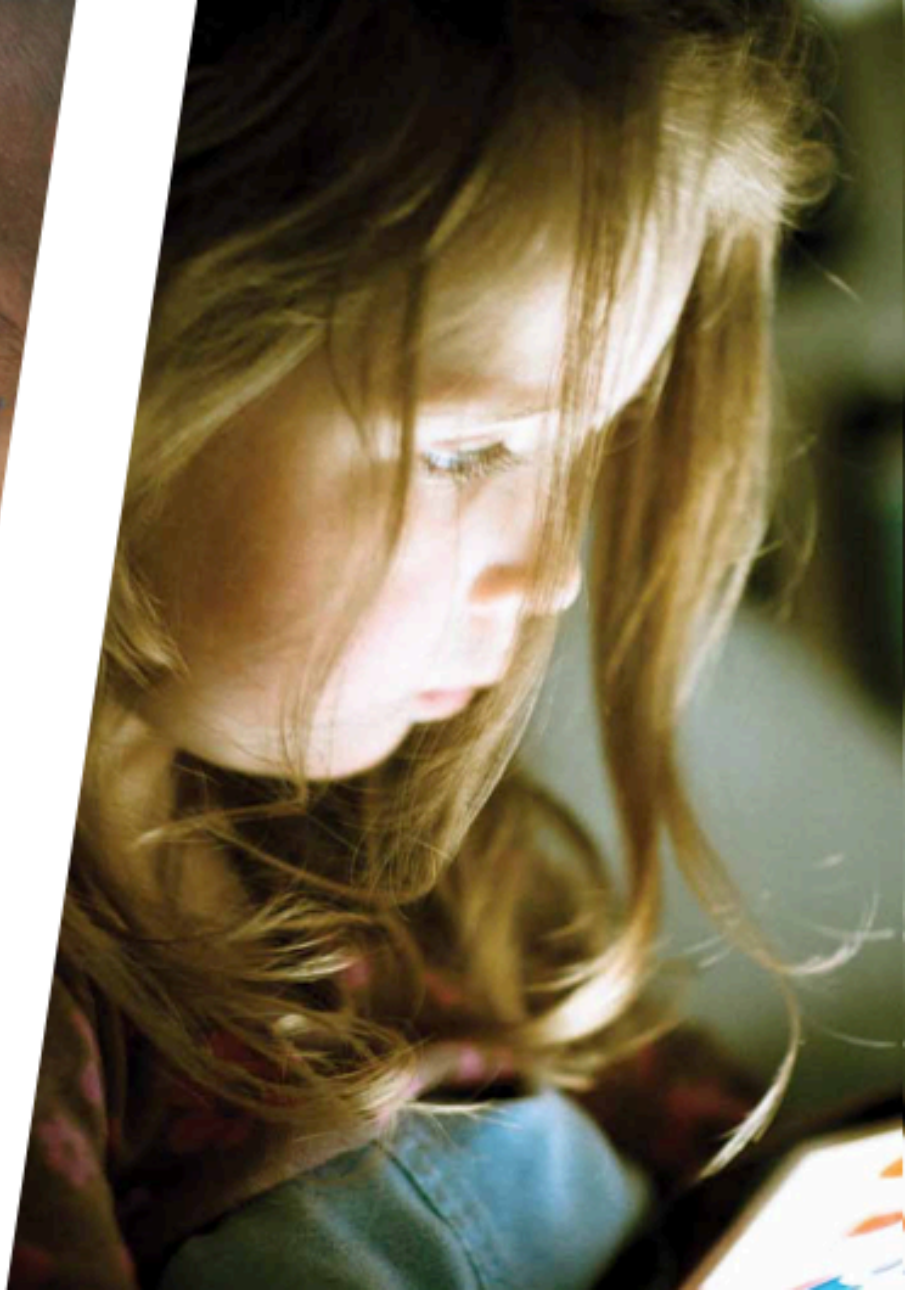




A vision not seen
can't.

rethink education







In partnership with Apple, the NEA and the National Public Library system, we built a mobile arts curriculum for the iPad aimed at providing education to bridge the gap created by cuts in arts funding. We set up lending programs in libraries across the country to ensure that all aspiring artists—even ones who eventually become scientists—have the access and inspiration they deserve to keep pushing our culture and society forward.

rethink education





THE TIME IS ALWAYS RIGHT
TO DO WHAT IS RIGHT.

— martin luther king, jr.

HELPING HANDS FOR VETS





Before they were over, the wars in Iraq and Afghanistan sent home thousands of vets with missing limbs. For any vet, simply adjusting to life after war is a challenge in itself. But for these heroes, that challenge is multiplied infinitely by having to learn to perform simple everyday tasks without an arm or leg, or with a clunky prosthetic. Adding insult to injury, prosthetic options were limited and expensive. Not anymore.

rethink technology



Working in unison with experts in the field of brain-computer interfaces, we helped to develop prosthetics that function seamlessly as extensions of their owners. They think it; their artificial hands do it. They picture it and their new legs take them there. Our team helped make the technology affordable, as well as developed a program to ensure that vets get the limbs they need to reclaim a normal life.





Progress happens
one step at a time.

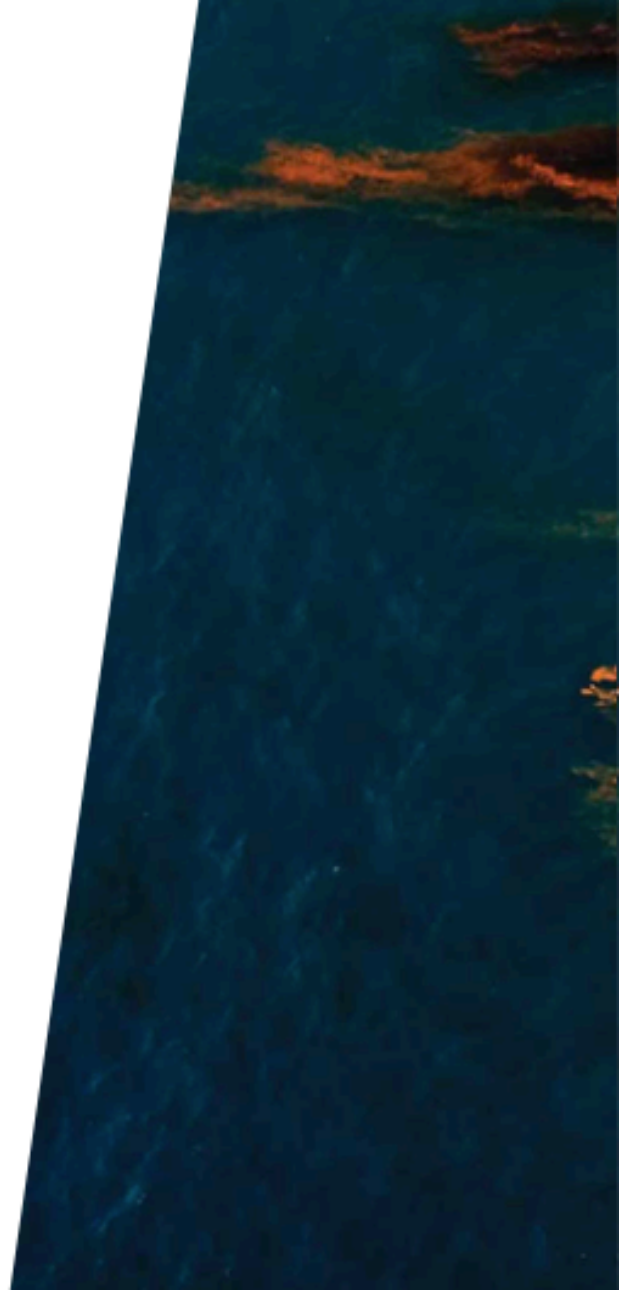
rethink technology





RECLAIM THE GULF OF MEXICO

The world watched aghast as millions of barrels of oil spewed into the sea. Unstoppable. Unthinkable. When the hemorrhaging did end, cleanup was quickly declared done and the world moved on. But a coastline of ruined natural habitats and fisheries was left behind. It was completely unclear how the damage could be reversed.



An aerial photograph of a large industrial vessel, likely an oil spill cleanup ship, operating in the open ocean. The vessel is white with a dark hull and is surrounded by a large, dark, circular containment boom. The water is a deep blue, and there are visible streaks of dark, viscous material, likely oil, on the surface. The vessel has various equipment on deck, including a crane and other machinery. The overall scene depicts a major environmental cleanup operation.

Many said it couldn't be done.

We didn't. We did it.

rethink environmentalism







We brought together our brightest minds with leaders in eco-disaster management, helped by the people who live in the region, to distribute an organic-based solution that consumed the oil that remained in hard-to-reach places and released natural elements that were reabsorbed into the environment.

The reversal still is not 100% complete, but the healing has begun.

rethink environmentalism





A DREAM YOU DREAM ALONE IS ONLY A DREAM.
A DREAM YOU DREAM TOGETHER IS REALITY.

— john lennon

THE NEW DETROIT

One of America's great cities had fallen into ruin. The failing economy and imminent death of the auto industry as we knew it had sent Detroit businesses and residents in search of greater hope and opportunity elsewhere, leaving behind an urban wasteland in place of a once-thriving American Dream.

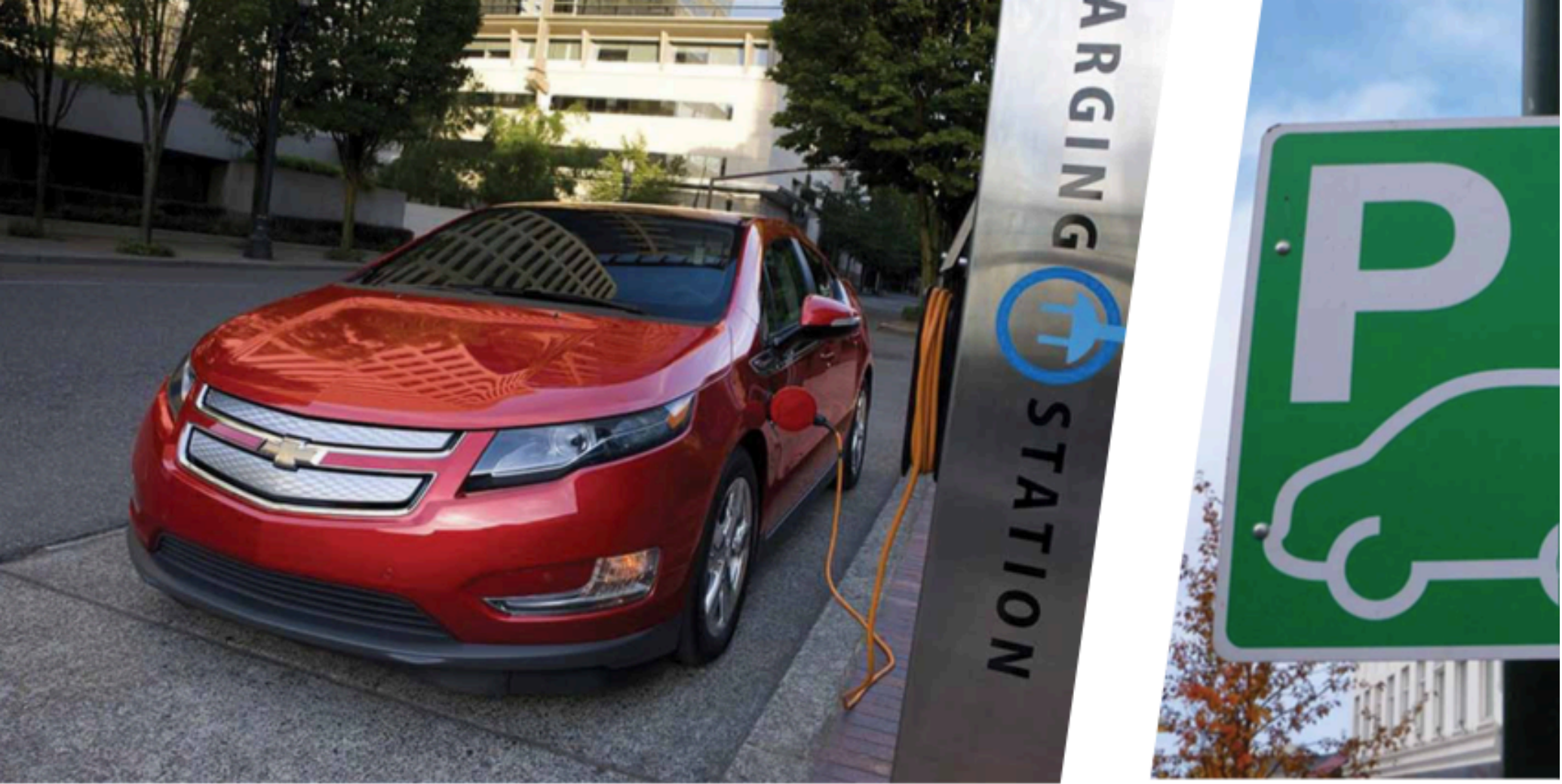




Prosperity
can rise from despair.

rethink economics





CHARGING STATION





We partnered with GM, combining technology and innovative thinking to develop the most efficient, most connected electric car on the planet. It harnesses the power of the network for a constant stream of mechanical updates. Our open-source solution has helped make Detroit the center of an international green vehicle revolution, attracting new businesses, creating jobs, and inspiring community revitalization projects like never before.

rethink economics



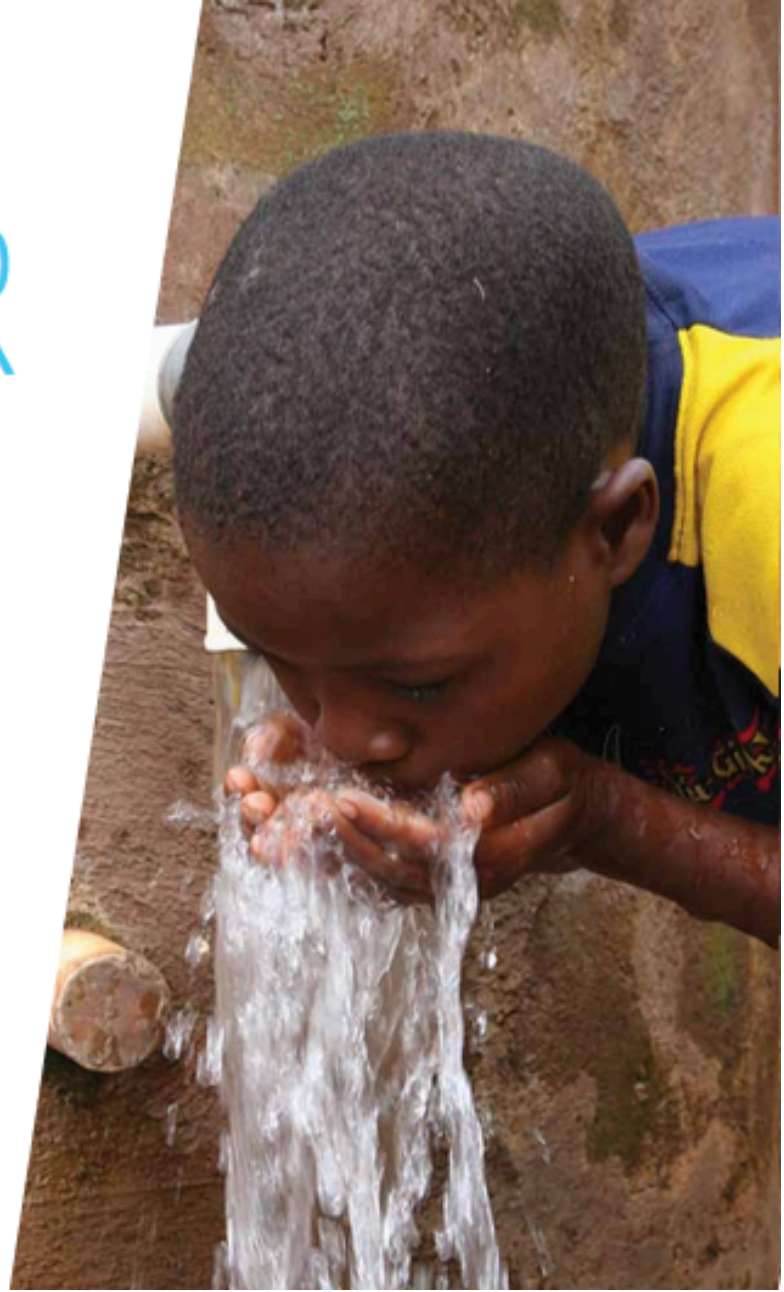



IN TIME AND WITH WATER
EVERYTHING CHANGES.

— leonardo da vinci

CLEAN WATER SAVES LIVES

Hundreds of thousands of young children were dying every year in Africa from conditions as simple as diarrhea and dehydration. The main culprit in these senseless deaths was a lack of clean drinking water. Fulfilling this basic need would make an infinite difference.

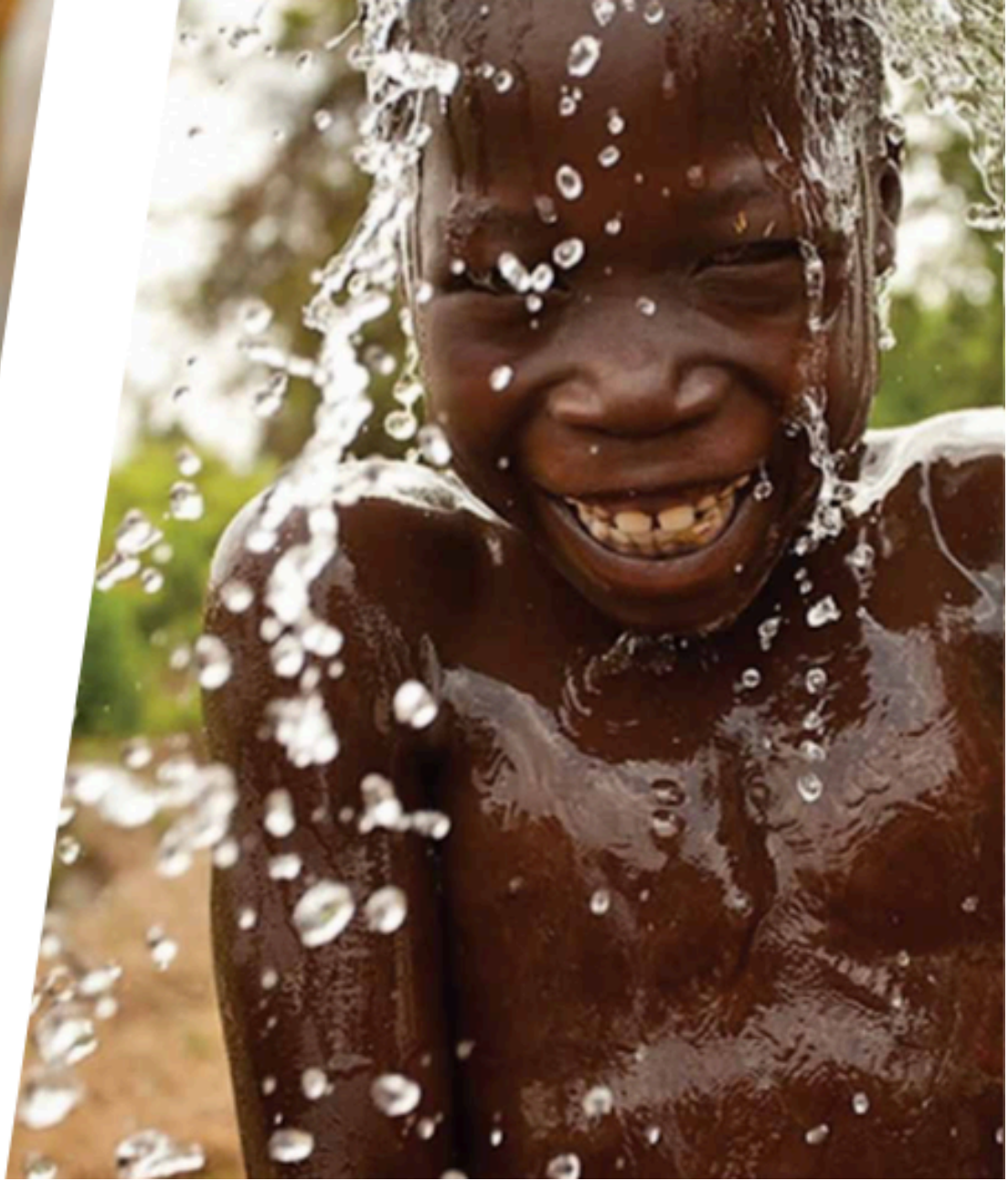


A young child with a thin, frail appearance is sitting on the ground next to a yellow plastic water container. The child is wearing a striped, sleeveless top. The background is a plain, light-colored wall with some peeling plaster. The overall scene suggests a lack of access to clean water and proper nutrition.

A seed unwatered
can't grow.

rethink global health







Partnering with inventor Dean Kamen, we set out to create an affordable, easy way for Africans to filter their water, creating potable water from otherwise unusable sources. With the help of others committed to the cause, we developed and distributed a device that creates enough clean water each day to quench the thirst of 100 people, running only on energy created from waste materials like grass clippings and animal dung. Over the past year, the death rate for children in Africa has dropped 90%, primarily because of this easy access to clean drinking water.

rethink global health



NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL,
COMMITTED CITIZENS CAN CHANGE THE WORLD.

INDEED IT'S THE ONLY THING THAT EVER HAS.

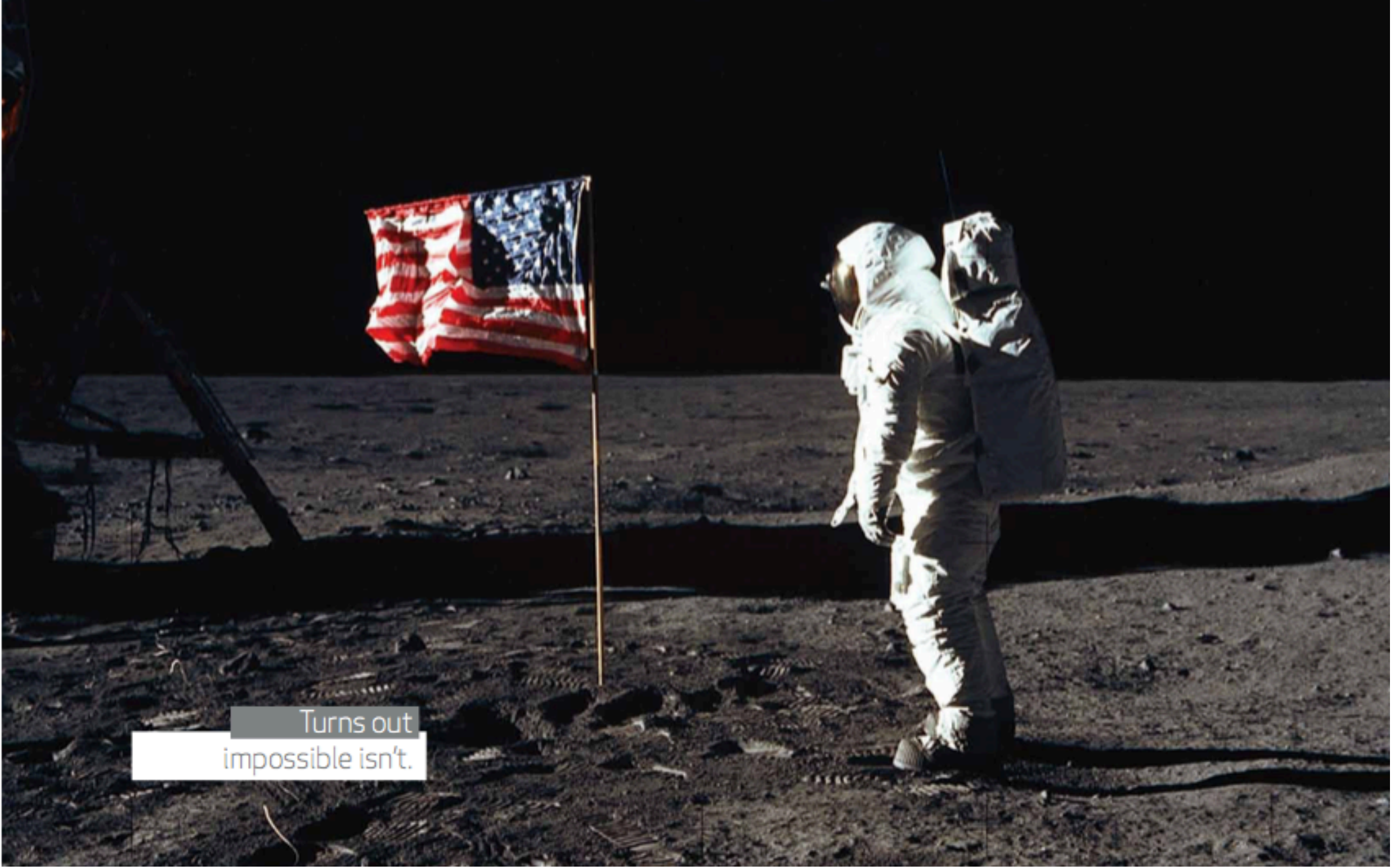
— margaret mead

HOW IT ALL HAPPENED

We set out to make reality of things dreamed but never dared. We were surprised how many others believed it could be done.

When we raised our call for all to hear, the voices of those believers sounded back from across the globe with ways to challenge conventional notions of can. They shared ideas that moved them, then moved to make them happen.


With a network comprised of experts and everyman, connected by technology and purpose, we learned where need lay and we rose to the occasion. Ideas became solutions. Solutions became plans. Plans became action. Action saved lives and made life better in ways no one ever thought it could.



Turns out
impossible isn't.

LEGACY

What we started is just the beginning. Today, teams across the globe are grabbing the unattainable and tossing it into oblivion. *Never* is no more—because we helped *hope* win over *fear*, *can* win over *can't* and *do* win over *doom*. Through people, through passion, through patience and purpose.

A young boy with dark hair is shown in profile, looking upwards and blowing bubbles. He is holding a green bubble wand. Several bubbles of various sizes are floating in the air around him. The background is a clear, bright blue sky. The lighting is soft, suggesting a bright day.

We showed the world
how to rethink possible.

TO THEE, OLD CAUSE!
THOU PEERLESS, PASSIONATE, GOOD CAUSE!
THOU STERN, REMORSELESS, SWEET IDEA!

DEATHLESS THROUGHOUT THE AGES, RACES, LANDS!

— walt whitman

