With an average of 10,000 people turning 65 every day for the next 20 years, Embracing the Journey: End of Life Resource Fair offers an opportunity for that group as well as people of all ages to increase their awareness of end of life issues.

“This program proved that people are increasingly interested in the larger conversation about End of Life care and decision-making. It is a part of living a healthy life – which the JCCSF is so well known for.”

**EVENT COMPONENTS**

- **Speakers**: Leading experts present on positive, inspiring and practical topics.
- **Resource Fair**: Exhibitors include a wide range of businesses and organizations.
- **Focus**: Jewish traditions and green practices
- **Activities**: Meditation, yoga, walking a labyrinth and live music
- **Online Access**: Presentations are recorded for later viewing.

**WHAT MAKES IT ALL POSSIBLE?**

- **Exhibitors**: Businesses pay a modest fee for a table at the event’s resource fair.
- **Donations**: Professionals from the JCCSF and the community donate their time with presentations, panel discussions, and group facilitation.
- **Volunteers**: Over 10 volunteers assist with setup, registration, event flow and much more.

**ESSENTIAL RESOURCES**

- **Multi-year financial commitment** from the JCCSF
- **Accessibility** via public transportation and ample parking
- **Space**: Multiple rooms and a large auditorium in a professionally managed facility
- **Multi-channel marketing**
- **Strong partnerships** with businesses and organizations, reinforced by post-event evaluation

“We are seasoned End of Life professionals and discriminating ‘consumers’ and the JCCSF has established itself in that market.”

In 2015, 20 businesses and nonprofit organizations exhibited at the first annual Embracing the Journey: End of Life Resource Fair.

**RESULTS & BENEFITS**

- **200 people attended the 2015 inaugural event.**
- **Innovative and engaging event promotes community and connection.**
- **Adults of all ages connect directly to experts in health, hospice, caregiving, funerals and much more.**
- **The JCCSF develops additional collaborative partners and contacts.**
- **Businesses and organizations gain new clientele and enjoy networking opportunities.**

“People were looking to be informed about the topic of dying and death. This program made discussion so much easier.”