



*Association for Workplace Tragedy Family Support*

# Strategic Plan

JANUARY 2022

DECEMBER 2024



# Threads of Life: Strategic Plan 2022-24

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***As Threads of Life reaches its 20th anniversary***, we face many challenges — some new and some all too familiar. We must respond to the changes brought by a global pandemic: the increased isolation, the difficulties of traveling and bringing people together in person. Even without a pandemic, the world is far more reliant on digital, on line service and communication, and while that creates opportunities, the noise of all those messages makes it harder to get our message through. The population and demographics in Canada have changed too. And underlying all this change is the continuing need for Threads of Life. Canadian workers continue to be killed, injured and made ill at work, in numbers which at best have remained stable over the past two decades, and in some cases have increased. Our strategic plan for 2022 to 2024 attempts to respond to these realities.

At the heart of our strategic plan are our Vision, Mission and Values, a rallying point for staff, volunteers and partners alike. These enduring statements continue to guide us in our choices and daily operations.

At this point in our organization's life, we feel it is vital to focus our energies on outreach to more families and individuals. This overriding objective is expressed in our Statement of Intended Impact. The Statement of Intended Impact bridges our Vision and Mission with our Strategies.

Our Strategic Themes and Priorities spell out how we intend to achieve this impact over the next three years. They reflect the challenges and needs we have identified, and build on our strengths including a passionate volunteer base and committed partners. Our Objectives put the Themes and Priorities into operation.

Threads of Life's plans for 2022 to 2024 are ambitious, but we feel they are well grounded and absolutely necessary as we strive to fulfill our mission and move towards realizing our vision.



VISION

MISSION

INTENDED  
IMPACT

**STRATEGIC  
PLAN:**  
Strategic Themes,  
Priorities and  
Objectives

OPERATING  
PLANS

DEPARTMENTS  
PLANS, PROJECT  
PLANS,  
INDIVIDUAL  
PLANS

# Who We Are

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## VISION

Threads of Life will lead and inspire a culture shift as a result of which work-related injuries, illnesses and deaths are morally, socially and economically unacceptable.

## MISSION

Our mission is to help families heal through a community of support and to promote the elimination of life altering workplace injuries, illnesses and deaths.

## VALUES

We believe that:

**Caring:** Helps and heals.

**Listening:** Listening can ease pain and suffering.

**Sharing:** Sharing our personal losses will lead to healing and preventing future devastating work-related losses.

**Respect:** Personal experiences of loss and grief need to be honored and respected.

**Health:** Health and safety begin in our heads, hearts and hands, in everyday actions.

**Passion:** Passionate individuals can change the world.

## STATEMENT OF INTENDED IMPACT

By the end of 2024, Threads of Life will be prepared to welcome 300 new family members per year. Through the combined efforts of our partners, volunteers and staff, we will have the capacity to provide programs and services to each of them. These new members will represent all streams of workplace tragedy, and will become engaged in our programs to enhance their own healing. In addition, more of our current members will expand and express their journey of healing by becoming active program volunteers, helping to grow and sustain Threads of Life's services.



# Strategic Themes, Priorities *and* Objectives

## **STRATEGIC THEME 1: Increase our profile in order that any Canadian who could benefit from our services is aware of Threads of Life.**

*The need for Threads of Life's services is vast.* Each year, thousands of Canadians are killed on the job, injured, or diagnosed with occupational illness. Not every individual or family needs the support network Threads of Life offers, but for the many who do, this support can mitigate the emotional, physical, mental and economic damage of tragedy.

Threads of Life needs to be a familiar name across the country so families will know where to turn when tragedy occurs.

### **PRIORITIES AND OBJECTIVES:**

*Through partnerships, volunteers and marketing, make Threads of Life more widely recognized across the country.*

- Engage our partners' communication channels to spread the word by developing an annual schedule of articles and posts to be shared.
- Empower family members and volunteers to share with potential family members by preparing an on-line toolkit of materials.
- Prepare and implement an annual plan for paid advertising and public relations outreach to increase recognition by safety professionals and families affected by tragedy.

*Diversify our family membership by reaching out, first to more families affected by injury and occupational disease, and second, to more French-speaking families.*

- Offer regular in-service (live, on-line or recorded) training to partners' employees, with a focus on new staff and those working with injured workers and families of occupational disease.
- Increase our capacity to offer services in French.

*Seek out new opportunities to increase the reach of our speaker's bureau.*

- Develop and implement a multi-year marketing plan to reach high schools and colleges with the offer of a virtual or in-person speaker presentation.
- Work with partners (BCRSP, CSSE, WOHSS etc) to provide information packages and/or webinars for their internal staff and external membership.
- Work with BCRSP and CSSE to designate Threads of Life Speaker's Bureau presentations as applicable for education credits for certified H&S reps.

COMING SOON

Face of Workplace  
Tragedy:  
Personal Experience

Directed by  
Wynne Soltes



WorkplaceNI  
Look at Work  
and Safety

Directed by  
S. Hogan

threads  
OF LIFE

Association for Workplace Tragedy Families

Helping families  
along their journey  
of healing

[www.threadsoflife.ca](http://www.threadsoflife.ca)

Family Support Program  
and Services

One-on-one Peer Support

Regional Family Forums

National Speakers Bureau



# Strategic Themes, Priorities *and* Objectives

## **STRATEGIC THEME 2: Build our capacity to provide programs and services for people from all streams and demographics.**

*If we are to achieve our intended impact* of being prepared to welcome 300 new family members per year by 2024, we know it will demand more of every Threads of Life program. We must build our capacities in order to position our organization to serve new family members as well as existing members, and to serve them where they are – geographically and along their journey.

### **PRIORITIES AND OBJECTIVES:**

***Adapt program delivery to incorporate in-person, virtual and hybrid models.***

- Seek and test new ways to develop an on-line community for new and existing family members.
- Develop and launch integrated on-line modules as an introduction to in-person learning or training events.
- Increase our knowledge and skills to deliver programs through on line and hybrid platforms.

***Develop new ways to engage and serve existing family members.***

- Develop a process for periodic check-ins with existing family members both through email and ‘off-line’ approaches.
- Map needs of family members as they move along their healing journey and identify ways to provide support and promote engagement at each stage, including volunteer opportunities.

***Increase number and skills of volunteers involved in family support.***

- Define required and related skills for volunteer roles and develop a program of skills training, either contracted or delivered by Threads of Life.
- Offer regular introductory webinars for potential volunteers to help them understand volunteer roles and feel prepared to commit to training.





# Strategic Themes, Priorities *and* Objectives

## **STRATEGIC THEME 3: Increase and stabilize our funding and support to enable growth and sustained service.**

*The work Threads of Life accomplishes*, and the impact our programs and services have on families, is only possible because of partners, funders, volunteers and donors who believe in what we do and share our passion for supporting families. In order to increase our outreach and intended impact, we must also continue to develop and deepen partnerships, engage more volunteers and increase our funding.

### **PRIORITIES AND OBJECTIVES:**

*Expand Steps for Life-Walking for Families of Workplace Tragedy to new locations and new national community partners.*

- Promote the idea of ‘national community’ by encouraging companies to create national teams and national events, and identifying teams which are not connected to a physical community as part of the national community.
- Work with Community Engagement Volunteers, engaged family members and partners to identify potential new communities to host physical Steps for Life walks.

*Grow our base of individual donors, through monthly, major gift and legacy donations.*

- Learn more about our current and potential donors through research into data and analytics.
- Develop a donor strategy including donor acquisition, donor conversion and donor communication.



*Each worker and family member who has been affected by a workplace tragedy is a thread in the quilt of life. Each thread, by itself, cannot stand alone, but when woven together provides strength. Although we are individuals, we are also connected in the fabric of life.*



*Association for Workplace Tragedy Family Support*

Threads of Life is the Charity of Choice  
for workplace health and safety events.  
Join the conversation:

-  [www.fb.com/threadsoflife](http://www.fb.com/threadsoflife)
-  [@threadsoflifeca](https://www.instagram.com/threadsoflifeca)
-  [www.twitter.com/threadsoflife.ca](http://www.twitter.com/threadsoflife.ca)

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Charitable organization business #87524 8908 RR0001



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