



*Association for Workplace Tragedy Family Support*

## **Threads of Life Partner Share Package**

**February-March 2023**

Please feel free to use or share the messages below in the way best suited to your communication channels, both internal and external. For more information or questions, please contact Susan Haldane, Manager of Marketing and Communication, [shaldane@threadsoflife.ca](mailto:shaldane@threadsoflife.ca)

### **Message 1: Internal staff email/newsletter**

[Subject line] **Finding the “U” in “TEAM”**

It’s true, there’s no “I” in team, and there’s no “U” either, but there is a “YOU”!

Steps for Life-Walking for Families of Workplace Tragedy is an opportunity for YOU to make a huge difference in raising awareness of health and safety, and in raising more funds for those affected by work-related fatalities, serious injuries and illnesses.

Steps for Life is a key fundraiser for Threads of Life, a national charity providing healing programs to individuals and families affected by workplace tragedies. You can walk together to support families and demonstrate how important health and safety is in your own workplace. Steps for Life teams come in all shapes and sizes. All you need is three or more walkers, a team name and a fundraising goal. Steps for Life teams across Canada vie to see who can raise the most money, and be named the champion team in their region or even for the entire country.

You can be part of the meaningful fun! Join an existing team or create your own at [stepsforlife.ca](http://stepsforlife.ca).

### **Message 2: Client or member newsletter/eblast**

[Subject line] **Join us in creating hope for grieving families**

On the day of his injury, Mark lost everything that made him “Mark”. An industrial electrician, he was doing maintenance on an electrical panel when he fell from a ladder and was severely injured. The injuries destroyed Mark’s independence, his sense of humour, his ability to do the skilled work and projects he loved. Four years later he lost his life to those injuries.

Mark’s wife Melanie has found hope and healing through Threads of Life, the Association for Workplace Tragedy Family Support. This national charity offers services like peer support and learning workshops to help people cope with grief and the changes brought by workplace injuries and illnesses. This spring, Melanie is the national spokesperson for Threads of Life’s fundraiser and awareness walk. And she’s inviting you to join her. Steps for Life features events across Canada, and registration is open now! You can walk on your own or team up with family, friends and colleagues. Every step, and every dollar raised helps to create hope and prevent future tragedies. Learn more at [www.stepsforlife.ca](http://www.stepsforlife.ca)!

### Messages 3: Social media channels

Steps for Life is Canada's number one national health and safety event, a perfect way for companies and individuals to step up for safety. Join us and register today! [www.stepsforlife.ca](http://www.stepsforlife.ca) #WeWalkTogether



[suggested image – “Steps for Life image 1 Feb 2023” - sent in email from Threads of Life]

Workplace deaths and injuries cast a long shadow. You can help bring the light by participating in Steps for Life 2023. Join your community walk or create your own activity as part of the national online event. Make a difference for families of workplace tragedy. #StepsForLife #WeWalkTogether

[link to: [www.stepsforlife.ca](http://www.stepsforlife.ca)]



[suggested image – “Steps for Life image 1 Feb 2023” - sent in email from Threads of Life]