



Association for Workplace Tragedy Family Support

Threads of Life Partner Share Package

February-March 2024

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

Message 1: Internal staff email/newsletter

[Subject line] **Step up for safety**

When it comes to the workplace, safety isn't just a word. We talk the talk, but we also need to walk the walk. By participating in Steps for Life - Walking for Families of Workplace Tragedy, you can do just that! Not only will your participation in this annual fundraising walk contribute to Threads of Life – a vital national charity supporting families impacted by workplace tragedies – but you'll also be part of demonstrating a collective commitment to health and safety within your workplace.

Teams for Steps for Life come in all sizes – assemble three or more walkers, create a unique team name, and set a fundraising goal. Let's showcase the importance of health and safety, compete with other teams across Canada, and make a difference in the lives of families across the country.

Let's step up for safety together! Join an existing team or create your own at stepsforlife.ca.

Message 2: Client or member newsletter/eblast

[Subject line] **Help us bring hope and community to grieving families**

Liz Webley's journey with Threads of Life began nearly two decades ago after the tragic loss of her husband, Dick Van Rooyen, who was killed while working on Highway 401 with his road construction crew. Later, when her second husband Fred Webley was diagnosed with a work-related lung disease, she continued to lean on the support and community she had found.

She became one of the organization's pioneering volunteers – first as a Volunteer Family Guide and then speaker. She felt called to mentor other widows in particular to help them process their grief. Liz reflects, "Over the years I was a guide for 28 widows. It meant so much to me because in helping them, I was also helping myself. For that I'm forever grateful."

The services that helped Liz, and in turn allowed Liz to help others, are free of charge to family members affected by workplace tragedies – and this is all thanks to Threads of Life's amazing donors, volunteers, and participants in their signature annual fundraiser, Steps for Life-Walking for Families of Workplace Tragedy. 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!

Messages 3: Social media channels

Steps for Life, Canada's number one health and safety event, is calling on companies and individuals to step up for safety. Register now and contribute to creating safer workplaces across the country. www.stepsforlife.ca #WeWalkTogether



[suggested image – Click image for Drive link.]

Let's step up for safety! Participate in Steps for Life 2024 and be a beacon of hope for families impacted by workplace tragedy. Whether you walk with your community or create your own virtual event, you'll be making a real difference in the lives of so many. #StepsForLife #WeWalkTogether

[link to: www.stepsforlife.ca]



[suggested image – Click image for Drive link.]