

2003
2023



A passion for tomorrow

Threads of Life
Annual Report 2023

CHAIR'S MESSAGE Bill Stunt



At a recent meeting of our board of directors, we were discussing our disappointment that more progress has not been made in reducing work-related tragedies during the 20 years since Threads of Life was founded. It's startling to see that the numbers are nearly identical: 963 fatalities in 2003 compared to 993 in 2022 (the most recent year for which the Association of Workers' Compensation Boards of Canada has statistics), and 348,715 lost-time claims in 2003 compared to 348,747 in 2023. At Threads of Life, we strongly believe that one injury, one illness, one fatality is one too many. As an organization, Threads of Life doesn't have much control over those numbers. But we do have influence, and we do have passion. The passion for change is one of our core values, and that passion

has been a life-saver for many family members like me. We tap into it, whether as volunteer speakers sharing our experience to change peoples' minds and hearts, or as volunteers supporting others on their healing journey. Our passion for tomorrow brings us hope.

As we marked Threads of Life's 20th anniversary in 2023, the passion of our members, volunteers and partners was evident. Our organization has made huge progress over its two decades, and continues to search for new ways to help families, to make effective use of our funding, to engage volunteers and connect with partners. In 2023 we hired new staff and filled vacant positions, forged new relationships with sponsors and partners, again broke records with our Steps for Life events, and reached more families than ever before. On behalf of the board of directors, I thank all those who have shared their passion with Threads of Life over the past 20 years, and invite you to join us as we look to tomorrow.

BOARD OF DIRECTORS (as of December 31, 2023)

BILL STUNT *Chair*

Family Member, Ontario

PETER DEINES *Vice Chair*

Community Member, Chief Brand & Revenue Officer, BGE Indoor Air Quality Solutions, Alberta

JACKIE MANUEL *Treasurer*

Community Member, CEO (retired Dec 2023), Newfoundland and Labrador Construction Safety Association, Newfoundland and Labrador

RUSSELL CLAUS *Director*

Family Member, Occupational H&S Coordinator – Parks Canada, Nova Scotia

SHELLY DAUPHINEE *Director*

Community Member, Associate Vice President, Psychological Injury, Workers' Compensation Board of Nova Scotia, Nova Scotia

WENDY-ELLEN NITTEL *Secretary*

Family Member, Alberta

ERIN PITRUZZELLA *Director*

Family Member, HDO-Partner Support, Retail and Business Banking Operations, Scotiabank, Ontario

TODD SMITH *Director*

Family Member, VP Projects, GFL Environmental, Ontario

GRANT VAN EATON *Director*

Family Member, Extended Services Program Specialist, Workers' Compensation Board of Saskatchewan, Saskatchewan



Back: Shelley Dauphinee, Todd Smith, Russell Claus, Bill Stunt, Peter Deines; Front: Wendy-Ellen Nittel, Erin Pitruzzella, Jackie Manuel; Absent: Grant Van Eaton

A passion for tomorrow



When a tragedy occurs, the individual's and the family's focus by necessity is on the immediate: the next meal, the next appointment, the next visitor, the next task. Tomorrow is sometimes too big to think about. When Threads of Life was established in 2003, it was hard for its founders to imagine where the organization would be in 20 years. But they made sure it had a strong foundation to hold it up. One of the core values they adopted is passion – "Passionate individuals can change the world". Our 20th anniversary was an opportunity to look back at what we've accomplished and also look forward into tomorrow. Sadly, the number of lost-time injury claims and the number of deaths due to injury and illness are nearly identical now to when Threads of Life was created. Improvement can never come fast enough for those affected by tragedy, and we are passionate about change in Canada's health and safety culture. We have an equal passion for changing lives. We know Threads of Life has changed the world for thousands of family members over the past two decades, who found a way to hope. This passion carries us forward as we seek to ensure hopeful tomorrows for our family members, one small world at a time.

"I have a dream that one day no other family will ever receive that phone call or that knock on the door and find out their loved one will never come home again or has been seriously injured. But until that day, there is much work to be done. And I am honoured and humbled to be a part of this great Threads of Life work. One of my favorite sayings is 'Be not weary in well doing. For out of small things comes that which is great'."

- Donna, Alberta

20 YEARS of changing worlds

2003

2023



100 families



3600 family members



2 volunteers



350+ volunteers

\$3,000 raised through Steps for Life (2005)



\$1 million raised through Steps for Life



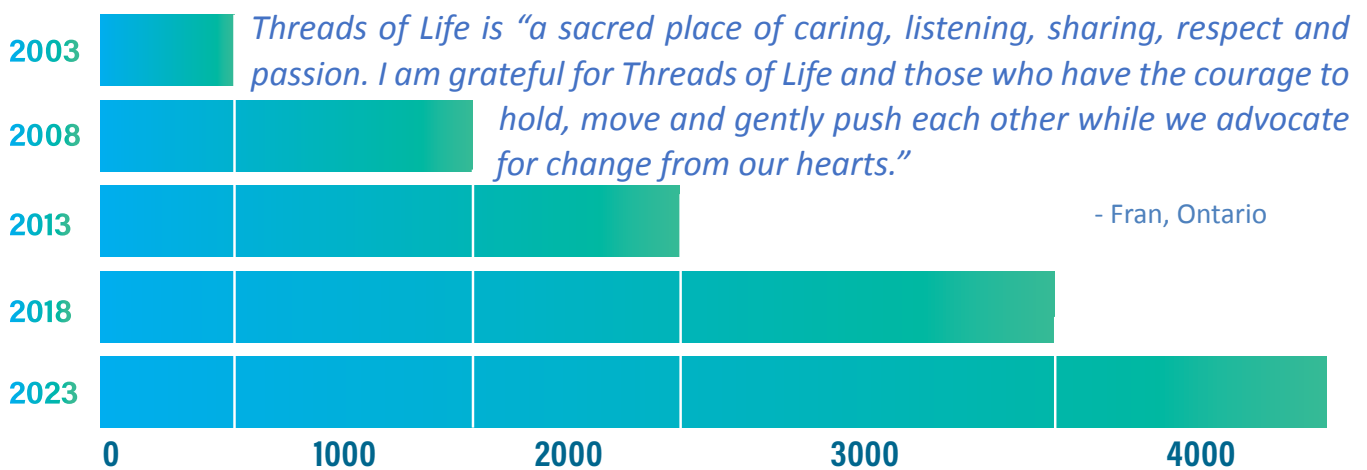
OUR WORK: Supporting Families

Passion is rooted in the heart, and the heart of Threads of Life is family support. Twenty years ago, it was the unfulfilled needs of families after a workplace tragedy that inspired our organization. Today, the passion for helping individuals and families cope and heal after tragedy continues to drive our staff, members, volunteers and partners.

In 2023 on average, six new family members came to Threads of Life every week. Each person’s needs are different: some dive into every program we offer, pairing with a Volunteer Family Guide, attending in-person and virtual events, reading everything we print or post. Others simply wish to receive our newsletter four times a year, to know they’re not alone in their journey. For people just joining Threads of Life, it may be tricky to figure out what will suit them best – so in 2023 we launched new introductory webinars to help new family members orient themselves.

We also know some family members reach a point in their journey where they no longer need Threads of Life’s programs, while others continue to engage for years, or discover a passion for supporting others by volunteering. We have supported thousands of Canadian family members across two decades, and are currently working with more than 3,600.

Growth in family members 2003-2023



How families found us in 2023

- WCB / WSIB 18%
- Friend / member / workplace 16%
- Website 11%
- MOL / victim services 10%
- Steps for Life 9%
- Unknown Other 7%
- Association / Training / Presentation 6%
- Facebook or Social Media 3%



OUR WORK: **Supporting Families**



Family Forums

176 family members attended a family forum in 2023 – nearly a third of them for the very first time.

“There’s always so much love, caring and sharing here. I love the connections, the family feeling, the trust that our members feel.”

- Joanne, Ontario



Volunteer Family Guides

4 new volunteers completed training to be Family Guides and 7 trained to be peer support facilitators.

“My VFG has cried with me, laughed with me, shared her story and the court process she went through. I needed to speak with someone who knows firsthand just what I’m going through and how I’m feeling. I needed to confirm that the way I’m feeling is normal, the emotions I’m going through are normal. I needed to know that I am going to be alright.”

- Diane, New Brunswick



FamiliesConnect Workshops

181 people participated in monthly webinars plus our new Introduction to Threads of Life sessions.

“These sessions are awesome! The topics and communication with others are just what we need to move forward in our journey. Thank you Threads of Life!”

- Laurie, Saskatchewan

OUR WORK: **Prevention Outreach**



In looking forward to tomorrow, our goal of preventing future injuries and illnesses takes a prominent place. We work for prevention through our relationships with partners, by sharing ads and articles in the media, and of course through the presentations delivered by Threads of Life speaker volunteers. Helping new and young workers understand the importance of health and safety is one of our highest priorities. In 2023 we worked with several post-secondary schools across Canada to bring Threads of Life speakers to their students. We look forward to expanding this influence in the coming years.



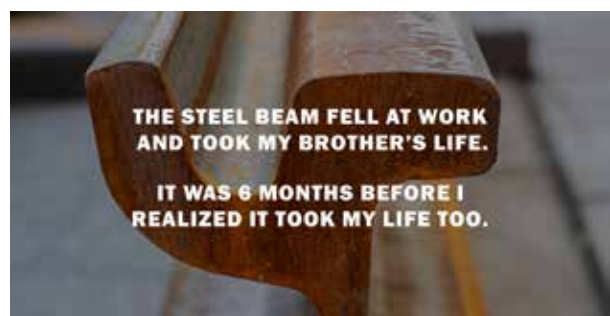
Speakers Bureau

In 2023, speakers made 108 presentations to audiences of more than 13,000 people. 9 family members completed training to become speaker volunteers.



Marketing campaign

A marketing campaign to increase awareness launched in the fall with the ultimate goal of helping more people affected by workplace tragedy find Threads of Life. 195,000 people saw our campaign videos in 2023. The campaign also included radio ads, social media posts, YouTube advertising and Google ads. This campaign will continue in 2024.



OUR WORK: **Steps for Life**



Passion and commitment can make amazing things happen! We're never surprised by the energy and enthusiasm our volunteers, sponsors, team captains and walkers pour into Steps for Life each spring, but we are always impressed and grateful. In 2023, 27 community walks plus a number of partner and virtual events together raised more than \$1 million for the first time ever. 16 national and more than 110 community sponsors supported the event.

Steps for Life truly illustrates a passion for tomorrow, ensuring support for future families and raising awareness to make tomorrow's workplaces safer and healthier.

"In the first few years that I attended a Steps for Life walk, the sea of bright yellow t-shirts reassured me that I was not on this journey alone anymore. It heartened me to know that I had others walking beside me, both figuratively and literally. My perspective hasn't changed much, but it has expanded. Now, when I see all of those yellow t-shirts around me, I am grateful that not only do I have people around me who understand what I have been through, I am also surrounded by people who may not have been affected by a workplace tragedy, but who care enough to raise awareness, and are just as passionate as I am about promoting workplace safety and injury prevention.

Every day I am grateful to Threads of Life for the support I received at the most difficult time in my life after losing my son to a workplace fatality. At every Steps for Life walk I am reminded of how grateful I am also to the people who have participated in Steps for Life walks across Canada to both raise funds to support Threads of Life's work, and to raise awareness of why workplace safety is so important."

- Johanna, Ontario

A passion for tomorrow:

Our partners and donors

Threads of Life is fortunate to have so many partners and donors who share our passion for building a caring tomorrow for families and a safer, healthier future for all workers. Some of these partners have been with us since the very beginning of our organization 20 years ago; others are just now adding their enthusiasm for our work. Our partners – whether individual donors, corporate sponsors or loyal funding organizations – help in four vital ways



Increase awareness



Volunteer



Participate



Support financially

Many partners and volunteers joined us to mark Threads of Life's anniversary in June. The event featured a panel discussion reflecting on the past and planning for the future. Also during the event, longtime partner, the Workplace Safety and Insurance Board (WSIB) announced it would double its funding for Threads of Life. From left to right, participants in the panel discussion were: Shirley Hickman, Founder and Executive Director of Threads of Life; Anne Tennier, President and CEO of the Canadian Centre for Occupational Health and Safety; Rod Cook, Vice President, Workplace Health and Safety Services of WSIB, Russell Claus, Threads of Life Family Member, Occupational H&S Coordinator – Parks Canada; Peter Deines, Chief Brand & Revenue Officer, BGE Indoor Air Quality Solutions, Vice-Chair, Threads of Life Board of Directors.



BCRSP scholarship recipients

The Board of Canadian Registered Safety Professionals each year provides funding for scholarships to help students directly affected by a workplace tragedy further their education. In 2023 the scholarship recipients were:

- Alyssa Grocutt
- Bryn Fleck
- Haley Harroun
- Julia Titanich



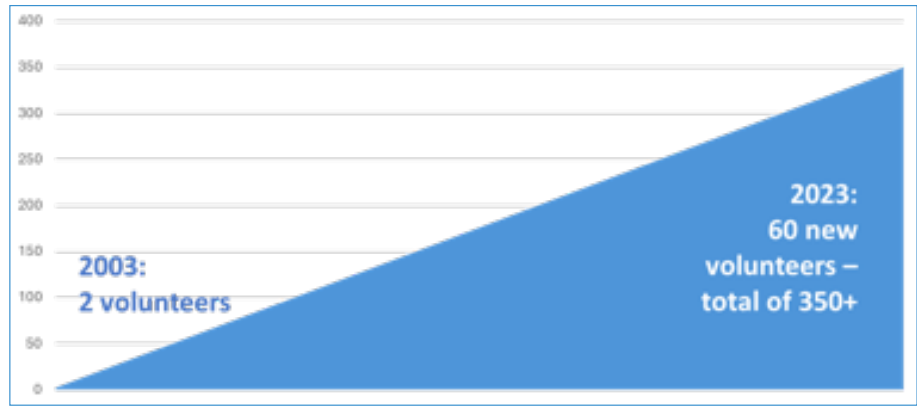
A passion for tomorrow:

Our Volunteers



Threads of Life is built on volunteers. From the handful who started the organization twenty years ago, the heart and soul of Threads of Life has grown to more than 350 active volunteers today. Our programs and services, our outreach and fundraising truly would not happen without volunteers. Thank you for all the energy and skills you provide. Thank you for your passion for tomorrow! Our volunteer ranks include:

- Volunteer Family Guides
- Volunteer Speakers
- Community Engagement Volunteers
- Peer Facilitators
- Trade Show Volunteers
- Steps for Life Committee Members
- Steps for Life Day-of-Event Volunteers



Before she was the Executive Director, Shirley Hickman was the first volunteer for Threads of Life. In 2023, Shirley was inducted into the OHS Canada Hall of Fame as a “Legend of Safety”. Shirley said “It’s so humbling, and I don’t really have words [about receiving the award]. It’s all built out of our family tragedy and Tim’s legacy and helping people in the world. I was surprised and humbled. I do the work because I believe it’s helping people.”

2023 Volunteer Awards

10-year recognition of active & current Family member volunteers

- Barb Murray

A Board Member of Threads of Life

- Jackie Manuel

A Partner of Threads of Life

- Workers Compensation Board of PEI
- Graham Construction
- Nova Scotia Department of Labour, Skills, Immigration
- Mark’s

Program Advancement in Family Support

- Debbie Glenn
- Sharon Freeman

Program Advancement in Community Action

- Elaine Mailman
- Leea Boxall
- Shawna Harroun
- Leica Gahan

Steps for Life Length of Volunteer Service

- Krysta Cleary (St. John’s)
- Sandra Beniuk (Toronto)
- Randy Keizer (Timmins)
- Tammy McCabe (St. John’s)
- Dave Beatty (Toronto)
- Tamera Madden (Fort McMurray)

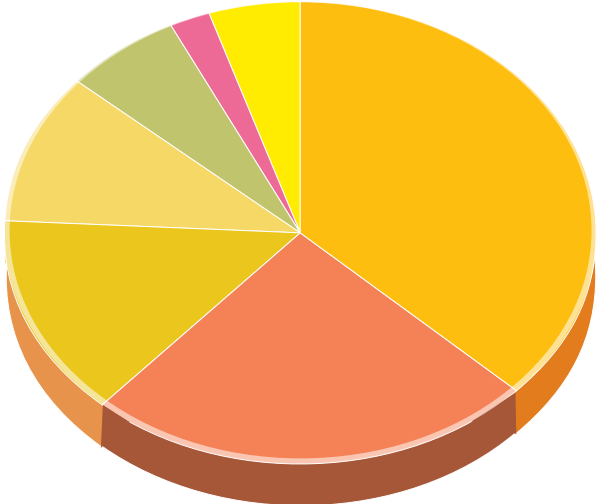
Summary of Financial Statements

	2023	2022
	Totals	Totals
ASSETS		
Current Assets	\$	\$
Cash & Marketable Securities	3,461,770	2,952,165
Accounts Receivable	22,654	12,090
Grants Receivable	0	0
GST/HST Recoverable	21,952	17,913
Prepays & Deposits	17,258	34,439
	<u>3,523,634</u>	<u>3,016,607</u>
LIABILITIES		
Accounts Payable	54,043	46,481
Deferred Revenue	300,333	168,085
	<u>354,376</u>	<u>214,566</u>
FUND BALANCES		
Unrestricted Operating Reserves	3,169,258	2,802,041
	<u>3,523,634</u>	<u>3,016,607</u>

**Audited financial
information available
upon request**

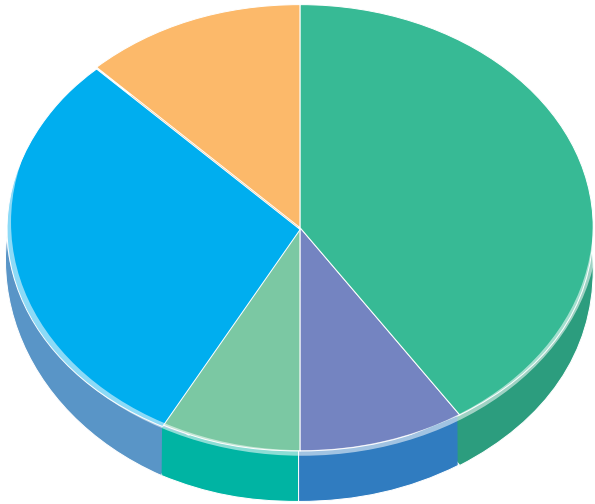
	2023	2023	2023	2022
	Hard Costs	Inkind	Totals	Totals
REVENUES	\$	\$	\$	\$
Grants & Awards	629,500	0	629,500	495,333
Fundraising	1,442,318	0	1,442,318	1,209,351
Inkind Donations	0	359,485	359,485	293,818
Creative Sentencing	0	0	0	15,000
Government Subsidies	0	0	0	20,000
Interest & Miscellaneous Income	126,588	0	126,588	41,586
	<u>2,198,406</u>	<u>359,485</u>	<u>2,557,891</u>	<u>2,075,088</u>
EXPENDITURES				
Salaries & Benefits	1,067,948	621	1,068,569	939,612
Purchased Support Services	68,920	0	68,920	42,518
Events	287,402	204,769	492,171	385,684
Publications & Printing	41,745	0	41,745	27,739
Publicity & Promotions	71,885	27,372	99,257	24,801
Volunteer Training & Programs	89,620	54,962	144,582	123,633
General & Office	80,331	910	81,241	45,719
Rent - Office & Storage	18,820	45,075	63,895	58,820
Communications	26,710	8,348	35,058	32,581
Meeting & Travel Expenses	54,125	0	54,125	38,458
Professional Fees	8,315	17,428	25,743	10,097
Scholarships	10,000	0	10,000	7,500
Board & Liability Insurance	5,368	0	5,368	4,776
	<u>1,831,189</u>	<u>359,485</u>	<u>2,190,674</u>	<u>1,741,938</u>
EXCESS REVENUES	<u>367,217</u>	<u>0</u>	<u>367,217</u>	<u>333,150</u>

2023 Income Sources



- STEPS FOR LIFE 37.2%
- GRANTS 24.6%
- IN-KIND 14.1%
- DONATIONS 10.7%
- MISC. FUNDRAISING 6.3%
- SPONSORSHIP FAMILY FORUMS 2.2%
- INVESTMENTS 4.9%

2023 Program Spending



- EDUCATION 41%
- FUNDRAISING 9%
- ADMINISTRATION 8%
- FAMILY SUPPORT 30%
- TRAINING 12%

Threads of Life Staff (as of March 31, 2024)

Bailey Dunyo	Marketing & Engagement Coordinator
CK DesGrosseilliers	Speakers' Bureau Coordinator
Dwayne Boyd	Regional Development Coordinator Atlantic Canada & Quebec
Georgina Murphy	Regional Development Coordinator Central Canada
Heather Lyle	National Manager, Steps for Life
Heather Reid	Data Entry Clerk
Karen Lapierre Pitts	Manager, Family Support
Kelley Thompson	Office & Administrative Assistant
Kimberly Bondame	Administrative Coordinator
Lorna Catrambone	Director, Development
Sandra Hickman	Production Coordinator
Sarah Wheelan	Communications Coordinator
Shari Hinz	Regional Development Coordinator Western Canada
Sharon Freeman	Coordinator
Shirley Hickman	Executive Director
Susan Haldane	Manager, Marketing & Communications

Share our passion for tomorrow

In 2023 Threads of Life marked 20 years of hope and healing. We want to continue to be that source of hope and healing now and into the future, while we work towards the day our programs are no longer needed. If you share our passion for tomorrow, here's how you can support individuals and families affected by work-related illness, life-altering injuries and fatalities:

- **Spread the Word** – Tell someone who needs support about Threads of Life.
- **Volunteer** – Support Threads of Life's programs, events and activities across Canada.
- **Participate** – If you're a family member, come to a FamiliesConnect workshop or Family Forum. If you're a supporter, sign up for Steps for Life.
- **Donate** – Consider a monthly gift to ensure families and individuals affected by tragedy have access to compassionate support.



THREADS OF LIFE

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

Threads of Life supports the UN
Sustainable Development Goals.



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