



Association for Workplace Tragedy Family Support

Threads of Life Partner Share Package

September 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: Client or member newsletter/eblast

[Subject line] **Be a Safety Champion: Sponsor Steps for Life and Support Families of Workplace Tragedy**

Sponsoring the Steps for Life walk is a great way for organizations to demonstrate their leadership when it comes to workplace health and safety. By getting involved, sponsors show that they prioritize the well-being of their employees and the community. Sponsorship also provides significant visibility and brand recognition. The event attracts a wide audience, offering sponsors a platform to showcase their values and dedication to safer workplaces.

Sponsoring Steps for Life also allows organizations to make a real difference for families affected by workplace tragedies. The funds raised support Threads of Life's vital programs, offering needed peer support and resources to those who need it. Sponsors contribute directly to these important programs, which helps to foster a sense of pride and purpose among employees.

Become a Steps for Life sponsor today, and be a champion of workplace health and safety!

[Hyperlink 1: <https://threadsoflife.ca/get-involved/steps-for-life-walk/>]

[Hyperlink 2: <https://threadsoflife.ca/six-reasons-you-should-become-a-steps-for-life-sponsor/>]

[Hyperlink 3: https://secure3.convio.net/thread/site/TR?sid=1025&pg=informational&fr_id=1110]

Messages: Social media channels

Be a Champion for Safety! When you become a sponsor for the Steps for Life walk you demonstrate that your organization is a leader in workplace health and safety. Together, we can create safer workplaces and make a real impact on families in need.

[link to: https://secure3.convio.net/thread/site/SPageNavigator/steps_for_life_landing.html]



[suggested image – sent in email from Threads of Life - [LINK](#)]

Sponsors of Steps for Life, a fundraiser in support of Threads of Life, are part of a culture shift to a world in which work-related deaths, injuries and illnesses are morally, socially and economically unacceptable. Read the top reasons why you should become a sponsor for Steps for Life 2025.

[link to: <https://threadsoflife.ca/six-reasons-you-should-become-a-steps-for-life-sponsor/>]



[suggested image – sent in email from Threads of Life - [LINK](#)]