



Association for Workplace Tragedy Family Support

Threads of Life Partner Share Package

February-March 2025

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] It's time to step up: Walk with us for change

Steps for Life – Walking for Families of Workplace Tragedy is your opportunity to take a stand for safety and step up for families affected by workplace fatalities, life-altering injuries, and occupational illnesses.

This walk is more than a fundraiser – it's a chance to lead by example. As the signature annual fundraiser of Threads of Life, a national charity supporting families after workplace tragedies, Steps for Life empowers you to raise awareness and make a tangible impact.

Getting involved is simple:

1. Form or join a team (three or more walkers).
2. Choose a team name and fundraising goal.
3. Show up on walk day to honor lives, raise awareness, and prevent future tragedies.

Teams across Canada are stepping up to see who can raise the most funds and be crowned regional or national champions. But the real win is the hope and healing your efforts provide to families.

Don't wait – step up today. Join an existing team or create your own at stepsforlife.ca.

Message 2: Client or member newsletter/eblast

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

Shantelle's dad died very suddenly of an occupational illness when she was just 16. He worked in the tube-bending department of a boiler manufacturing company, where he was exposed to benzene. He was diagnosed with acute myeloid leukemia, and passed away later the same day.

Shantelle found hope and healing through Threads of Life, a national charity supporting families affected by workplace tragedies.

When Shantelle heard there were plans to re-start Steps for Life – Threads of Life's signature annual fundraising event – in her home community of Kitchener-Waterloo, she stepped up and is now the co-chair for the K-W walk.

This spring, you can step up, too. Events are happening across Canada, and registration is open now! Walk solo or form a team with family, friends, or colleagues. Every step you take helps support families like Shantelle's and prevent future tragedies. Learn more at www.stepsforlife.ca!

Messages 3: Social media channels

1.


It's time to step up for families who've experienced workplace tragedies. Join Steps for Life this spring and take meaningful action for healing and prevention. Every step matters. Every dollar counts. Register or donate today: stepsforlife.ca #StepsForLife



[suggested image]

2.

Steps for Life is Canada's leading health and safety walk. Together, we can honour families affected by workplace tragedies and create a future where every worker comes home safe – every day.

 Step up for change. Register now: stepsforlife.ca #StepsForLife



[suggested image]