



MOOSE HIDE
CAMPAIGN

CAMPAGNE
MOOSE HIDE

COMMUNITY REPORT 2024



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COMMUNITY REPORT
JUNE 1, 2023 - MAY 31, 2024

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A MESSAGE FROM RAVEN

Dear Friends and Supporters,

As we reflect on another transformative year, I am filled with immense gratitude and pride for the strides we have made together in the Moose Hide Campaign. Our journey, fueled by the spirit of unity and the power of community, continues to inspire change and foster a safer, more compassionate world for all.

The past year has been marked by significant milestones including the gifting of our 5-millionth pin. We have expanded our reach, deepened our impact, and strengthened our resolve to end violence against women and children. The campaign's message has resonated across the country, touching hearts and sparking crucial conversations. Each moose hide pin worn is a testament to our collective commitment to this cause, symbolizing a pledge to stand up against violence and to support healing and reconciliation.

Our educational programs have grown, reaching more schools, workplaces, and communities than ever before. We have seen a surge in participation in our Fast to End Violence, a powerful demonstration of solidarity and introspection. The stories of transformation and empowerment that have emerged from these events are truly inspiring, reaffirming the importance of our mission.

This year, we have also forged new partnerships with organizations and leaders who share our vision. These collaborations have amplified our efforts, allowing us to extend our resources and support to those most in need. Together, we are building a network of advocates committed to fostering a culture of respect and empathy.

As we look ahead, we remain dedicated to our core values of love, respect, and community. The path to ending violence is long, but with your unwavering support, we are making meaningful progress. Let us continue to walk this path together, guided by the strength and resilience of our ancestors, and driven by the hope for a brighter, safer future for all.

Thank you for your ongoing commitment and solidarity. Together, we are the change.

In solidarity,

Raven Lacerte

Co-Founder



"Thank you for enriching the lives of all persons who call Canada home through this campaign."

- Anonymous Donor

THE MOOSE HIDE CAMPAIGN

The Moose Hide Campaign is a grassroots movement born out of a deep-seated commitment to end violence against women and children, particularly within Indigenous communities across Canada. Founded in 2011 by Raven Lacerte and her father, Paul Lacerte, the campaign has grown exponentially, becoming a powerful force for change and an inspiring beacon of hope and healing.

The Moose Hide Campaign began on a hunting trip along the Highway of Tears, a notorious stretch of road in British Columbia where many Indigenous women and girls have gone missing or been murdered. The Lacerte family harvested a moose and, with profound symbolism, decided to use the moose hide to create pins. These pins, worn close to the heart, serve as a personal pledge to honour, respect, and protect women and children in your lives. What started as a small gesture has since evolved into a national campaign with far-reaching impact.

At the heart of the Moose Hide Campaign is a simple yet profound goal to engage men and boys in the fight against violence, encouraging them to become advocates and allies. By wearing the moose hide pin, individuals commit to speaking out against violence, challenging harmful behaviors, and supporting victims and survivors. The campaign fosters a culture of respect, empathy, and accountability, urging everyone to take an active role in creating safer communities.

Our work is driven by core values rooted in Indigenous teachings and traditions. We believe in the power of community, the strength of solidarity, and the importance of collective action. Through educational programs, workshops, and public events, we strive to raise awareness, shift attitudes, and inspire change.

Our annual Moose Hide Campaign Day has become a cornerstone of our efforts, uniting hundreds of thousands of participants in a shared moment of introspection and commitment to ending violence.

Education and outreach are key components of our approach. We collaborate with schools, universities, workplaces, and community organizations to provide resources, training, and support. Our initiatives aim to empower individuals with the knowledge and tools needed to recognize, prevent, and address violence. By fostering open and honest conversations, we challenge stereotypes, break down barriers, and promote a culture of respect and understanding.

The Moose Hide Campaign is also deeply committed to reconciliation. We recognize the historical and ongoing impacts of colonization on Indigenous communities, and we strive to support healing and restoration. Our work is guided by the principles of truth, justice, and equity, and we seek to amplify Indigenous voices and perspectives in all aspects of our campaign.

Partnerships play a vital role in our success. We collaborate with a diverse array of organizations, from grassroots community groups to national bodies, to broaden our reach and enhance our impact.

These partnerships enable us to extend our resources and support to those most in need, creating a robust network of advocates and allies.

As we continue to grow, we remain steadfast in our commitment to ending violence and fostering safe, healthy communities. The journey is long, but with the support of our dedicated team, passionate volunteers, and loyal supporters, we are making significant strides. Together, we are building a future where everyone can live free from violence, with dignity and respect.

The Moose Hide Campaign is more than a movement; it is a testament to the power of collective action and the resilience of the human spirit. We invite you to join us in this vital work. Wear the pin, spread the message, and be part of the change.





MOOSE HIDE CAMPAIGN DAY

The 2024 Moose Hide Campaign Day was a resounding success, marking another significant milestone in our ongoing mission to end violence against women and children. This year's campaign day brought together hundreds of thousands of supporters, united in their commitment to fostering safe, respectful communities.

Campaign Day started with the sun is rising on Turtle Island, and a Daybreak Ceremony led by Mi'kmaq Elder, Judy Clark. Across the country, local Community Champions held powerful events, inspiring speeches, and meaningful actions that showcased the strength and solidarity of our movement.

The heart of the 2024 Moose Hide Campaign Day was our livestream, which allowed supporters from all corners of Turtle Island to participate in real-time. Hosted by a dynamic team of speakers, the livestream featured a blend of educational segments, personal testimonials, and ceremonial grounding that underscored the day's themes of healing, respect, and unity.

The in-person participants also had the opportunity to partake in the Victoria Walk to End Violence, allowing those present to witness the collective power of individuals to drive positive change in their community.

There was also an opportunity for participants to attend both in-person and virtual workshops by facilitators on many important topics such as the spiritual benefit of fasting and cultivating safe spaces.

The day closed with a Fast-Breaking Ceremony, and the sharing from Witnesses on the day, fostering a sense of connection and shared purpose among viewers and those attending in person.



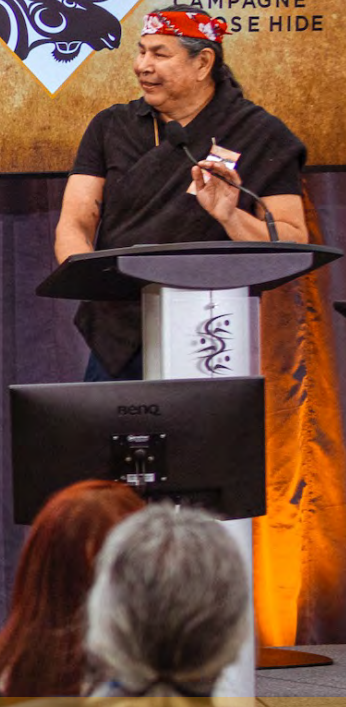
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LIVESTREAM FROM VICTORIA, BC





Above: Chas Yaz Lacerte, Paul Lacerte, Hovak Johnston, Richard Pellissier-Lush, Raven Lacerte, Shayla Stonechild, Cyndi Stevens, Julie Pellissier-Lush

CAMPAIGN DAY CEREMONY

The open glass ceiling of Crystal Gardens in Victoria, BC provided a beautiful atmosphere for sharing the good medicine of the Moose Hide Campaign. The ceremony started with the drum procession and welcome from Emcee, Harlan Kingfisher, who is well-known for the Indigenous hockey brand – Smudge the Blades.

After an empowering message from cultural leader Bradley Dick (Yuxwelupton), Co-founders of the Moose Hide Campaign, Raven and Paul Lacerte spoke of their collective journey, sharing the story of how hand-cut moose hide pins has now grown to a nation-wide movement that has gifted over 5-million pins across Canada.

The ceremony was highlighted by Keynote speaker, Dr. Marie Wilson who shared her own personal journey which inspired her recent book – North of Nowhere – providing her first-hand account of the historic Truth and Reconciliation Commission of Canada as one of the commissioners who led it.



Top: Dr. Marie Wilson, Keynote Speaker
Bottom: Harlan Kingfisher, Emcee

WALKS TO END VIOLENCE

One of the most powerful expressions of solidarity during Moose Hide Campaign Day was the Walks to End Violence held in communities across Canada. From coast to coast to coast, thousands of participants gathered in their cities and towns, wearing moose hide pins and carrying messages of hope, unity, and commitment.

Each walk began with a shared commitment to honoring the land and the Indigenous peoples whose histories and lives are deeply connected to it. Participants walked with purpose, grounded in respect for women, Indigenous communities, and the shared responsibility to protect and uplift one another. From the streets of Victoria, BC, to small towns and urban centers across the nation, participants of all ages and backgrounds came together to take a stand against violence toward women, children, and all those along the gender continuum.

These walks culminated in powerful gatherings where community leaders, Elders, and speakers shared stories and renewed our collective vow to create safe, respectful communities. Together, these walks showcased the strength of individuals united by a common purpose—ending violence and fostering healing across Turtle Island.



FAST TO END VIOLENCE

Fasting has always been a core element of Moose Hide Campaign Day, symbolizing a deep commitment to reflection, healing, and solidarity with those who have experienced violence. This year, thousands of individuals across Canada and beyond chose to participate in the fast, abstaining from food for the day to focus on personal and collective healing.

Fasters were supported through a range of online resources and community gatherings. Virtual circles provided spaces for participants to share their intentions, challenges, and reflections, fostering a sense of connection and mutual support. Educational webinars and guided meditation sessions offered tools for mindfulness and self-care, emphasizing the importance of holistic well-being.

Many fasters shared their experiences on social media, using the hashtag #FastToEndViolence. These posts created a vibrant online community, where individuals could connect, encourage each other, and amplify the campaign's message. The act of fasting brought an added layer of depth and meaning to the day's events, highlighting the personal commitment and sacrifice involved in the journey towards ending violence.

Our goal is to one day have over 1-million fasters join us on this day of ceremony!

The most valuable message from the Moose Hide Campaign Gathering and Day of Fasting is the importance of unity and active participation in ending violence against women and children, emphasizing that collective action and cultural respect can drive meaningful change.

- Anonymous Faster



K-12 WORKSHOPS ON-DEMAND

The Moose Hide Campaign's K-12 offering for Moose Hide Campaign Day 2024 was a resounding success, engaging over 380,000 students and staff from schools across the country.

This year, we enhanced our programming by providing two dedicated livestreams—one tailored for elementary students and another for middle and high schoolers. In addition, we launched 11 workshops, including a French-language option, ensuring inclusivity for our Francophone schools.

We also rereleased our Twinkl resources and our very popular animation of the campaign's story in French, further expanding the materials available for educators and students.

This year we had workshops on a range of topics from the deaf Indigenous experience to coping with large emotions. Our workshops range in age groups with something available for every grade level.

*Watch the
Workshops!*

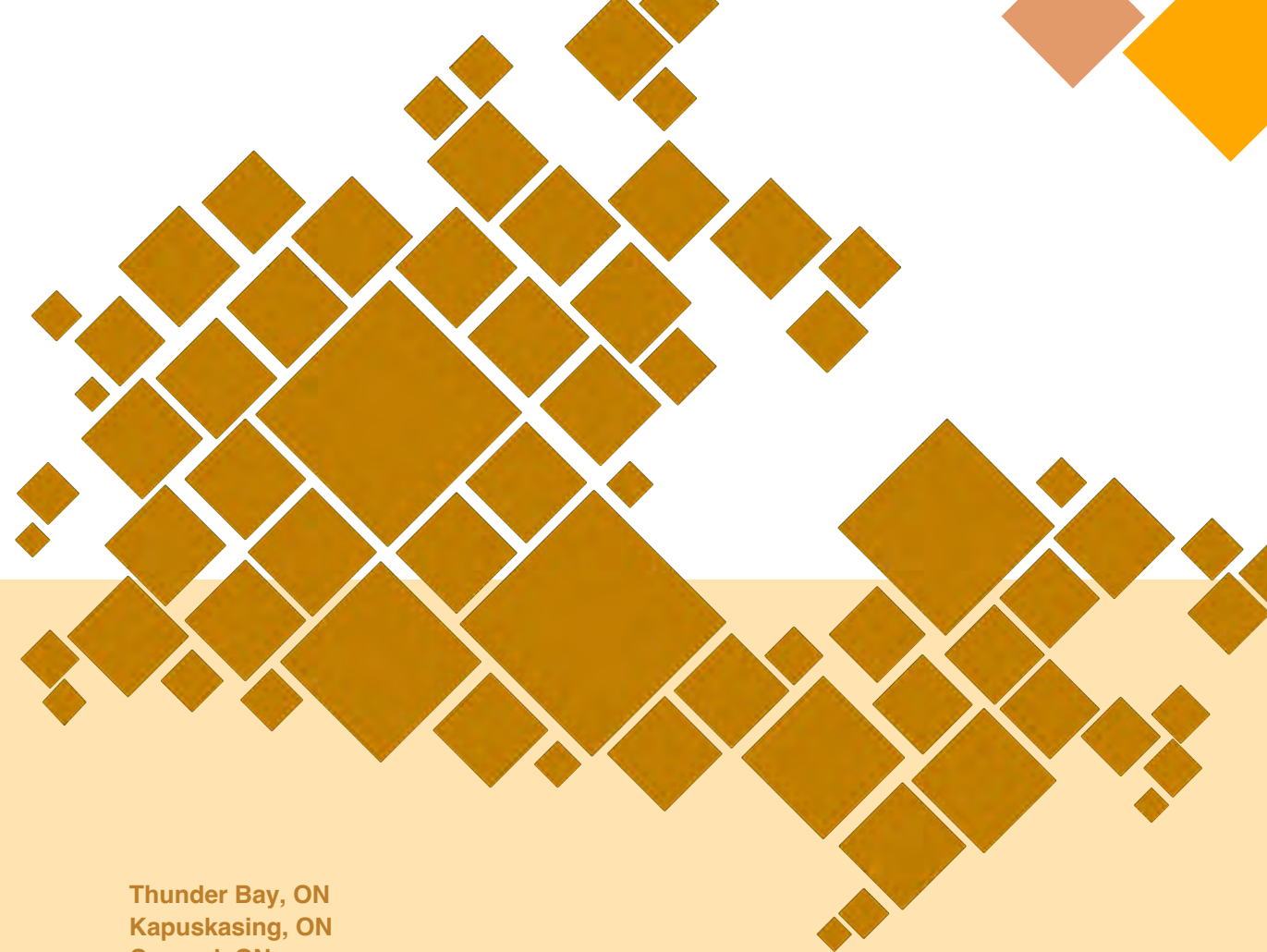


Top Left: Kairyn Potts
Top Right: Larissa Crawford
Above: Braden Johnston
Right: Puppeteer, DeRic Starlight with
Granny and Zyrá!

LOCAL COMMUNITY CHAMPION EVENTS

The impact of the 2024 Moose Hide Campaign Day was felt far and wide, with events taking place in communities across Canada. From coast to coast to coast, supporters organized a diverse array of activities that reflected the unique cultures, traditions, and needs of their regions.

There were 663 Individuals who took Champions Training in preparation to host their own events, whether it was public or private within organizations or schools. Through this training they gained a better understanding of the campaign, and learned the tools available to help promote their own local events.



Comox, BC
Tla'amin Nation, BC
Vancouver, BC @ UBC Campus
Vancouver, BC @ City Hall
Vancouver @ Watari Counselling
New Westminster @ Douglas College
Burnaby, BC
Surrey, BC @ SFU
Surrey, BC @ Ministry of WLRS
Prince Rupert, BC
Prince George, BC
Williams Lake, BC
Fort St. John, BC
Quesnel, BC @ College of New Caledonia
Chetwynd, BC
Splatsin/Enderby, BC
Nelson, BC
Kimberley, BC
Cranbrook, BC

Blairmore, AB
Calgary, AB @ Telus Sky
Calgary, AB @ Lantern
Calgary, AB @ Métis Nation
Gift Lake Metis Settlement, AB
Edmonton, AB @ City Hall
Edmonton, AB @ Parkdale
Sherwood Park, AB
Prince Albert, SK
Melfort, SK
Yorkton, SK
La Ronge, SK
Brandon, MB
Winnipeg, MB
Ginew, MB
Sagkeeng First Nation, MB
Kenora, ON
Dryden, ON
Sioux Lookout, ON

Thunder Bay, ON
Kapuskasing, ON
Capreol, ON
Parry Sound, ON
Windsor, ON
Hamilton, ON
Lac Seul First Nation, ON
Orillia, ON
Etobicoke, ON @ Humber College
Toronto, ON
Oshawa, ON
Montreal, PQ @ TELUS Tower

Natoaganeg First Nation, NB
Iqaluit, Nunavut
Halifax, NS
Cole Harbour, NS
Corner Brook, NL
St. John's, NL
Grand Falls-Windsor, NL



FROM OUR CAMPAIGN DAY PARTICIPANTS

“We are each other’s medicine. I was thinking about the words of Nuskmata Mack.

'The most warrior thing you can do is get healthy.'

This event felt like a beautiful healthy act of love.”

“It was striking to me that I have never considered Indigenous medicine as an approach to healing social issues.

My bias here is now very obvious, but it is undeniable. I am grateful to have started to learn about how this can help heal all of us.”

“It's not our fault, but it is our responsibility.

This statement has resonated deeply for me, and I have reflected on it daily since Moose Hide Campaign Day.”

“Your project has had a huge impact on our school community over the last couple of years.

I can't thank you enough!”



5-MILLIONTH PIN CEREMONY

5-MILLIONTH PIN BARB WARD-BURKITT

The Moose Hide Campaign celebrated a significant milestone by presenting its 5-millionth moose hide pin to Barb Ward-Burkitt, Executive Director of the Prince George Native Friendship Centre.

Barb was chosen as the recipient for her unwavering dedication to ending the crisis of murdered and missing Indigenous women, girls, and two-spirit plus individuals. Her leadership within the Friendship Centre movement for over five decades has been instrumental in fostering resilience and empowerment within Indigenous communities and exemplifies the core values of the Moose Hide Campaign.

Having the 5-millionth pin ceremony in Prince George was also a poignant reminder given its proximity to the Highway of Tears. The community members in Prince George have sadly had too much experience dealing with the impacts of murdered and missing Indigenous women, girls, and two-spirit individuals.

While reaching the 5-millionth pin milestone signifies the embracing of the Moose Hide Campaign's message, it is also a stark reminder of the work that still needs to take place to end gender-based violence in Canada.

**EACH PIN SPARKS AT LEAST
5 CONVERSATIONS**

**THAT'S OVER
25M CONVERSATIONS!**

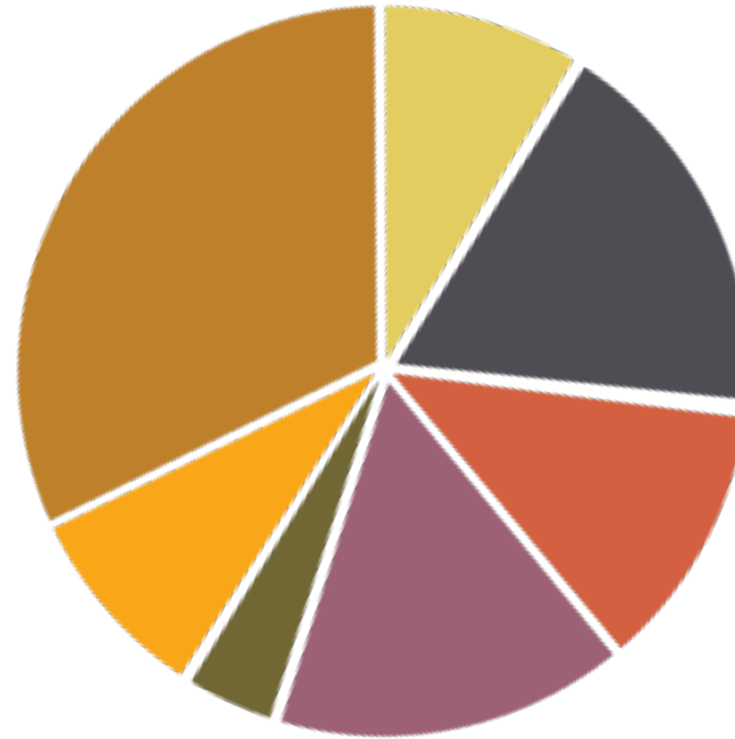


Top: Guests and dignitaries in ceremony at the Prince George Native Friendship Centre.
Bottom: Raven Lacerte presenting Barb Ward-Burkitt with the 5-Millionth Pin.

OVER 2-MILLION PINS SHIPPED LAST YEAR

The Moose Hide Campaign has seen unprecedented demand for the pins, with an increase of over 200% in volume year-over-year, coming from over 11,500 separate orders within the system.

The pin requests come from a variety of sectors, with the largest being the K-12 schools, which represent a great portion of the total pins distributed. This primarily comes from school administrators and educators who place orders for entire schools who participate.



**2,055,529
PINS SHIPPED**

June 1, 2023 - May 31, 2024

K-12

NON-PROFIT

POST-SECONDARY

INDIGENOUS ORGS

GOVERNMENT

WORKPLACE

**FAITH SECTOR,
SPORTS TEAMS
& INDIVIDUALS**

SHARING THE GIFT OF MEDICINE

The Moose Hide Campaign was pleased to develop a new relationship with Mother Earth Recycling, who now provide the production and distribution of moose hide pins.

The production of pins was born out of necessity. With increasing complexity associated with growing demand, we were excited to find a partner with the environmental and logistical expertise of Mother Earth Recycling which allows our team to focus on spreading the message of the campaign.

Mother Earth Recycling is an Indigenous Social Enterprise which began in 2012 as a partnership between Neeginan Centre, the Centre for Aboriginal Human Resource Development, and the Aboriginal Council of Winnipeg. It has become a place for community members to find training and job opportunities, while providing much-needed services to the city and other major clients.

The agreement to produce moose hide pins has created 10 new positions at Mother Earth Recycling, which is projected to grow to 20 positions in year two. This not only provides quality services that supports the spread of good medicine, but also provides meaningful training and employment opportunities to the urban Indigenous community in Winnipeg.

Mother Earth Recycling has also built a legacy of operations that are sustainable and environmentally responsible. The moose hides are ethically harvested from hunters that nourish their families with the meat. Using these hides for pins ensures that no part of the animal is ever wasted, which aligns with the Indigenous values of the Moose Hide Campaign.

We have also transitioned our vegan pin away from our previous vinyl to a newer HypaLite TC which is a breakthrough innovation in biobased fashion materials that aims to replace petrochemical-based synthetics and ease global plastic pollution. Composed of regenerative materials such as mushrooms, natural polymers and non-woven reinforcement, it is 100% biobased, plastic-free and biodegradable. It adheres to ISA's trademarked LITE manufacturing system, minimizing carbon footprint, water, and chemical consumption during production.



We would like to thank the amazing team that had been previously producing pins with love and care from Victoria, BC. You will forever be part of the Moose Hide Family!



“When I see someone wearing the Moose Hide pin, I see them as an ally.

I feel a sense of safety and trust around them, even if they are a stranger.

I feel proud to see them wearing and supporting the campaign.”

“It appalls me that there is still so much violence against women and young girls, and the Moose Hide Campaign is a great way to generate awareness of this problem.

I am proud to be a part of it and support it. Thank you.”

FROM OUR PIN ORDERS & DONORS

“It shows their support for women and queer folks, and it shows to me that I personally am safe.”

“My Grade 1 class raised this money by selling candy bags.

We also received a couple of donations from parents and grandparents. Students handed out moose hide pins to all students in the school.

This was sparked by one student wearing his moose hide pin about a month ago.”



COMMUNITY OUTREACH

COMMUNITY PARTNERS

Our community partners—businesses, organizations, and individuals—are integral to advancing the Moose Hide Campaign’s mission to end violence against women and children. These partnerships go beyond financial support, creating meaningful engagement, expanding our reach, and inspiring action across diverse sectors.

Scotiabank, TELUS, and BMO have all demonstrated their commitment as Foundational Sponsors of the Moose Hide Campaign. Scotiabank integrated the campaign’s values into their workplace, encouraging employees to engage in conversations about ending violence while providing significant financial support. TELUS not only contributed financially but also offered 266 retail locations as pick-up points for moose hide pins, expanding access to Campaign Day. BMO, likewise, a major funder, displayed campaign promotions in branches and distributed pins to customers, helping to spark crucial conversations and raise awareness.

The Victoria Royals Hockey Club also supported the campaign with fundraisers and school visits, where players shared pins and promoted messages of anti-bullying and good sportsmanship, helping to inspire the next generation to take a stand against violence.

These partnerships are essential to the success of the Moose Hide Campaign. Whether through financial contributions, employee involvement, or grassroots efforts, our partners are helping to create a future where everyone can live free from violence. We are deeply grateful to all who walk alongside us on this journey.



BMO Team



TELUS Team

10 MEN CEREMONY

On October 17, 2023, a group of Ministers, MP's and Senators gathered together on Parliament Hill to participate in the annual Moose Hide Campaign 10 Men on the Hill and Day of Fasting Ceremony.

Since 2016 the Moose Hide Campaign has held ceremonies and events in October on Parliament Hill as a response to the October MMIWG Day of Remembrance.

The 10 Men ceremony was an opportunity for male-identifying leaders to join the Moose Hide Campaign family in taking a stand to end violence, the ceremony is a crucial way the campaign calls on men, boys, and all Canadians to that stand.

The ceremony is a safe, non-partisan gathering where men from all personal and cultural backgrounds can join together in collective effort to create a country that is safe for all women and children. Fasting is one way to deepen and demonstrate personal and collective commitment to this vision.

Holding a one-day fast has been a cornerstone of the Moose Hide Campaign's approach to deepening personal and collective commitment to reconciliation and ending violence against women and children.

"I was truly honoured to participate in the 10 Men Ceremony in Ottawa and am proud to carry the important lessons learned on that occasion with me in my work and my personal life."

Gord Johns
Member of Parliament, Courtenay-Alberni



COMMUNITY CHAMPION SPOTLIGHT

PERRY SAMPSON



Perry Sampson's dedication to fostering community well-being and uplifting Indigenous voices has made him a true community champion.

This year, Perry channeled his passion into creating a transformative event for Moose Hide Campaign Day in Gitanmaax. This event, a collaborative effort with Sik-E-Dakh Health Centre, Anspayaxw Health Centre, Gitanmaax Health and Wellness Centre,

Gitanmaax Family Services, Gitxsan Child and Family Services, and the Dudes Clubs of FNHA, was a testament to Perry's vision and leadership.

The event brought together community members of all ages for a day of learning, reflection, and commitment to ending violence against women and children. It featured a 24-hour fast, the making of prayer ties, and a 4.5 km Walk to End Violence.

The fast-breaking lunch and ceremony were powerful moments of unity and reflection, further enriched by an inspiring guest speaker, Dempsey *Buck Yeomans. This gathering celebrated cultural heritage and reinforced the community's collective resolve to create a safe and supportive environment for all.

Perry's unwavering dedication to his community serves as an inspiration, reminding us of the power of one person to make a profound difference.

Thank you, Perry, for your tireless efforts and unwavering spirit.

663 people took part in the Moose Hide Campaign Community Champions Training program this year, with over 1000 community events organized from coast-to-coast-to-coast. Our deep gratitude to lululemon for supporting this initiative!



YOUTH ENGAGEMENT HIGHLIGHT

At Sir William Osler High School, the Special Education classrooms embarked on a heartfelt collaboration with the Moose Hide Campaign to raise awareness and take action against violence towards women and children in Canada. Led by Metello Levi's special needs classroom, consisting of students with diverse abilities, this initiative was deeply rooted in compassion and community spirit.

Educational sessions helped students understand the campaign's significance. With enthusiasm and dedication, students assembled pins and attached them to information cards, honing their skills and fostering teamwork. This hands-on activity instilled a sense of pride in contributing to a vital cause.

The culmination of their hard work saw students dispersing these materials throughout the greater Toronto area. They engaged with local businesses, community centers, and the public, spreading awareness and garnering support. This project not only empowered students to make a meaningful impact but also highlighted the school's commitment to inclusivity and community involvement.

The initiative showcased the powerful role of student-led projects in promoting social responsibility and empathy among youth. Sir William Osler High School assembled over 2,000 pins and cards this year, as well as in 2023, and plans to continue nurturing such initiatives. By empowering students, we advocate for a safer and more compassionate Canada.

Over 380,000 children and youth took part in Moose Hide Campaign Day this year, joining from every province and territory across the country.



POST-SECONDARY SPOTLIGHT

QUEEN'S UNIVERSITY

In a significant initiative inspired by Moose Hide Campaign Day, Queen's University embarked on a collaborative project aimed at fostering male allyship to combat violence against women and children.

Central to this effort is the involvement of the Queen's men's rugby team, who leveraged their respected status on campus to address the issue of male allyship head-on.

In a filmed conversation, members of the rugby team engaged with Cultural Advisor Allen Doxtator in a candid discussion about the role of men in ending violence against women. This dialogue, facilitated in the welcoming environment of Kanonhweratónhtshera/ G'di-mikwanim (The Welcoming Room), allowed participants to explore the importance of respect and cultural teachings in fostering a safer community.



Watch the video!



We raise our hands to our Ambassador Campuses:

Algonquin College
Bow Valley College
Canadore College
Coast Mountain College
Douglas College
Grand Prairie Regional College
Humber College
Justice Institute of British Columbia
Laurentian University
MacEwan University
Nicola Valley Institute of Technology
Northern College

Northlands College
Okanagan College
Ontario Tech University
Saint Paul University
Simon Fraser University
University Canada West
University of Guelph
University of King's College
University of Northern British Columbia
University of Regina
Vancouver Community College
Vancouver Island University



FOUNDATIONAL SPONSORS

\$50K +



CAMPAIGN CHAMPIONS

\$15K +

Peter Gilgan Foundation

Indigenous People's Resiliency Fund

Temple Scott Associates

TD Bank

Teck Resources

MAJOR DONORS

\$5K +

CIBC

Manitobah

N.P.A. Ltd

Coast Capital Savings
Federal Credit Union

Royal LePage
Shelter Foundation

Horizon North &
The Dexterra Group

Cedrus Foundation

Agnico Eagle

RBC Foundation



we are medicine

a practical journey to end violence.

The Moose Hide Campaign has been committed to raising awareness and ending violence against women and children in Canada for the past 12 years. On Moose Hide Campaign Day 2024, we introduced a new online training course, *we are medicine: a practical journey to end violence*, designed to empower Canadians to take meaningful action in their homes, workplaces, and communities.

This self-paced course features 90 minutes of video content led by Indigenous Wisdom Carriers from Turtle Island and includes digital tools for translating learning into action. Individuals gain deep insights into Indigenous knowledge, fostering personal growth and community healing, while organizations enhance cultural competency and create safer, more inclusive environments through this journey.

we are medicine is a powerful tool for addressing violence in all its forms, offering traditional wisdom that builds resilience and well-being.



We are honoured to be one of the first organizations to support we are medicine. We are making a collective effort to educate our employees and foster a community grounded in cultural understanding and respect. Open communication and trust are key to building meaningful and mutually beneficial relationships and we look forward to learning practical solutions that foster safer, more supportive environments for everyone.



Vanessa Connolly
Director, Community & Indigenous Relations at FortisBC



IN THE NEWS

Globe & Mail



NORTHERN ONTARIO | News

Moose Hide campaign begins in Sault Ste. Marie


Mike McDonald
CTV Northern Ontario.ca
Journalist
Follow Contact

Published May 10, 2024 5:06 p.m. MDT

Share 

A campaign designed to encourage Indigenous and non-Indigenous men and boys to stand up against violence against women and children in their lives is getting underway.

This year's Moose Hide Campaign kicked off a bit early in Sault Ste. Marie, with ceremony and presentations from activists, law enforcement and women's agencies.

The Moose Hide Campaign began in B.C. in 2014, and has since become a national movement, symbolized by the Moose Hide pin.

Wearing the pin is a show of commitment to women and children and speaking out against gender-based and intimate partner violence, or IPV.

'We want to make sure our voices are heard': Parry Sound Friendship Centre joins the Moose Hide Campaign Day

'We will reach a wide range of people through the different organizations': Parry Sound Friendship Centre: Parry Sound Friendship Centre is hosting a walk to end violence against women and children May 16.

PARRY SOUND
North Star

By Julian Orlando Chaves Parry Sound North Star
Wednesday, May 8, 2024 · 1 min to read
Article was updated Aug 29, 2024



Parry Sound Friendship Centre staff pose at 25 Church St. with their Moose Hide Pins.
Julian Orlando Chaves Metroland

TIMMINSTODAY.com

Moose hide message important to remember every day

The annual campaign is on May 16



Amanda Rabski-McColl, LJI Reporter
May 15, 2024 8:00 PM







HOT TOPICS ▼

SEARCH 🔍

LIGHT 



Step-brothers Daerion Hidalgo, left, and Dayvon McIvor, middle, attend the first Moose Hide Campaign Day event in Winnipeg, Manitoba, with Vienna McIvor, right, on May 16. (Image credit: Lenard Monkman/CBC)

THANK YOU

We extend our deepest gratitude to our supporters, sponsors, philanthropic partners, donors, and champions for your incredible support over the past year. Your unwavering commitment and generosity have been instrumental in driving our mission forward and making a significant impact in communities across the country.

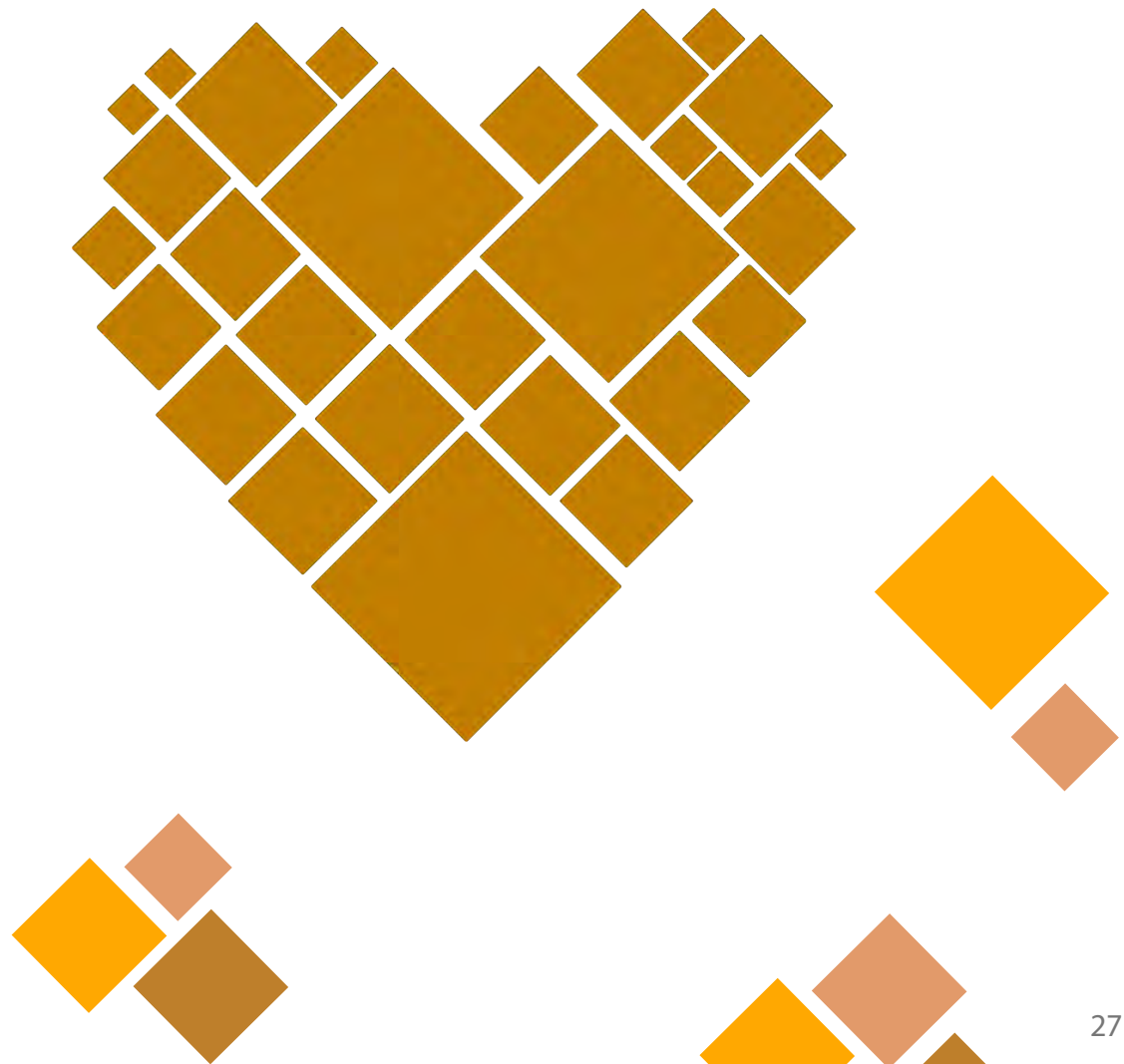
Your contributions have empowered us to expand our outreach, enhance our programs, and bring people together in solidarity. With your help, we have been able to engage youth, strengthen our collective commitment and capacity to end violence against women and children, and share Indigenous ways of being and healing.

The impact of your support is visible in the success of our events, the growth of our initiatives, and the hope we inspire in those we serve. Each step taken in the Walks to End Violence and each story shared during our programs is a testament to your dedication and belief in our cause.

Thank you for standing with us and for being an essential part of our journey. Together, we are making a difference and creating a safer future for all.

To explore sponsorship and partnership opportunities, contact:
info@moosehidecampaign.ca

MOOSEHIDECAMPAIGN.CA





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CAMPAIGN**

**CAMPAGNE
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