



MOOSE HIDE
CAMPAIGN

CAMPAGNE
MOOSE HIDE

COMMUNITY REPORT 2025



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COMMUNITY REPORT
JUNE 1, 2024 - MAY 31, 2025

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A MESSAGE FROM RAVEN

Dear Friends and Supporters,

This past year was one of change, reflection, and deep recommitment to our purpose. As many of you know, I've stepped into the role of Executive Director of the Moose Hide Campaign, alongside my role as Co-Founder. It's with a full heart, and with love for this work and all the precious ones in this country and beyond, that I embrace this responsibility.

I want to offer my deepest gratitude to our former CEO, David Stevenson, for his years of guidance and leadership. His care and dedication helped carry this movement forward with integrity. We are stronger because of his time with us.

While many are working toward heart-centered change, we know the Moose Hide Campaign is unique. We are rooted in love, in ceremony, and in Indigenous ways of knowing and being. And because of that, when the funding landscape shifted this year, we made an intentional decision to reduce the number of moose hide pins shared. Not out of scarcity, but out of care. Care for the long-term sustainability of the movement. Care for the medicine. And care for the people and places that need it most.

We focused our energy on getting the pins and the teachings into the hands of those who need it most. And even with fewer pins, the impact has been powerful. The love, courage, and conversations continue to ripple outward.

As we move forward, we are embracing new ways to sustain this work. We are growing our circle of supporters, planting new seeds of partnership, and building a future rooted in Indigenous values and collective care.

Thank you for standing with us, for carrying the medicine, and for believing in this movement. Together, we are making this country a safer place for women, children, and all those along the gender continuum.

With all my love and respect,

Raven Lacerte

Raven Lacerte
Executive Director & Co-Founder



"Thank you. You have no idea how much this campaign means to me and my family. These pins are medicine."

- 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.



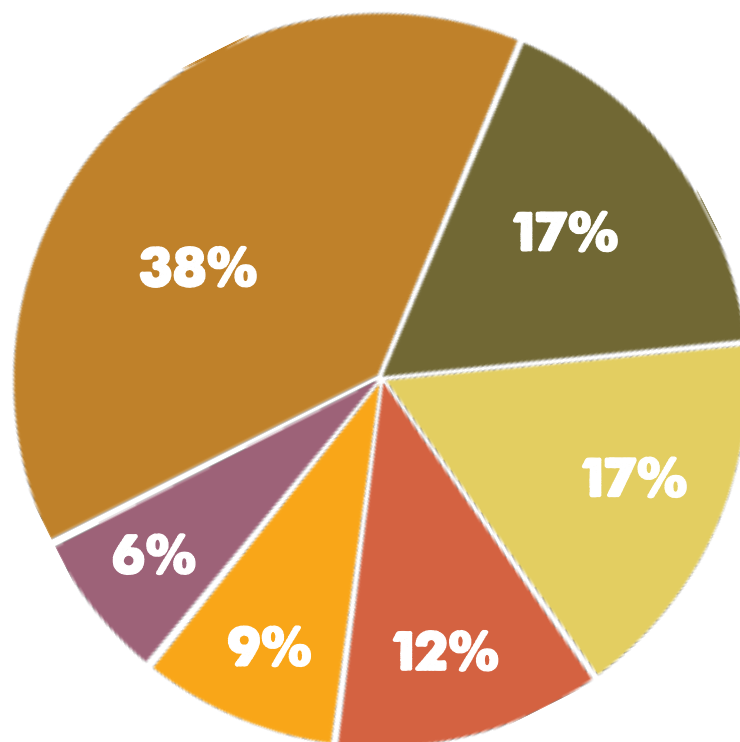


IMPACTS OF THE PIN

775K PINS GIFTED

June 1, 2024 - May 31, 2025

Over 775K moose hide pins were gifted across Canada, each sparking at least five conversations about ending gender-based violence.



WHERE IS THE MEDICINE GOING?



YOUTH 301K

Our largest group of pin distributors! Young leaders are taking a powerful stand, sparking conversation and action in their schools and communities.



INDIVIDUALS 135K

This movement resonates with Canadians across the country. Thousands of people personally chose to wear and share the medicine.



GOVERNMENT (ALL LEVELS) 135K

From federal to municipal levels, public servants and elected officials are showing up for reconciliation and safety.



COMMUNITY ORGANIZATIONS 94K

Grassroots action is alive and well from local shelters to cultural centres, the medicine of the moose hide is embraced.



BUSINESSES 71K

Corporate Canada continues the reconciliation journey by making their workplaces safer and standing against gender-based violence.



INDIGENOUS-LED ORGANIZATIONS 47K

The heart of our movement. Indigenous-led groups are leading with cultural integrity and healing teachings.



"I saw a Moose Hide pin on a colleague, and it opened a powerful discussion. I had to get some myself."

"Moose Hide Campaign Day opened my eyes to the depth of the issue and to the strength of those working to end it. I left feeling inspired and ready to be part of the change."

FROM OUR GROWING COMMUNITY

"After our workplace walk, a coworker sent me this note: 'Thank you for organizing the Moose Hide walk today - it's closer to my heart than anyone knows. Your commitment means so much.' Moments like this are why I keep showing up."

"I just placed an order—thank you for making these available to all. They help my students connect to something real."



MOOSE HIDE CAMPAIGN DAY



A DAY OF CEREMONY:

On May 15, 2025, people across the country came together to fast, walk, learn, and share the medicine of moose hide. From northern First Nations to downtown city halls, from elementary school gymnasiums to government offices, Canadians stood in solidarity to end gender-based violence.

This year's Moose Hide Campaign Day was a collective act of love and healing, rooted in Indigenous ways of being.

A NATION COMING TOGETHER IN SPIRIT

Moose Hide Campaign Day 2025 began in a sacred way — with fire, prayer, and words rooted in love, truth, and responsibility.

Broadcast live from Ləkʷəŋən territory in Victoria, BC, Knowledge Keeper Yuxwelupton (Bradley Dick) opened with deep teachings, reminding us that healing is a responsibility we carry in relationship — with spirit, land, and one another.

Witnesses were called from across the four directions, connecting more than 300,000 participants in a powerful national circle.

“A warrior is one who walks with love, compassion, and empathy.”



Above: Emcee, Taylor McPherson
Left: Winnipeg, MB

GENERAL PLENARY

Executive Director and Co-Founder Raven Lacerte lifted up the courage of families, youth, and leaders who are standing up to end gender-based violence:

“Who are you standing up for today?”

“I’m standing up for my daughters.”

“Let’s do this for all our children.”

Throughout the day, the words, songs, and teachings grounded us in ceremony. It is how we gather, how we heal, and how we walk forward — together.

Keynote speakers Elaine Alec and Dr. Michael Kaufman brought truth, accountability, and hope, calling us to heal, speak out, and take action.

Elaine Alec
(tełkənɪtkʷ – Standing By Water)



“You are your people’s prayer.”

Dr. Michael Kaufman



“Most men don’t use violence, but too many remain silent. Ending that silence is how we become part of the change.”

WALKS TO END VIOLENCE

Across Turtle Island, thousands of people stepped out in unity - walking to end violence and walking toward healing.

From the rain-soaked streets of Victoria to the quiet roads of northern communities, the Walks to End Violence were among the most moving and visible expressions of solidarity during Moose Hide Campaign Day 2025.

Drums echoed through city blocks. Children held hand-painted signs. Survivors walked alongside youth and Elders. And across generations, people carried the medicine of moose hide with hope and purpose.

Together, we walked for those who can't.
We walked for our daughters, our aunties, our friends.
We walked to say: enough is enough.

"It wasn't just a walk. It was a moment of truth—of saying out loud that we will not stay silent."

Many of the walks culminated in powerful gatherings—feasts, fires, and teachings led by community leaders, Knowledge Keepers, and grassroots champions. These were moments of deep connection, where silence was broken and voices were lifted.



Winnipeg, MB



Fort Saskatchewan, AB

And though each walk was different, they
were united by one shared heartbeat:
**We are walking together —
for safety, for love, and for change.**

FASTING

On Moose Hide Campaign Day 2025, thousands of people across the country and beyond chose to fast as an act of love, sacrifice, and solidarity with those who have experienced violence.

To fast is to pause. To reflect. To carry the burden for just a moment—and in doing so, to honour the lifelong weight carried by too many women, children, and Two-Spirit people across this land.

This sacred practice has always been at the heart of the Campaign, and this year it carried new power.

Participants joined from homes, offices, school gyms, and sacred fires, creating a shared spiritual circle across Turtle Island. Many shared their stories and intentions online through #FastToEndViolence, forming a vibrant, heart-led digital community that reminded us: we are never alone in this work.

The fast is a ceremony of its own. A commitment made in silence, but filled with meaning.

“Fasting is a warrior practice.”

- Dr. Lee Brown



And together, we hold a vision:
**One million fasters. One million acts of courage.
One million hearts walking the path of healing.**

WORKSHOPS FOR LEARNING, HEALING & ACTION

This year's Moose Hide Campaign Day offered 10 virtual workshops, each presented twice throughout the day to accommodate schedules and deepen accessibility. From teachings on "Ogichidaa: Indigenous Masculinity in the Modern Era" to a session on "Allyship in Action", the workshops reflected the diversity, depth, and relevance of this movement.

Participation reached an all-time high, with thousands joining from workplaces, campuses, homes, and community hubs across the country. Each session created space for courageous conversations — rooted in love, lived experience, and Indigenous ways of knowing.

These were not just learning opportunities. They were healing spaces. Attendees shared reflections that spoke to transformation - of relationships, responsibilities, and what it means to stand against gender-based violence in meaningful, lasting ways.

Whether someone was joining a workshop on Trauma-Informed Practices, Cultivating Safe Spaces, or Ancestral Tools and Practices, the message was clear: you are not alone in this work. And we all have a role to play.

WATCH THE WORKSHOP REPLAYS:



Dr. Lee Brown

"I believe there will be deep healing within my family because of my participation in the workshops today."





LEARNING, LEADING, AND STANDING TOGETHER

“This was our school’s first year participating in Moose Hide Campaign Day — and it was powerful. You could feel the pride throughout the building. Students across different grades were having meaningful conversations, and some shared they planned to go home and talk about the Campaign with their families. The ripple effect has already begun!”

— Elementary School Teacher

With gratitude to the Canada Post Community Foundation whose generous support helped us share Knowledge Keeper’s teachings in the Youth Lodge.

YOUTH LODGE

The heart of Moose Hide Campaign Day beats strongest in the voices of young people.

This year, the Youth Lodge offered engaging, age-specific programming for students in Kindergarten through Grade 12, with thousands of classrooms joining live from across the country.

From story time and art activities for the youngest learners, to in-depth teachings for teens, every workshop was designed to create safe, inclusive spaces for courageous conversations. Students explored themes of empathy, respect, reconciliation, and what it means to stand up against gender-based violence.

Youth learned from Indigenous Knowledge Keepers, educators, artists, and peers, gaining tools to speak out, support one another, and take action in their schools and communities.

Workshops were shared virtually and supported by a wide range of educator resources—making it easy for teachers to weave the Campaign’s teachings into their classrooms before and after the event.

In total, over 200,000 youth participated in this year’s campaign. Each child who took part is a spark—igniting a future free of violence, grounded in love, and led by truth.

LOCAL COMMUNITY CHAMPION EVENTS

Across the country, the medicine was carried into homes, workplaces, schools, and gathering spaces by champions rooted in community.

This year over 900 people took part in the Moose Hide Campaign Community Champions Training program. Champions shared the campaign from coast-to-coast-to-coast with feasts, walks, fires, workshops, and teachings to bring people together in ceremony and commitment. Each event, whether large or small, held the same heartbeat: to end violence and to walk forward in a good way, together.

*Thank you to the
lululemon Social Impact
Institute for supporting our
Community Champions
Training program!*

Victoria, BC
Tla'amin Nation, BC
Vancouver, BC @ JFK Law
Vancouver, BC @ TELUS Garden
Surrey, BC @ Kwantlen
Burnaby, BC
North Vancouver, BC
Chilliwack, BC
Merritt, BC
Grand Forks, BC
Trail, BC
Nelson, BC
Splatins/Enderby, BC
Vernon, BC @ Ministry of Forests
Kamloops, BC
Kamloops, BC @ TRU
100 Mile House, BC
Prince George, BC
Fort St. John, BC
McBride, BC
Valemont, BC
Calgary, AB @ Children's Cottage

Calgary, AB @ Central United Church
Calgary, AB @ Confluence
Calgary, AB @ Boyle Street
Nanton, AB
Edmonton, AB
Lac La Biche, AB
Strathmore, AB
Brandon, MB
Strathcona County, AB
Fort Smith, NWT
Lac La Biche Campus @Portage College
Fort Saskatchewan, AB
Regina, SK
Melfort, SK
Nipawin, SK
Yellowknife, NT
Winnipeg, MB
Fisher River Cree Nation, MB
Fort Alexander, MB
Kenora, ON
Dryden, ON
Sioux Lookout, ON

Thunder Bay, ON
Parry Sound, ON
Neyaashiinigiming, ON
Owen Sound, ON
Windsor, ON
Fort Erie, ON
Niagara on the Lake, ON
Burlington, ON
Toronto, ON @ TELUS Harbour
Petawawa, ON
Ottawa, ON
Gatineau, QC
Sainte-Anne-de-Bellevue, QC
Montreal, QC @ TELUS Tower

Sherbrooke, QC
Quebec City, QC
Rimouski, QC
Gagetown, NB
Fredericton, NB
Hanwell, NB
Halifax, NS
St. John's, NF



“The Moose Hide Campaign reminds me that real change takes all of us. My role isn’t just to share information, it’s to spark conversations, amplify awareness, and be part of the solutions.”

“Campaign Day is something our whole team looks forward to each year. It leaves a lasting impact one that carries into our conversations and actions long after the day is over.”

FROM OUR CAMPAIGN DAY PARTICIPANTS

“Seeing so many people come together to stand against violence was deeply powerful. It reminded me that we all have a role to play, no matter who we are.”

“This experience showed me that everyday actions — how we speak, how we listen, how we show up either add to the problem or help end it. I feel more empowered now to speak out, support survivors, and create safer spaces in my community.”



IMPACT SPOTLIGHTS

EVERY LOONIE WAS LOVE

Young Changemakers at St. Angela Catholic School

At St. Angela Catholic School in Edmonton, the next generation of changemakers is already walking the path of healing and justice.

Over four weeks, the school wove the Moose Hide Campaign into daily learning and spirit. Each Friday morning, their student broadcast featured a new story or lesson about the campaign. From the history of the moose hide pin to the meaning of standing up against violence, students learned that their small acts were part of something much bigger.

To honour what they learned, each student was invited to offer a loonie as a gift of reciprocity.

Grade 1 teacher Taralyn Risling saw just how deeply students connected. “Because we’d been learning together, they understood that their loonie was a way to support the campaign. It wasn’t about money — it was about being part of something bigger than themselves.”

The learning didn’t stop at the morning announcements. Every classroom took on one of the Moose Hide Campaign’s lesson plans. In Taralyn’s Grade 1A class, students explored the “Good Medicine” resource — a lesson that invites reflection on how kindness, respect, and love can be shared in everyday life.

“They wrote about how they could spread Good Medicine to others, the world, and themselves,” Taralyn shared. “Even at six or seven years old, they knew what it meant to be responsible for creating safety and kindness.”

From helping classmates feel included, to showing care for the land, to using their voices when something feels wrong — these young students are already leading.

At St. Angela, students aren’t just learning about change. They are living it. One thoughtful act at a time, they are helping shape a future rooted in respect, courage, and community.



AMBASSADOR CAMPUSES

The Moose Hide Campaign works with over 120 post-secondary institutions across Canada, building a powerful national movement to end gender-based violence and advance reconciliation. Among them, the following institutions are formally recognized as Ambassador Campuses—demonstrating a deeper, ongoing commitment to the campaign’s values of ceremony, education, and collective action.

These campuses actively:

- Participate in Moose Hide Campaign Day annually
- Distribute thousands of Moose Hide pins across student and staff populations
- Host campus walks, fasting ceremonies, awareness events, and reflection circles
- Embed the campaign into their academic culture, Indigenous engagement strategies, and student life

Together, these institutions are helping lead a nationwide effort to foster accountability, healing, and cultural safety in post-secondary education.



Plaque Ceremony at Douglas College

Algoma University
Algonquin College
Assiniboine 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
Northern Lakes College
Northlands College
Okanagan College

Ontario Tech University
Renison University College
Saint Paul University
Simon Fraser University
Sprott Shaw Community College
Thompson Rivers University
University Canada West
University of Guelph
University of King's College
University of British Columbia (UBC)
University of British Columbia Okanagan (UBCO)
University of Northern British Columbia
University of Regina
University of Victoria (UVic)
Vancouver Community College
Vancouver Island University (VIU)

THE FLAG WAS JUST THE BEGINNING

How post-secondary students are leading a movement for safety, healing, and systemic change

On a grey spring morning, a small group of students gathered at the Justice Institute of British Columbia. With tobacco offerings and words of intention, they raised the Moose Hide Campaign flag into the sky and into the hearts of everyone who watched.

It was a ceremony and a commitment.

For many of those students, it was their first time taking public action against gender-based violence. For some, it was the first time they'd been invited into ceremony at all. And for one young man, it was the first time he spoke up "not just for others, but for who I'm becoming too."

That single flag raising sparked a ripple.

Students at Simon Fraser University picked up the challenge, hosting a multi-day event led by youth and supported by Elders. Humber College followed, bringing two campuses together in reflection and solidarity. At Laurentian University, the flag was lifted into the northern sky with the guidance of local First Nations. Douglas College closed the first chapter of the challenge with two deeply rooted ceremonies — and an open call to campuses across the country.

And they responded.

Across Canada, young people took to their quads, cafeterias, and classrooms. They walked. They shared pins. They spoke. They learned. They led.

It went beyond participation to become ownership.

It was about reclaiming safety, voice, and future.

From Vancouver Island to the shores of Newfoundland, they stood together in something bigger than themselves.

A movement rooted in Indigenous medicine.

A generation rising in love and leadership.



Simon Fraser University

800K STUDENTS PARTICIPATED THIS YEAR!

SPOTLIGHT

LOUISE PROFEIT-LEBLANC

Louise Profeit-LeBlanc has been walking with the Moose Hide Campaign for many years, bringing the sacred medicine of moose hide into community with love, humility, and strength. This past year, she deepened that commitment by hosting her first Moose Hide Campaign Day event in Wakefield, Quebec.

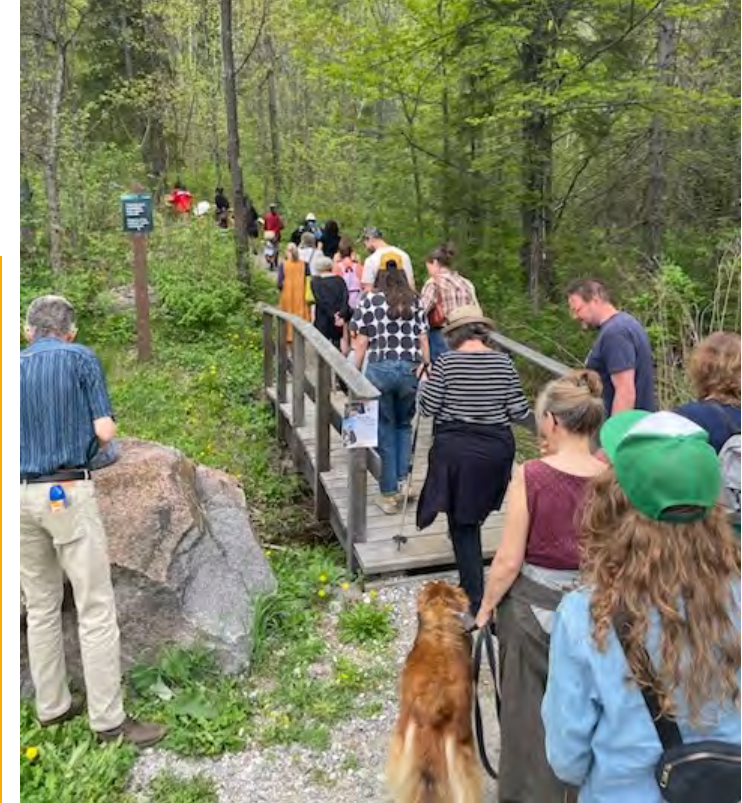
A member of the Na-Cho Nyäk Dun First Nation in the Yukon, Louise is a master storyteller, cultural educator, and lifelong advocate for healing through Indigenous knowledge and ways of being. She weaves stories that awaken the heart, call us back to our responsibilities, and remind us of the strength found in collective action.

On Moose Hide Campaign Day 2025, Louise invited her community to walk together — to honour women, to uplift each other, and to speak truth into shared spaces. Through story, ceremony, and connection, she created a moment of reflection and commitment that rippled far beyond the Wakefield riverbanks.

Louise reminds us that change begins with courage, and that courage is contagious.

“We walk to honour the women. We walk to honour the medicine. We walk because love is action.”

– Louise Profeit-LeBlanc



A diverse crowd of people, including a young girl in a pink jacket, holding up wooden sticks and mallets in a celebratory gesture. The background is blurred, showing greenery and other participants. The image is decorated with yellow and orange diamond shapes in the top corners.

WALKING TOGETHER **OUR PARTNERS & FUNDERS**

WANT TO JOIN THE CIRCLE?

We invite new partners to walk with us. Whether you are a company, foundation, public institution, or community leader, there is a place for your support in this movement. Together, we ignite change.

The Moose Hide Campaign is a shared journey. Every step we take is strengthened by those who walk beside us...donors, funders, sponsors, and community partners who believe in a safer, more compassionate future for all.

We give thanks to our 2025 supporters!

Every step we take is strengthened by those who walk beside us...

Donors, funders, sponsors, and community partners who believe in a safer, more compassionate future for all.



"The Moose Hide Campaign movement is inspiring meaningful change across TELUS. This partnership has helped us foster deeper and more open dialogue, and we are looking forward to continuing this momentum."

Patrick Barron
VP of Corporate Citizenship & Sustainability
TELUS

SUSTAINING PARTNERS



FOUNDATIONAL PARTNERS



LEADERSHIP PARTNERS



COMMUNITY BUILDING PARTNERS

Assiniboine Credit Union

CIBC

Coast Capital Savings

KPMG

PCL Construction (Ottawa)

Manitoba Blue Cross

PRIORITIES FOR THE YEAR AHEAD

1. Deepening Local Leadership

We will continue to nurture the grassroots, walking beside community champions in rural, remote, and urban spaces as they organize events, share the medicine, and bring people together across cultures, generations, and genders. This is how we weave stronger circles of connection and care.

2. Expanding Youth Engagement

Young people are leading with vision, strength, and heart. We will uplift youth voices, honour their leadership, and support school-based and youth-led initiatives that spark healing, ceremony, and courageous action.

3. Strengthening Men's Leadership

Men and boys are stepping forward with courage and responsibility. We will grow our Ten Men ceremonies and offer more spaces for them to walk with the teachings of Knowledge Keepers, embrace accountability, and stand as protectors and allies in the movement to end gender-based violence.

4. Sustaining the Medicine

Every moose hide pin is a gift of the land, made with love, and offered with intention. To continue sharing millions of pins and supporting the conversations they spark, we are calling in new partners to walk with us. Your support helps keep this medicine flowing.

5. Advancing Safety Through Ceremony

Safety comes when people are seen, heard, and held with respect. We will continue to centre ceremony, cultural safety, and trauma-informed practices in all we do - especially in the systems and institutions where this change is most needed.



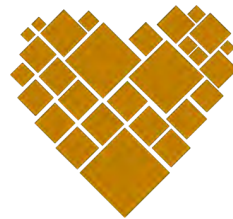
We invite you to walk this road with us!

Whether you wear and share a pin, host an event, or make a gift to support this work - your part matters. Together, we are creating a future rooted in healing, safety, and love.

LOOKING AHEAD: THE PATH FORWARD

As we look to the year ahead, we do so with deep gratitude and renewed commitment. The medicine of the Moose Hide Campaign continues to ripple outward through pins, ceremonies, conversations, and the courage of communities ready to lead change. Our work is growing, and so is the need. We carry deep gratitude for every person who walks this path with us.

DONATE:



Registered Charity: #78369 6479RR0001

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To explore sponsorship and
partnership opportunities:
outreach@moosehidecampaign.ca

MOOSEHIDECAMPAIGN.CA





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