# REPORT TO THE COMMUNITY 2026



MOOSE HIDE CAMPAIGN

CAMPAGNE MOOSE HIDE




This year reminded us that the strength of the Moose Hide Campaign has always lived in people. It lives in the person who chooses to wear a pin and begins a conversation. In the young person learning that violence is not inevitable. In the men who are reflecting on their responsibilities and choosing healthier ways forward. And in the thousands of people who come together in ceremony, in schools, workplaces, homes, and communities with a shared commitment to ending gender-based violence.

Across the country, communities continue to make this movement their own. Local leaders, educators, Knowledge Keepers, volunteers, partners, and Community Stewards are carrying the medicine forward in ways that reflect the people and places around them. Our role is to support that work, create opportunities for connection and learning, and help more people find their own place in this movement. As we reflect on the past year, we are deeply grateful to everyone who has worn the pin, shared the medicine, started a conversation, or brought others together. This movement belongs to all of us, and it grows every time someone chooses to take part.

K. Lacerte

**Kathryn Lacerte**
**Acting Executive Director, Moose Hide Campaign**




# THE PIN IS AN INVITATION.

**Each moose hide pin carries an invitation to make a personal commitment: to honour, respect, and protect the people in our lives, and to work together to end gender-based violence.**

A visible commitment changes what is possible

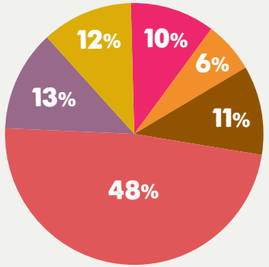
# MOOSE HIDE PINS ARE MEDICINE

Wearing the pin can open a conversation between strangers, affirm shared values, and make a commitment to safety easier to recognize. It turns a personal promise into something others can see, ask about, and carry forward.



**853K**
PINS GIFTED

- Individuals
- Community Groups
- Youth




- Governments (municipal, provincial & federal)
- Businesses
- Indigenous Organizations & Communities




**The Moose Hide Campaign invites men and boys to reflect on their responsibilities without shame or blame. Through ceremony, learning, and honest conversation, they explore what it means to build healthy relationships, practise accountability, and take an active role in ending gender-based violence.**

# PREVENTION BECOMES POSSIBLE WHEN MEN SEE THEMSELVES AS PART OF THE SOLUTION.

Bringing commitment into community.

## 10 MEN CEREMONIES

**Ceremony creates space for men to move from support to personal responsibility. In schools and communities, 10 Men model humility, reflection, healthy relationships, and accountability in front of young people and one another.**

*Attending the men's group was so meaningful. Hearing the topic sparked many conversations and we will continue it through the year.*

*As a man who participated in Moose Hide Campaign Day, I acknowledge the parts of myself that are in pain and require healing so that I do not harm others.*

*Seeing other men stand up in leadership roles to create a community focused on reducing violence against women and girls gives me hope and inspires me to do more.*



## YOUNG PEOPLE ARE LEARNING THAT VIOLENCE IS NOT INEVITABLE.

With culturally grounded teachings, trusted adults, and meaningful ways to take action, young people help shape what their generation accepts and expects.

A pathway youth carry forward.

# FROM PARTICIPATION TO LEADERSHIP

### DISCOVERING
**The story of the moose hide pin and our shared responsibility.**

### LEARNING
**About healthy relationships, respect, and reconciliation.**

### ACTING
**Through events, conversations, ceremony, and fasting.**

### LEADING
**By mentoring peers and carrying the work forward year-round.**






# YOUTH LEADING THE WAY

**A FUTURE FREE OF VIOLENCE BEGINS WITH WHAT YOUNG PEOPLE LEARN, EXPECT, AND LEAD TODAY.**

Young people are helping build a Canada grounded in reconciliation and respect, and free of violence. Through youth-led actions, projects, circles, events, and conversations, students turn what they learn into meaningful change in their schools and communities.

**1886**
**SCHOOLS ENGAGED**

**410K**
**PINS GIFTED**

## K-12 SCHOOLS

The Moose Hide Campaign gives young people culturally grounded ways to learn about healthy relationships, bullying, violence prevention, and reconciliation. Students move from learning into action and leadership, helping shape safer and more respectful school communities. Through classroom conversations, school gatherings, and peer leadership, they put respect and responsibility into practice.

## POST-SECONDARY CAMPUSES

On college and university campuses, the Moose Hide Campaign provides a culturally grounded approach to gender-based violence prevention and reconciliation. Through ceremony, education, awareness events, and student engagement, campus communities build greater accountability, cultural safety, and a shared responsibility for creating safer communities.




## PEOPLE COME TOGETHER AROUND WHAT UNITES THEM: CARE FOR THEIR PRECIOUS ONES.

**Communities do not need to agree on everything to stand together against violence. A pin, a walk, a fast, or a community gathering makes common values visible and creates space for relationships to grow.**

Communities carrying the movement forward.

# EVENTS ACROSS TURTLE ISLAND

From public walks and ceremonies to school gatherings, workplace activities and virtual learning, people came together around a shared commitment to ending gender-based violence. Each gathering reflected the people and communities behind it, creating space for conversation, learning, reflection and action.

Across the country, communities carried the Campaign in ways that felt meaningful to them while remaining connected to a much larger national movement. Together, these local actions show how change can grow through relationships, shared values and the commitment of people willing to bring others together.

**78** CAMPAIGN DAY & COMMUNITY EVENTS

**721** PRIVATELY HELD EVENTS

**1129** CANADIAN COMMUNITIES REPRESENTED

# 2026 EVENTS

Port Clements, BC
Courtenay, BC
Wei Wai Kum, BC
Nanaimo, BC
Victoria, BC
Powell River, BC
Vancouver, BC @ TELUS Garden
North Vancouver, BC @ Green Necklace Park
North Vancouver, BC @ Spirit Trail
Vancouver, BC @ JFK Law LLP
Burnaby, BC
New Westminster, BC @ Douglas College
Surrey, BC
Blue River, BC
Kamloops, BC
Kamloops, BC @ TRU
100 Mile House, BC
Clearwater, BC
Xatsull First Nation, BC
Nelson, BC
Cranbrook, BC
Prince George, BC
Whitehorse, YT
Calgary, AB @ The Confluence
Chestermere, AB
Nanton, AB
Camrose, AB
Edson, AB
Westlock, AB
Edmonton, AB
Fort Saskatchewan, AB
Saskatoon Tribal Council Health Centre
Regina, SK
Prince Albert, SK
Brandon, MB
Ashern, MB

Winnipeg, MB
Winnipeg, MB @ Zuken Heritage Park
Fort Alexander, MB
Black River First Nation, MB
Kenora, ON
Lac Seul First Nation, ON
Sioux Lookout, ON
Thunder Bay, ON @ Lakehead University
Sault Ste Marie, ON
Waterloo, ON @ Renison
Niagara on the Lake, ON
Hamilton, ON @ McMaster
Hamilton, ON @ ONWA
Burlington, ON
Toronto, ON @ Queen's Park
Markham, ON
Newmarket, ON
Peterborough, ON
Kingston, ON
Brockville, ON
Cornwall, ON

Petawawa, ON
Montreal, QC
Rimouski, QC
Quebec City, QC
St. Stephen, NB
Annapolis Royal, NS
Coldbrook, NS
Afton Station, NS
Halifax, NS
Labrador City, NL
St. John's, NL
Grand Falls-Windsor, NL





## ST. JOHN'S
### NEWFOUNDLAND & LABRADOR

Through song, smudging, and a community walk, women stepped forward to share their lived experiences and feel the strength of a community standing beside them.

## THUNDER BAY
### ONTARIO

Fifteen organizations and hundreds of people came together across Thunder Bay around a shared desire for safety, healing, and real change, carrying that commitment through ceremony and collective action.



## PRINCE GEORGE
### BRITISH COLUMBIA

Ceremony, men's wellness circles, walking, beading, and feasting brought generations together in a day rooted in culture, connection, and collective responsibility.



## EDMONTON
### ALBERTA

With a tipi standing in the heart of City Hall, Elders, dancers, leaders, and community members gathered in ceremony and solidarity to make visible their commitment to ending gender-based violence.




Local leadership is growing.

# COMMUNITY IS HOW THE MOVEMENT TRAVELS

**Local leaders understand the relationships, histories, strengths, and needs of their communities. The Community Stewards program provides orientation, tools, learning, connection, and ongoing support, while local leaders bring the Moose Hide Campaign to life in ways that are meaningful to their communities.**

**CAMPAIGN SUPPORT**

Pins, resources, learning, relationships, cultural grounding.

**LOCAL LEADERSHIP**

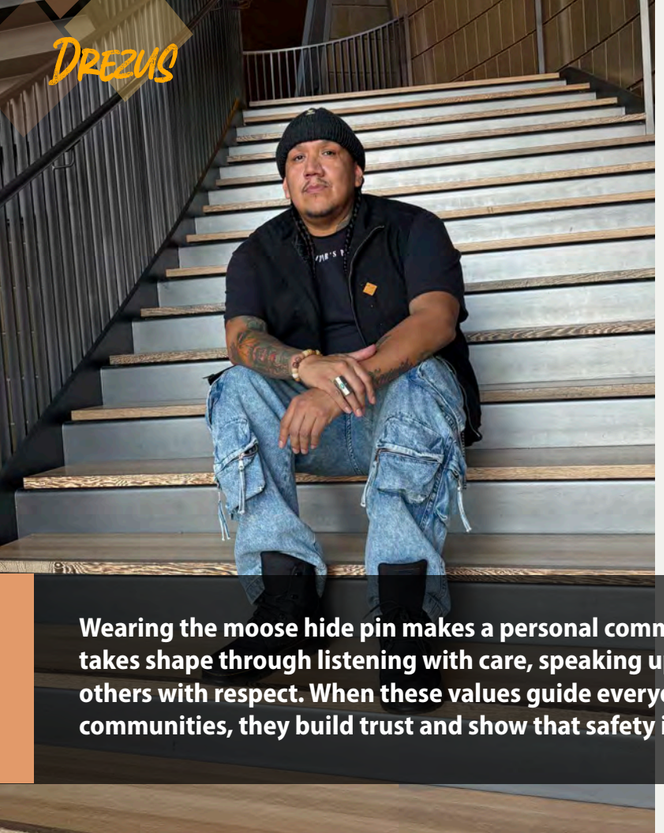
People shape the invitation around local realities.

**LOCAL ACTION**

Walks, ceremonies, learning, conversations, gatherings.

**STRONGER CONNECTION**

Shared values become visible and relationships deepen.




**Wearing the moose hide pin makes a personal commitment visible. That promise takes shape through listening with care, speaking up against violence, and treating others with respect. When these values guide everyday life in workplaces and communities, they build trust and show that safety is a shared responsibility.**

## SAFETY BECOMES STRONGER WHEN SHARED VALUES ARE VISIBLE.

Visible commitment, shared language, men taking responsibility, leaders participating, colleagues standing together.

# WHAT PEOPLE CAN SEE

**Safety is more than a policy. It is something people experience through relationships, behaviours, leadership, and the signals around them. The moose hide pin makes those values visible. It signals that people take violence seriously, that men are participating in prevention, and that respect and accountability belong to everyone.**

**93%**

**of participants reported increased knowledge, skills, or confidence to take action to end gender-based violence.**

**99%**

**of participants would recommend the Moose Hide Campaign to others within their personal network.**

Based on responses from participants who completed our survey.

> *It was really meaningful to see how the Campaign brought people together around a shared purpose and created real impact in the community.*




VICTORIA, B.C.

# WHERE THE MOVEMENT IS GOING DEEPER

**This year showed how far the movement can reach. Now we are helping more people move from awareness to learning, from learning to action, and from action to sustained leadership. That means going deeper in the places where people live, learn, and work, creating more opportunities to prevent gender-based violence, support men's wellness, and build safer worksites. These areas will help turn visible commitment into meaningful action that people can carry forward in their own communities.**

### GBV PREVENTION

Build understanding and support meaningful responsibility.

### MEN'S WELLNESS

Create culturally grounded spaces to gather, reflect, heal, and learn.

### SAFE WORKSITES

Bring visible commitments and practical learning into workplaces.



# EVERY PARTNERSHIP HELPS THE PROMISE TRAVEL FARTHER.

We are grateful to the communities, Knowledge Keepers, participants, volunteers, educators, public servants, workplaces, donors, funders, and partners who carried this work throughout the year. The movement grows through relationships and the trust people place in one another to keep showing up for safety.

British Columbia
Supported by the Province of British Columbia

Ontario

Manitoba

TELUS

Government of Canada / Gouvernement du Canada
Canada

BMO

Scotiabank

Future Generations Foundation

Robertson Technology Group Ltd.

Royal LePage Shelter Foundation

coastcapital

Gordon Aggregates

Toronto Hydro

rjc Creative Thinking Practical Results

Hotel Zed

Manitoba Blue Cross

KPMG

CIBC

Knifewear

Money doing more. Assiniboine Credit Union

Accent Inns

ROAR

TSA Temple Scott Associates

Victoria Foundation



# KEY MOMENTS & EVENTS

**Throughout the year, people came together in ceremony, learning, and collective action. These moments reflect just some of the ways communities carried the Moose Hide Campaign forward.**

SEPTEMBER 2025

## NATIONAL DAY FOR TRUTH AND RECONCILIATION

Co-Founder Raven Lacerte and Elder Barb Ward joined forces for a special national webinar reflecting on the decade since the release of the Truth and Reconciliation Commission's findings, and the work still ahead of us.



OCTOBER 2025

## 10 MEN CEREMONY AT ST. BENEDICT CATHOLIC SECONDARY SCHOOL

An entire school community came together in learning and ceremony, lifting up 10 young men who made a powerful commitment to lead with respect, courage, and responsibility in helping end violence against women and children.



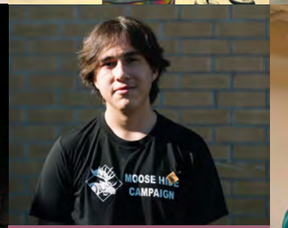



















**FEBRUARY 2026**

## 10 MEN AT THE CANADIAN COUNCIL FOR INDIGENOUS BUSINESS

Business leaders from across the country came together through 10 Men, gathering in ceremony, fasting, and creating space to reflect on leadership, responsibility, and the role they each play in ending violence against women and children.





APRIL 2026

## POWER OF THE PIN FILM PREMIERE

A powerful afternoon of ceremony, storytelling, and transformation, honouring the men who shared how the Moose Hide Campaign changed their lives, and how that change continues to shape the way they lead, love, and stand against violence.












MAY 2026

## MOOSE HIDE CAMPAIGN DAY

Queen's Park became a sacred gathering place for ceremony, courage, and collective action as people came together to honour the medicine, stand against violence, and renew a shared commitment to creating safety for women, children, and all those along the gender continuum.







# STRATEGIC PRIORITIES

Across every priority, the Moose Hide Campaign will continue to call men and boys in with compassion and without shame or blame, creating pathways for healing, accountability and active responsibility in ending gender-based violence.

### 1. ADVANCE COMMUNITY-LED PREVENTION

**Communities and local leaders have the relationships, tools, and support to carry the Campaign in ways that reflect their own contexts and priorities.**

### 2. CREATE PATHWAYS FOR YOUTH LEADERSHIP

**Young people have safe, age-appropriate and culturally grounded ways to learn, participate, and exercise meaningful leadership to embed the Moose Hide Campaign into their lives, schools, communities, and families.**

### 3. EMBED PREVENTION IN INSTITUTIONAL PRACTICE

**Workplaces, governments, schools, and major employers use the Campaign as a pathway into sustained learning, leadership, and responsibility for ending violence and building community safety.**

# HOW WE CARRY THIS WORK

Ceremony is the foundation of the Moose Hide Campaign. Over the next three years, we will create more opportunities for ceremony, reflection, and culturally grounded connection throughout the year, guided by Elders, cultural advisors, and community leadership.



### CEREMONY

**Reflection, fasting, gathering, and renewed commitment.**



### INDIGENOUS LEADERSHIP

**Cultural integrity, guidance, and Indigenous ways of knowing and being.**



### RELATIONSHIPS

**Love, respect, trust, reciprocity, and shared responsibility.**



### LEARNING & EVIDENCE

**Stories, feedback, and outcomes that demonstrate meaningful change.**

# DONATE TO HELP

SHARE THE MEDICINE OF
THE MOOSE HIDE CAMPAIGN

TO EXPLORE SPONSORSHIP AND
PARTNERSHIP OPPORTUNITIES, CONTACT:
PARTNERSHIPS @ MOOSEHIDECAMPAIGN.CA

MOOSEHIDECAMPAIGN.CA

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