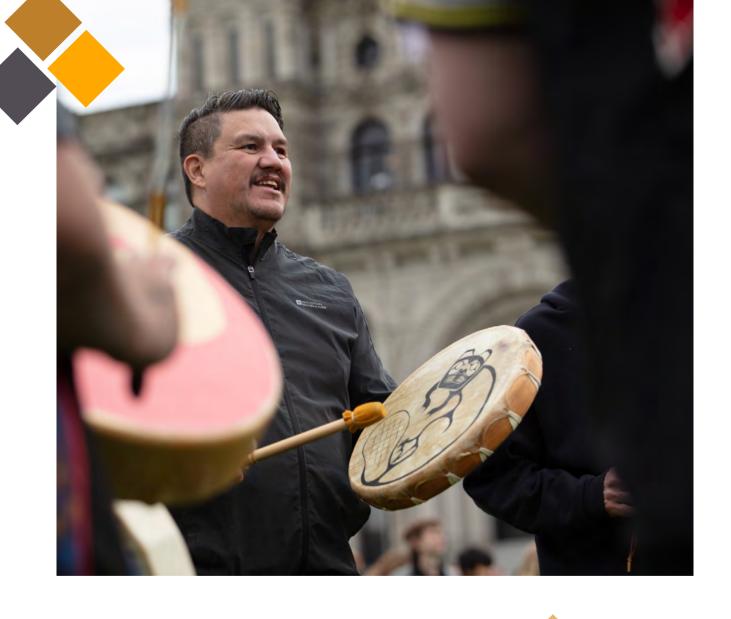






- 3 Message from Raven Lacerte
- 4 The Moose Hide Campaign
- **5 Frequently Asked Questions**
- 7 Gender-Based Violence in Canada
- 8 Moose Hide Campaign Impact
- 10 Marketing & Communications Tools
- 11 Donation Information
- 13 Resources for Continued Learning
- 14 Contact Us
- 15 Fundraising Ideas
- 20 Fundraising Stories
- **25 Community Champions**





THANK YOU FOR JOINING US!

Dear Friends and Supporters,

Your generous support of the Moose Hide Campaign is truly appreciated, and we are deeply grateful for your commitment to ending violence against women, children, and all those along the gender continuum. Your belief in our mission empowers us to continue our collective work, ensuring that together we elevate Indigenous voices and traditions in this vital journey of healing and reconciliation.

We're so glad to have you as a partner in this work. To help you share our message and make an even bigger impact, we've put together this Toolkit. It's packed with resources to help you connect with your community, talk about why the Moose Hide Campaign matters, and inspire others to stand with us against gender-based violence.

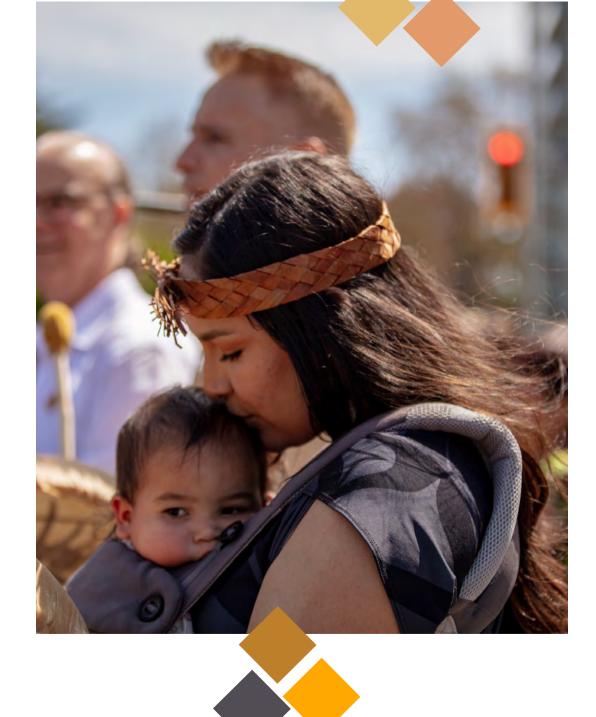
In this toolkit, you'll find key information about the campaign and practical tools to help you spread the word and get others involved. Our hope is that these resources not only help you make a difference but also bring us closer together in the work we're doing.

Thank you for your generosity, your commitment, and your belief in a future without violence. Together, we're building a country rooted in reconciliation and connection, creating a safer world for everyone.

In gratitude and friendship,

Raven Lacerte

Co-Founder



THE MOOSE HIDE CAMPAIGN

The Moose Hide Campaign is a powerful grassroots movement dedicated to ending violence against women, children, and all those along the gender continuum. Founded in 2011 by Raven Lacerte and her father Paul during a traditional hunting trip, the campaign began with a simple yet profound act: using moose hide as a symbol of commitment to protect and respect women and children.

Rooted in Indigenous traditions, the campaign uses the moose hide pin as a call to action. Each pin represents a pledge to stand against gender-based violence and to promote a culture of safety and respect. Independent research shows that for every pin created, at least five conversations occur, amplifying the campaign's message and impact.

With a mission to inspire and engage a healing journey in communities across Canada, the Moose Hide Campaign combines Indigenous wisdom and modern advocacy to foster healing and reconciliation. Through community events, educational programs, and collective action, we aim to create lasting change and build a safer, more respectful society for all.

Thank you for joining us in this vital journey. Your support and involvement are crucial as we work together to end violence and promote healing.







FREQUENTLY ASKED QUESTIONS

WHAT IS A MOOSE HIDE PIN?

A moose hide pin is a small piece of tanned moose hide (or vegan alternative) worn as a personal commitment to honour, respect, and protect the women and children in our lives and to work towards ending gender-based violence. It is a gift of traditional medicine which sparks conversation and raises awareness about gender-based violence.

WHY MOOSE HIDE?

The Moose Hide Campaign began with a single moose hide from a father-daughter hunting trip, where they harvested the moose in a traditional way to feed their family and community. This meaningful moment of sharing and learning sparked a movement to end violence, rooted in Indigenous traditions and teachings. The moose hide is medicine from the land and is an invitation to everyone in Canada to join us on this healing journey.

Learn more by watching: Moose Hide as Medicine

WHERE DO THE PINS COME FROM?

The Moose Hide Campaign has partnered with Winnipeg-based Mother Earth Recycling to have the pins produced and distributed in a good way. Mother Earth Recycling is an Indigenous-led Social Enterprise that provides community-based training and job opportunities while building 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.

IS THERE A NON-LEATHER OPTION?

There sure is! Vegan pins can be ordered from the Moose Hide Campaign website. Our vegan pin option is 100% biobased, plastic-free, and biodegradable.





HOW MUCH DO THEY COST?

We ask that moose hide pins are never sold; they are gifted as part of the Moose Hide Campaign's tradition of sharing Indigenous medicine. While the pins are freely given to support the movement to end violence against women and children, donations are warmly welcomed in reciprocity to help sustain the campaign. A suggested donation is \$1 per pin.





WHAT IS CAMPAIGN DAY?

Moose Hide Campaign Day is an annual gathering dedicated to ceremony and learning. It is an invitation to engage in a healing journey and take action to end violence against women, children, and all those across the gender continuum. It is a chance for all Canadians to take part in Indigenous-led ceremonies and learn from Indigenous Elders and Knowledge Keepers. On this day, communities across Canada gather in ceremony, participate in Walks to End Violence, deepen their learning, and fast to demonstrate their personal commitment and intention to create change.

Watch highlights from 2024 below!



WHEN IS MOOSE HIDE CAMPAIGN DAY?

The next Moose Hide Campaign Day is on May 15, 2025

HOW CAN PEOPLE GET FURTHER INVOLVED?

Anyone can get further involved in the Moose Hide Campaign by wearing and sharing moose hide pins, organizing or participating in Moose Hide Campaign Day events, attending workshops and ceremonies, and spreading awareness about the campaign's mission. They can also make donations, volunteer, or become Community Champions to lead local initiatives that promote our collective goal of ending violence against women and children. This work requires all Canadians to come together, and we invite the participation of all.

HOW DO I TALK ABOUT THE CAMPAIGN WITH OTHERS?

The best way to talk about the campaign is from the heart. Share why this cause matters to you and how others can get involved. This toolkit includes talking points, key messages, and stories that can help you start conversations and inspire others to take action.



Please be mindful that addressing topics related to violence and trauma can be triggering. We encourage you to approach these subjects with care and respect, prioritizing support and well-being for all.

If you come across someone who needs help, it's important to approach the situation with empathy and support. Here's what you can do:

- 1. If you or someone you know is in immediate danger, call 911.
- 2. Listen with Compassion: Let them express their feelings and concerns without judgment. Sometimes, just having someone to talk to can make a big difference.
- 3. Offer Resources: Share information about local support services, such as counseling, shelters, and hotlines. While the Moose Hide Campaign does not provide direct support services to victims of domestic or gender-based violence, there are many free resources and helplines across Canada that can help. We encourage you to look up local resources you can share as appropriate. You can find further resources on our website: moosehidecampaign.ca/help
- 4. Encourage Professional Help: If the situation requires more specialized support, gently encourage them to seek help from a mental health professional or counselor.
- 5. Take Care of Yourself: Supporting someone in need can be emotionally taxing. Please be sure to take care of your own well-being and seek support if needed.







GENDER-BASED VIOLENCE IN CANADA

The Moose Hide Campaign recognizes that all forms of violence are unacceptable, regardless of gender. We see the disproportionate number of women who are victims and the importance of engaging men and boys in addressing this issue. We also know that "shame and blame" isn't the answer.

- Every 2 days, a woman or girl is killed in Canada (Canadian Femicide Observatory for Justice and Accountability, 2022).
- Indigenous women and girls are 12 times more likely to be murdered or go missing than non-Indigenous women (National Inquiry into Missing and Murdered Indigenous Women and Girls, 2019).
- In 2018, 44% of women reported experiencing some form of psychological, physical, or sexual violence by an intimate partner in their lifetimes (Statistics Canada, 2021).
- Indigenous women are 3.5 times more likely to experience Intimate Partner Violence than non-Indigenous women. (Canadian Femicide Observatory for Justice and Accountability, 2024).



MOOSE HIDE CAMPAIGN IMPACT

- Since 2011, the Moose Hide Campaign has blossomed from one family's heartfelt commitment into a national movement.
- We've gifted more than 6 million moose hide pins. According to an independent research firm, each pin sparks at least 5 meaningful conversations about ending violence.
- Moose Hide Campaign Day has grown from 10 men standing in ceremony and intention to a day of learning and ceremony embraced by over 500,000 Canadians. It now includes workshops led by Elders and Knowledge Keepers who share their wisdom and traditions for healing and reconciliation. The day also includes Indigenous-led ceremony that every Canadian is invited to partake in.
- We've reached hundreds of thousands of youth and children with Indigenous-created educational resources about healthy relationships, nurturing a future of understanding and compassion.













But the real impact is best described by the hundreds of thousands of messages we have received...

I love that (the moose hide pin) serves as a personal reminder, for myself, to speak and act with intention and love. To me, it is a reminder that I am responsible for healing myself from generational harm, to metabolize and transform negativity so that it doesn't spread, and to raise my son to be a man of honour.

I had asked a colleague about the pin that he wore on his sweater and he told me about the campaign and we had a brief conversation about it. Now every time I see him and the pin, it refreshes that conversation about the issues in my head. I would like to share these conversations with others.



This is an absolutely great way to spread awareness to this cause. I've lost too many women in my life due to violence. I come from a small fairly isolated reserve and our community has been deeply affected by this kind of gender-based violence.





MARKETING & COMMUNICATION TOOLS

f @ @ in X ひ ♪

BRAND GUIDELINES & CAMPAIGN LOGO

If you are creating assets, we have a comprehensive brand guideline that has colours, logo use, and best practices. The Moose Hide Campaign logo was gifted by artist, Carey Newman, and holds special significance.

moosehidecampaign.ca/logo

COMMUNICATION ASSETS

Downloadable images, logo, moose hide pin, virtual meeting backgrounds, QR Codes, screen slides, printable signs, are available.

moosehidecampaign.ca/downloads

SOCIAL MEDIA PLAYBOOK

Find sample social media messages, images to use and links to all our social media channels here.

 $\underline{moosehide campaign.ca/Social Media Guide}$



MOOSEHIDECAMPAIGN.CA

DONATION INFORMATION

DONATE ONLINE

The easiest way to contribute is by visiting our website, which has options for single or ongoing donations.

moosehidecampaign.ca/donate

DONATE BY MAIL

Please make cheques payable to: Moose Hide Foundation

PO Box 91, Stn Main Saanichton, BC V8M 2C3

SUGGESTED DONATION AMOUNTS

All contributions are appreciated and help support the campaign's mission to end violence against women and children. Donations enable the continued gifting of moose hide pins, educational resources, and community events across Canada.

Funds a moose hide pin that will inspire at least 5 conversations about ending violence towards women, children, and all those along the gender continuum.

\$30 Moose hide pins for a classroom, engaging children in age-appropriate conversations about healthy relationships with self and others.

\$100 Supports over 500 conversations about creating safety in Canada.

Supports an education workshop for a school – sharing age-appropriate resources to invite discussion about reconciliation and healthy connections.

Supports moose hide pins for a whole school, providing medicine for a social illness that affects too many of our children today.





DONATE TO HELP



SHARE THE MEDICINE OF THE MOOSE HIDE CAMPAIGN

RESOURCES FOR CONTINUED LEARNING

As you deepen your learning, you may experience moments of overwhelm. This and any other feelings that arise are a valid response. A key practice of this path is self-care. This is an invitation to listen to your body, and approach with empathy and kindness. This path improves our relationship with ourselves, each other, and the land. It can help us to do our jobs better and it supports the mental health and well-being of those around us.



WE ARE MEDICINE

we are medicine is a transformative program committed to revitalizing Indigenous knowledge and cultural practices. Guided by the voices of Wisdom Carriers, the initiative fosters community healing and growth, with a strong focus on preventing violence in all its forms. By embracing traditional wisdom, we are medicine seeks to strengthen the cultural fabric and resilience of Indigenous peoples and share this powerful medicine with everyone.

Every we are medicine course purchased directly supports the Moose Hide Campaign.



RECOMMENDED READING

Reclaiming Power and Place: The Final Report of the National Inquiry into Missing and Murdered Indigenous Women and Girls

Honouring the Truth, Reconciling for the Future: Summary of the Final Report of the Truth and Reconciliation Commission of Canada

Namwayut: A Pathway to Reconciliation by Chief Dr. Robert Joseph (2022)

<u>Picking Up the Pieces: Residential School</u>
<u>Memories and the Making of the Witness Blanket</u>
by Carey Newman and Kirstie Hudson (2022)

150 Acts of Reconciliation

<u>It Starts with Me: Key Drivers and Ideas for Change</u>

WEBINARS & VIDEOS

<u>Cultivating Safe Spaces</u> with Elaine Alec

<u>The Physical and Spiritual Benefits of Fasting</u> with Dr. Lee Brown

<u>Indigenous Families Talking about Intergenerational</u>
<u>Affects</u> with Vince Kicknosway

Expanding on the Issue of Violence Against Women with Verna McGregor

The Role of Men with T8aminik Rankin

Moving Through Life with Love with Notorious Cree

It Starts with Me! Acknowledging and Empowering in this Journey to End Violence with Stephanie Papik, Nicole Gagnon, Nicole Evanoff, John Kervel & Shannon Williams

Residential Schools in Canada: A Timeline

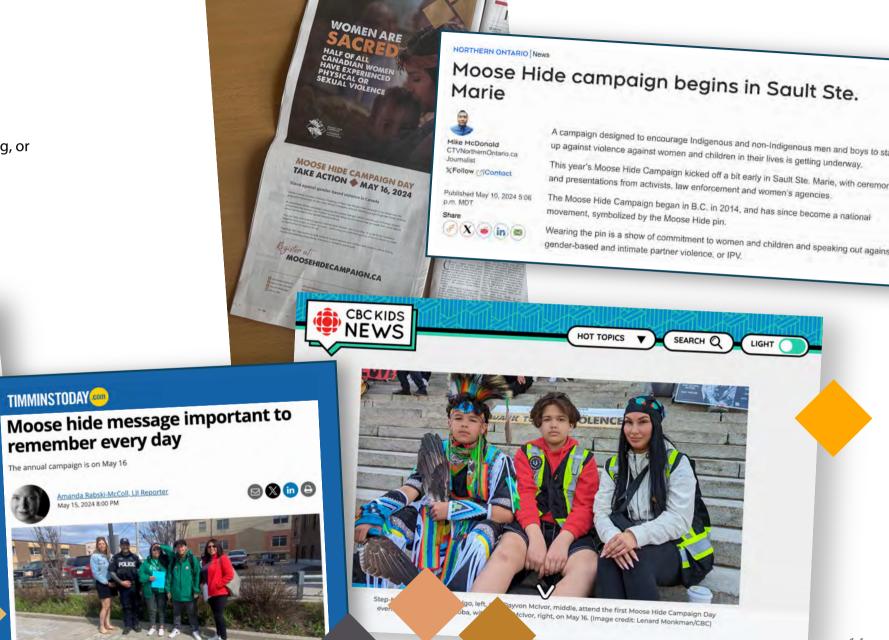
CONTACT US

Media Requests, please reach out to:

communications@moosehidecampaign.ca

Support with organizing community events, donating, or sponsoring the Campaign, please reach out to:

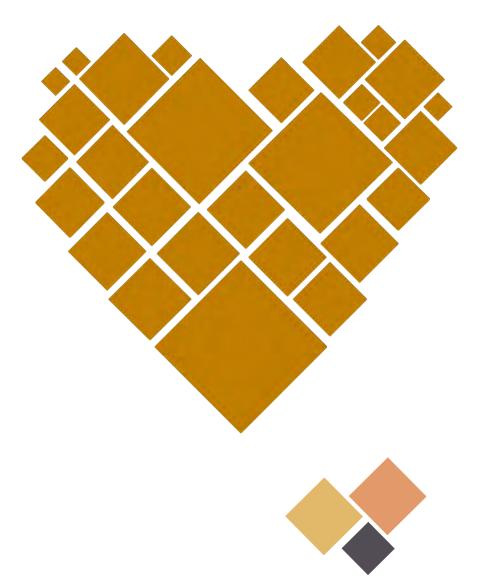
outreach@Moosehidecampaign.ca



Globe & Mail

FUNDRAISING IDEAS

We've gathered a range of fundraising ideas that are flexible, meaningful, and adaptable for various settings whether you're in a school, on a campus, at your workplace, or within your community. From simple donation collections to organizing transformative events, each idea is designed not only to raise funds but also to inspire learning, reflection, and a deeper understanding of Indigenous ways of knowing and being. By choosing a fundraiser that resonates with you, you're not just raising money; you're helping to build a movement that brings people together on a shared healing journey.





COLLECT DONATIONS AT A MOOSE HIDE CAMPAIGN KIOSK

A COMMUNITY HUB FOR AWARENESS AND SUPPORT

A Campaign Kiosk is a great way to engage your community, raise awareness, and collect donations to support the campaign's mission to end violence against women, children, and all those along the gender continuum. Here's how to create a successful kiosk:

1. Choose High-Traffic Locations

Set up in busy areas like malls, community centers, markets, or campuses to maximize visibility.

2. Design an Inviting Kiosk

Use banners and posters to share the campaign's message. Offer moose hide pins, explaining they're always gifted as medicine, and suggest a donation (e.g., \$1 per pin).

3. Offer Engaging Activities

Create a "Pin It Forward" challenge, message wall, or photo spot to encourage interaction and spread awareness via social media.

4. Provide Easy Donation Options

Display a QR code to the Moose Hide Campaign donation page for quick mobile donations and to make contributing simple.

5. Amplify Impact Through Partnerships

Partner with local businesses for sponsorship or donation matching to boost contributions.

6. Continue Engagement Post-Event

Share photos and stories on social media and thank donors and volunteers to keep the momentum going.

A Moose Hide Campaign kiosk can serve as both a fundraising station and a community hub for dialogue, learning, and action.







PIN IT FORWARD FUNDRAISER

SPARK CONVERSATIONS, EXPAND THE MOVEMENT

The Pin It Forward Campaign is a simple yet powerful way to raise funds and awareness about ending violence. Participants receive moose hide pins and pass them forward, sharing the campaign's mission. Here's how to run a successful campaign:

1. Launch the Campaign

Host a kickoff event at your school, workplace, or community to introduce the Moose Hide Campaign and explain how gifting a pin can spark conversations and inspire change.

2. Distribute Moose Hide Pins

Offer pins with a suggested donation of at \$5-\$10/pin, supporting the campaign's efforts to end violence.

3. Host a Pinning Ceremony

Organize a ceremony where participants receive their pins and hear from guest speakers, such as Elders, to deepen their understanding of the campaign.

4. Offer Matching Donations

Partner with your company or a local businesses to match donations, doubling the campaign's impact.

5. Track and Share Progress

Use a visual tracker, like a map or tree, to show how far pins have traveled and share the stories they've generated.

6. Host a Reflection Gathering

Conclude with an event where participants share experiences and reflect on the campaign's impact.

The Pin It Forward Campaign connects people through a shared commitment to end violence, amplifying the Moose Hide Campaign's message and creating a ripple effect of awareness and action.



BAKE SALE OR FOOD FAIR FUNDRAISER

BUILDING COMMUNITY THROUGH FOOD

A Bake Sale or Food Fair is a fun and flexible fundraiser that brings people together to share food and raise funds for the Moose Hide Campaign. It's a great way to build awareness and community bonds while supporting a meaningful cause. Here's how to create a successful event:

1. Planning the Event:

- Venue and Date: Choose a convenient location, like a school, workplace, or park. Schedule the event when you expect a good turnout, such as during a weekend or lunch hour.
- Set a Theme: Consider themes like "Comfort Foods" or "Global Flavors" to add excitement and creativity.
- Recruit Volunteers: Gather a team to help with baking, cooking, setup, and cleanup.

2. Promoting the Event:

- Eye-Catching Marketing: Use posters, flyers, and social media to spread the word about the event and its cause.
- Tell the Story: Share the purpose behind the bake sale and how the funds raised support the Moose Hide Campaign's mission to end violence.

3. Creating a Welcoming Atmosphere:

- Decorate the Venue: Create a colorful, inviting space with banners and tablecloths.
- Information Stations: Set up a table with Moose Hide Campaign materials, pins, and a donation jar.

4. Enhancing Engagement:

- Suggested Donations: Instead of fixed prices, suggest a range of donations for food items.
- Share Stories and Photos: Post updates and photos on social media to thank participants and showcase the impact of their support.

A Bake Sale or Food Fair is more than a fundraiser—it's a chance to foster community, celebrate diversity, and spread the Moose Hide Campaign's message through the universal love of food.







FASTING FOR CHANGE CHALLENGE

A MEANINGFUL WAY TO MAKE A DIFFERENCE

The Fasting for Change Challenge engages participants in a personal sacrifice to raise funds and awareness for the Moose Hide Campaign. By giving up a favorite treat or snack for a day, participants show their support while connecting to the campaign's mission. Here's how to organize the challenge:

1. Organize the Challenge:

- Set the Date: Choose a date that works for your school or workplace calendar.
- Define the Commitment: Participants commit to giving up a meal, or a treat like sweets or coffee for a day and gather donations to support their commitment

2. Promote and Register Participants:

- Create Awareness: Use posters and social media to promote the challenge and share the Moose Hide Campaign's mission.
- Sign-Up: Set up registration and provide materials like donation trackers to help participants gather pledges.

3. Customize for Schools and Youth:

- School-Specific Options: Encourage students to give up favorite snacks or vending machine items.
- Create a collaborative effort between classes to raise funds.
- Youth Engagement: Host workshops to explain the significance of fasting and support students in meeting their fundraising goals.

4. Customize for Workplaces and Adults:

- Workplace Adaptations: Encourage employees to give up coffee or snacks. Offer a friendly challenge among teams to raise more funds.
- Corporate Matching: Partner with your company or a local businesses for donation matching to increase impact.

5. Fundraising:

• Donation Channels: Set up online and in-person donation options and share clear instructions on how to contribute.

6. Celebrate & Reflect:

• Acknowledge Participation: Recognize participants' efforts and share their stories. Host a reflection event to discuss the experience and its impact.

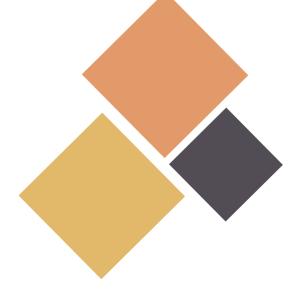
The Fasting for Change Challenge is a simple yet powerful way to support the Moose Hide Campaign, demonstrating collective commitment to ending violence and fostering healing.





FUNDRAISING STORIES

We've been blown away by the creativity of our supporters, who continue to inspire us with their innovative ideas for spreading the medicine and raising funds to support the Moose Hide Campaign. From workplace challenges like Timeframe's coffee-free day to schools hosting bake sales and communities organizing cultural events, the sky is the limit when it comes to finding meaningful ways to contribute. Their passion and ingenuity remind us that there are endless possibilities for making an impact, and we are deeply grateful for the many ways our supporters help spread awareness and raise vital funds.





BREWING CHANGE

SSG'S COFFEE-FREE DAY RAISES \$5,000 FOR THE MOOSE HIDE CAMPAIGN

At SSG, employees embraced the Fasting for Change Challenge by giving up their daily coffee and donating the cost of a cup of coffee last May. This small sacrifice led to a substantial collective impact.

The initiative was met with great enthusiasm as teams used their coffee breaks to engage in meaningful discussions about the Moose Hide Campaign's mission. SSG's decision to match employee donations amplified the effect, doubling the funds raised.

Through this effort, the challenge not only generated over \$5,000 but also strengthened team unity and showcased SSG's collective dedication to driving social change.





SWEET SUCCESS

ST. MICHAEL'S BAKE SALE SUPPORTS MOOSE HIDE CAMPAIGN

St. Michael's School recently hosted a bake sale that not only satisfied sweet cravings but also provided significant support for the Moose Hide Campaign. Students, parents, and teachers came together to bake and sell a wide variety of treats.

Organized by the student council, the event aimed to both raise funds and build community spirit. Each delicious cookie sold was paired with a moose hide pin, linking the treats to the campaign's mission, which was shared in classrooms before the event.

The community's enthusiastic participation was outstanding. The bake sale raised \$2,500, far exceeding expectations. Beyond the funds, the event strengthened school connections and sparked meaningful conversations about the campaign's goals.





FAMILY FARM PURESPIRIT SOLUTIONS

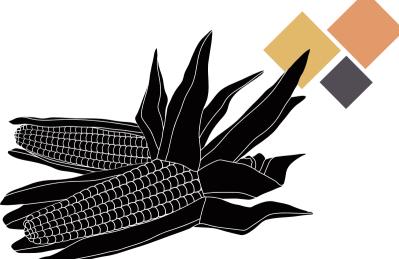
HOSTS FAMILY FUN DAY

PurespirIT Solutions hosted their Moose Hide Campaign fundraiser on a Saturday, inviting families of their partners and clients to join in a day of fun and purpose on the farm. Tickets to the event included access to exciting activities like pony rides, wagon rides, a chili contest, and donkey selfies. For those who couldn't attend, a creative twist allowed them to participate by donating \$10 for every donkey selfie posted. Guests enjoyed cupcakes topped with Golden Grahams cereal, cleverly designed to resemble Moose Hide pins, adding a sweet touch to the day.

The event was more than just fun—it was an opportunity to share the Moose Hide Campaign's mission. Organizers spoke about the history and significance of the Moose Hide and encouraged attendees to wear a pin. A donation basket placed beside the pins invited everyone to take a few to share the story and spread awareness. With generous support from attendees and creative fundraising efforts, the event raised thousands of dollars, demonstrating the power of community and compassion in driving meaningful change.











INKING FOR A CAUSE

MAHIHKAN TATTOO DRAW RAISING FUNDS

Growing up witnessing violence and hearing stories from friends and loved ones about the harm inflicted by men deeply shaped Mason Larose's perspective. Recognizing the Moose Hide Campaign as a cause close to his heart, Mason launched a creative fundraiser to spread awareness and support the movement to end violence.

Through his craft at Mahihkan Tattoo, Mason offered a tiered donation system designed to be accessible for everyone, regardless of financial ability. The prize packages ranged from tattoo vouchers to custom t-shirts and sticker packs, with options for donors at every level. Mason's goal was to make giving as accessible as possible while encouraging conversations about the campaign's mission. His heartfelt effort not only raised funds but also spread the campaign's message: violence is preventable, and everyone has a role to play in creating a safer world.

Thanks to supporters' generosity and Mason's dedication, this fundraiser highlighted the power of combining creativity, compassion, and community to drive meaningful change.









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

Calgary, AB @ Lantern

Gift Lake Metis Settlement, AB

Edmonton, AB @ City Hall

Edmonton, AB @ Parkdale

Sherwood Park, AB

Melfort, SK

Yorkton, SK

La Ronge, SK

Brandon, MB

Winnipeg, MB

Sagkeeng First Nation, MB

Kenora, ON

Sioux Lookout, ON



Calgary, AB @ Telus Sky

Calgary, AB @ Métis Nation

Prince Albert, SK

Ginew, MB

Dryden, 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

Igaluit, Nunavut Halifax, NS

Cole Harbour, NS

Corner Brook, NL

St. John's, NL **Grand Falls-Windsor, NL**





